

Overview

Anand and Anand advises on corporate, commercial and regulatory matters across the business lifecycle, including market entry, structuring, expansion, investment and exits.

We act for multinational corporations, Indian businesses, investors and start-ups across sectors such as retail, FMCG, healthcare, technology, media and manufacturing. Our advice is commercially aligned and grounded in practical implementation.

General Corporate Advisory

We advise on business structuring, governance, corporate reorganisations and day-to-day legal matters. Our work includes entity structuring, subsidiary closures, business bifurcation and cross-border advisory. We work closely with management teams to align legal structures with operational and commercial priorities.

Commercial Contracts

We draft, review and negotiate commercial agreements, including supply, distribution, licensing, technology and cross-border arrangements. Our work spans hospitality, media, manufacturing and digital businesses, including joint ventures and business transfer arrangements. We focus on clear risk allocation and enforceable documentation.

Mergers and Acquisitions

We advise on mergers, acquisitions, joint ventures, restructuring and business transfers. Our services include legal due diligence, transaction structuring, documentation, regulatory approvals and post-closing support across sectors such as healthcare, consumer and manufacturing.

Private Equity and Venture Capital

We act for investors, funds and companies on investment structuring, term sheets, transaction

documentation and governance rights. We support both early-stage and growth investments, including diligence on contracts, IP and regulatory positioning.

Start-Up Advisory and Fundraising

We work with founders and emerging businesses on structuring, fundraising, ESOPs and investor documentation. Our focus is on building scalable legal frameworks aligned with growth, investor expectations and product expansion.

Capital Markets and Securities

We advise on IPOs, private placements and securities compliance, including SEBI-related matters and listing readiness. Our work includes IPO-linked diligence, coordination with intermediaries and aligning governance and documentation for public markets.

Corporate Governance

We advise boards and management on governance structures, fiduciary duties, internal controls and compliance systems. This includes governance strengthening exercises linked to investments, listings and cross-border operations.

Competition Law

We advise on merger control, anti-competitive conduct, distribution models and pricing structures. Our work includes structuring commercially viable arrangements while addressing competition law risks, particularly in consumer-facing and platform businesses.

Regulatory and Policy

We assist clients in navigating licensing, sectoral regulations, enforcement actions and policy interpretation. Our work spans telecom, food, advertising, legal metrology and sector-specific approvals, with a focus on practical compliance pathways.

Employment and Labour

We advise on employment documentation, workplace policies, disciplinary matters, investigations and workforce restructuring. Our work includes HR audits, multi-location compliance and development of internal governance frameworks.

Real Estate

We advise on acquisitions, leasing, title diligence, development documentation and real estate disputes. Our work often supports business expansion, asset structuring and proceedings before RERA and NCLT/NCLAT.

Consumer, Advertising and Digital Laws

We advise on consumer protection, advertising compliance, product claims and e-commerce regulations. This includes campaign reviews, packaging and labelling compliance, ASCI matters and digital platform obligations.

Technology, AI and Digital Governance

We advise on AI governance, data use, platform compliance and digital business models. Our work includes policy frameworks, risk assessment and compliance strategies for technology-led and emerging businesses.

Customs and Trade

We advise on customs classification, valuation, import-export compliance, anti-dumping issues and enforcement proceedings. Our focus is on regulatory clarity and minimising disruption to business operations.

IP Monetisation and Brand-Led Transactions

We advise on licensing, franchising, valuation and brand-led commercial strategies. Our work includes IP-led transactions, portfolio structuring and aligning intangible assets with investment and growth objectives.

KEY CONTACT



Safir Anand
Senior Partner
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