Safir Anand Amongst India's Super 50 Lawyers

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Safir Anand is amongst Super 50 Lawyers ranked by Thomson Reuters Asian legal Business. These 50 names are ones that clients send in directly to ALB.

In a bespoke interview, Safir Anand tells ALB the key qualities for maintaining a strong and lasting client relationship. He also shares how he educates himself to meet varying needs of clients through extensive 'research' and reading across genres while also amassing as many experiences as possible rather than being an armchair lawyer. On balancing workload, he relies on diversity and talent.

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A conversation with Safir Anand

What key qualities or skills do you believe are crucial for maintaining strong and lasting client relationships in the legal profession?
Enhancing and maintaining strong client relationships is paramount in legal profession. For a lasting client relationship, a lawyer today needs to be more than just a lawyer. Strong ethics, knowledge of the subject, ability to understand clients' pain points and to think beyond the expected and then to deliver an output that is innovative – all of these factors are at play while maintaining relationships with clients.

Lawyers today have to be far more savvy about business and much more creative in terms of the variety of options and their feasibility. One needs to go beyond the done thing. To this effect, it has become necessary not only to keep up with case laws but to be educated and informed about newer technologies, risk to reward ratio, risk mitigation and other strategic measures that may enhance the scope of success or mitigate the probability of a loss or risk at best. Combine all of these with strong values as an individual and you get lasting relationships.

How do you educate yourself about your client's specific business or situation to provide tailored legal solutions that truly address their needs?
Research. I always engage in meaningful research to keep myself abreast with developments in various industries. I am never satisfied with what just meets the eye or what is doing rounds in the news. Afterall, news is what someone somewhere wants to sell. I go beyond the obvious, using multiple sources to amplify my knowledge. Also, I read a lot - not just about law or businesses. I read books on philosophy, social science, international research papers and various business studies. This is because when approaching the issue of a particular client, I need to think with an open mind. To be able to maintain a forward approach, I engage in immense networking and co-curricular activities, if I can call it that. Meeting people with ideas like the 'IP Feast' I had hosted sometime ago not just provides a platform to business, it also gives me a whole new dimension of thought. And goes without saying, networking with people from various walks of life enriches the knowledge bank. Legal profession requires you to be a student for life and read up a lot but you cannot be an armchair lawyer in today's time.



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How do you balance your workload to ensure each client receives the attention and dedication they deserve, even during periods of high demand?
Over the years, I have seen a fillip in both quantity and quality of work that I and my team have been doing. The pressure can be overwhelming. But with time, I have mastered the act of balancing workload with the end goal of client welfare as well as welfare of my team. One of the most important ways to balance is through expansion of talent pool. I would cite the examples of the branding practice that I launched recently and also the Digital Group at the firm. Both these arms bring in newer and massive responsibilities. To be able to take them on and deliver our best, we have onboarded best of industry talents from diverse background. Diversity and Talent along with time management skills serve the purpose right.

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View Bio of Safir Anand

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