Senior Partner Safir Anand Launches the First IP Feast

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Showcased hand-picked young and promising brands that exemplify the India story

The evening also celebrated the success of his first book Chrysalis as well as launched Kitchen of the Kings, an IP supported by Safir.



Bikaner House, New Delhi: 11th May: Bringing 21 endearing, beautiful Intellectual Properties born in India together on one platform, leading counsel Safir Anand, Senior Partner Anand and Anand, launched **The Great Indian IP Feast** yesterday**.** A veritable umbrella that promises to celebrate brands, big and small, that are made in India and personify India handmade, the inaugural event was held at the cultural hub Bikaner House. Presented on the occasion were a host of stories that are vocal for local.

"India is possibly the richest treasure trove of arts, crafts, design that are hundreds of years old, yet

ever evolving. From this reservoir have emerged so many unique brands that tell a compelling tale. My platform The Great India IP Feast will offer a window to all these tiny tales that are unique and rich," Shared Safir Anand.

At the inaugural event were presented Indri, a single malt born in India, Stranger and Sons, an Indian origin gin, Kiba Lager beer, made in Ludhiana, P-tal, a revivalist project lead by students of SRCC, India Craft Project that works with over 80 master craftsmen, Nihira, known for their liquor ladoos and other mithais, House of Badnore, a memorabilia accessory story, Royal Fables, a curation of palace atelier products, Kiara Soul Kitchen that serves purely vegetarian cuisine and many others. Singer, song-writer Kamakshi Khanna sang her original compositions that have been part of many Netflix and Amazon series.

As the lawyer-author celebrated the success of his first award winning book **Chrysalis**, Ajay Mago, Om Books International announced Safir Anand's second book, unveiling the cover. A tongue-in-cheek narrative that will chronicle the many unique and quirky IPs that are truly Indian the book is aptly titled **India Unboxed**. The event also marked the 100 years of Anand and Anand with Mr. Pravin Anand, Managing Partner Anand and Anand, sharing some of the firm's success stories.

As partner and counsel of the heritage platform Royal Fables, Safir, invited Anshu Khanna to launch her regal culinary fable **Kitchen of the Kings**. A platform that orchestrates the culinary genius of over 20 royal families, it will now be open to franchises for its uber luxe restaurant and catering service. Shri Uday Mahurkar, author, historian and Information Commissioner, formally inaugurated the project. Their Highnesses Maharaja Aishwarya & Maharani Shailaja Katoch of Kangra-Lambagraon & Nawab Kazim Ali Khan of Rampur joined his on the stage.

The evening saw a galaxy of celebrities in attendance: Nikhil Nanda, M. D. Escorts; Mr. Dua, M.D. Relaxo; Princess Siddhi Kumari, MLA, Rajasthan Government; Actor Rahul Vora; couturiers Paras, Reynu Tandon, Joy Mitra, Ambar Pariddhi; gallerists Tripat Kalra, Ashwini Pai Bahadur, Saurabh Singhvi, Dr Ipshita Chatterjee, head Innovation Lotus Herbals, author, art writer and curator Kishore Singh; Anand Ranganatha, scientist and author; Vijay Shekhar Sharma, Founder & CEO Paytm; Nikhil Nanda, Chairman and MD Escorts Kubota and Bikaner House Resident Commissioner Shubhra Singh.

Safir Anand promises to take his IP feast to every city of India to celebrate India Inc.



Senior Partner Safir Anand Launches the First IP Feast


INDIA
WE ARE LIKE THIS ONLY
UNBOXED
75
QUIRKY ASPECTS THAT DEFINE THE NATION


ROYAL
FABLES











KEY CONTACT



Safir Anand

Senior Partner

View Bio of Safir Anand

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