Chambers Global Practice Guide to Advertising and Marketing- India Chapter

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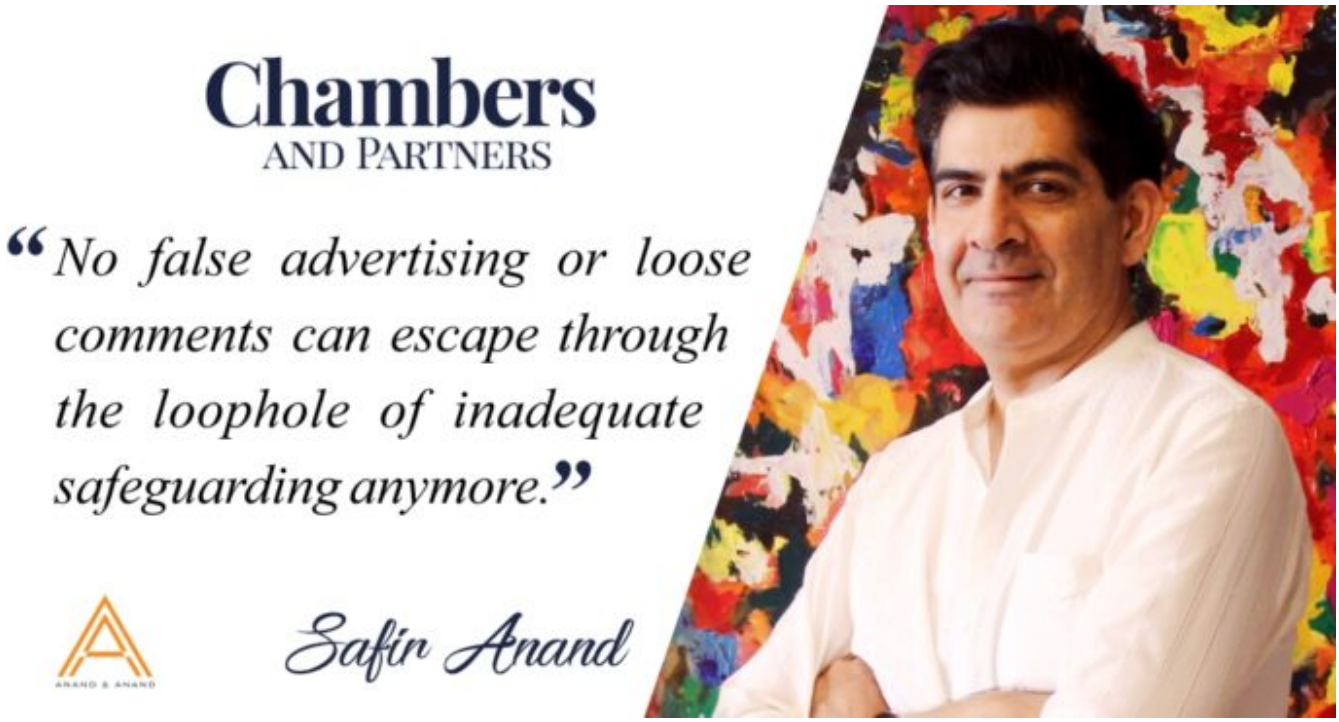
Safir Anand, assisted by Twinky Rampal and Mehr Bajaj, made an exemplary India Chapter submission to the Chambers and Partners for this year's Chambers Global Practice Guide to Advertising and Marketing.

Weighing up the slam of pandemic and its dense sequel on the advertising industry, the chapter is a constructive measure for advertisers braving multiple hurdles, covering the impact of the COVID-19 pandemic, advertising claims, influencer campaigns, sports betting/gambling, moment marking and cryptocurrency.

Any promotional material needs a proactive measure in the form of pure diligence in order to avoid legal repercussions. In this endeavour, the firm under its Advertising Law practice dives into addressing issues ranging from Intellectual Property, Competition Law, comparative advertising, packaging regulations, ASCI guidelines amongst others.



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