



## 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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