



# IP Feast Featured in HELLO! Magazine

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IP Feast, a unique initiative conceptualised by [Safir Anand](#), Senior Partner, Anand and Anand, has been featured in HELLO! Magazine. The feature highlights how the platform brings together leaders from the creative and intellectual property ecosystem to celebrate originality, legacy and the growing importance of IP. The coverage reflects the distinctive approach Safir has taken in creating conversations that connect law, creativity and industry. It is encouraging to see IP Feast receive wider recognition and continue to build awareness around the value of intellectual property.

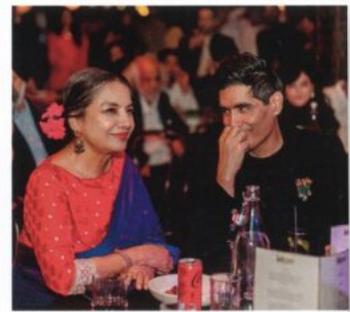
## A TOAST TO THE LEGENDS

**WHAT:** Bringing together India's top creative and intellectual property leaders, IPFEAST 4.0 LEGENDS was recently held in Delhi, conceptualised by Safir Anand, Senior Partner at Anand and Anand.

**BUZZ:** The initiative was designed to celebrate intellectual property as an expression of creativity, originality, and legacy. With lively exchanges and musical performances by Indian Ocean, Hargun Kaur, and Anirudh Suswaram, the evening was thought provoking and vibrant. Manish Malhotra, Shabana Azmi, Sanjeev Bikhchandani, Puneet Chhatwal, Zorawar Kalra, and Riyaz Amlani were among the many who attending the celebration.



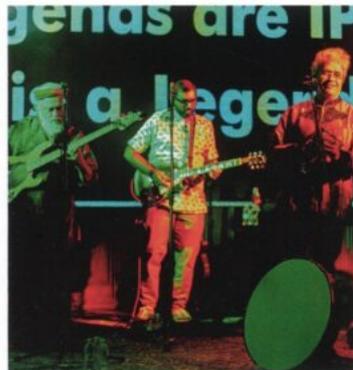
Safir Anand



Shabana Azmi and Manish Malhotra



Punit Malhotra with Sehr and Shayal Anand



India Ocean performing at the event



The soirée saw dignitaries from different walks of life



**KEY CONTACT**



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[View Bio of Safir Anand](#)