



Advertisement Law Profile



ABOUT THE FIRM

Anand and Anand is one of India's leading law firms with offices in four of India's major cities - New Delhi, Noida, Chennai and Mumbai. We represent clients on a large number of the most complex and high value matters across the globe. Most of our key practices have won top industry awards and accolades.

We understand the different challenges faced by our clients in the contemporary business environment as a result of technological changes, evolving government regulations, and competitive pressures in the marketplace. We believe that the combination of our firm's culture, depth of our experience, wide range of expertise and the quality and energy of our lawyers, allows us to offer a level of client service that is unique not only in the Indian legal market but around the world.

Our lawyers are trained to take a commercial perspective of the issues of our clients and tackle the same with a solution-oriented approach. We provide seamless, resourceful and integrated services across a broad spectrum of practice areas.

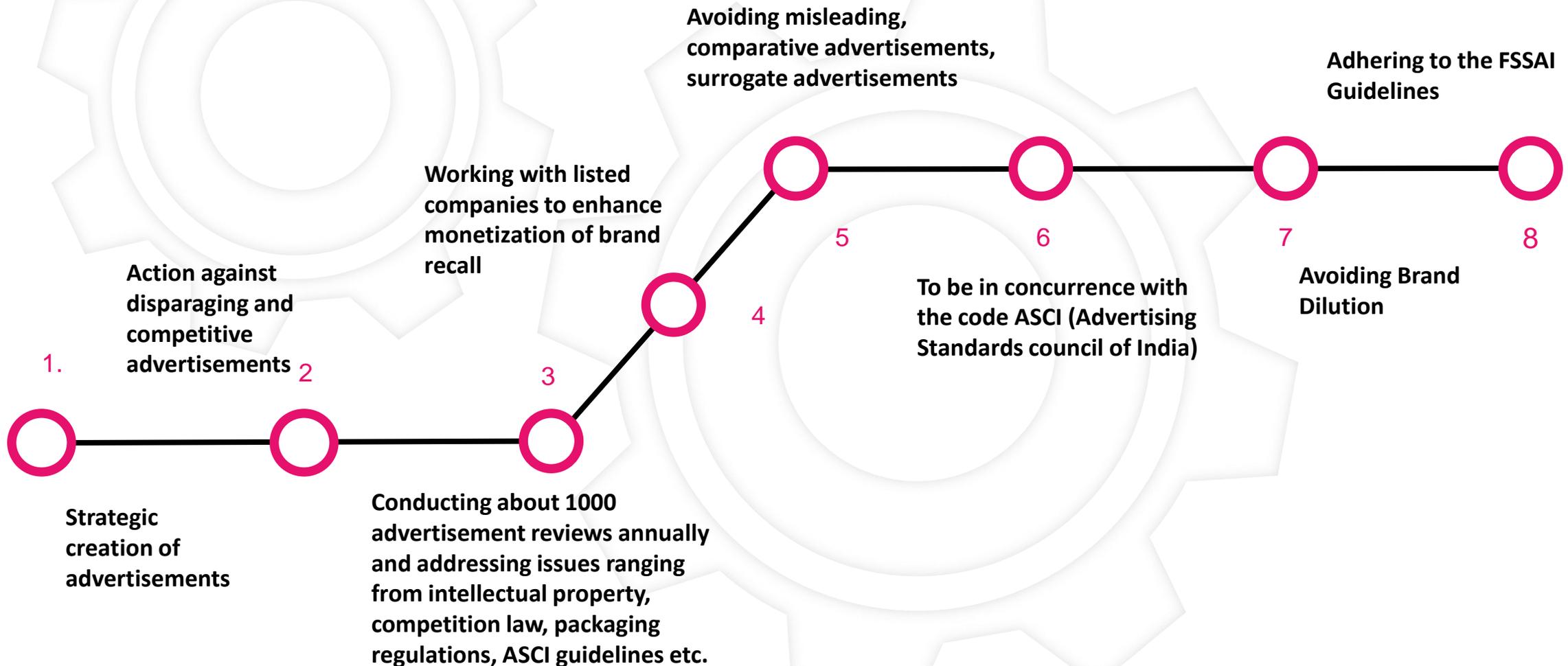




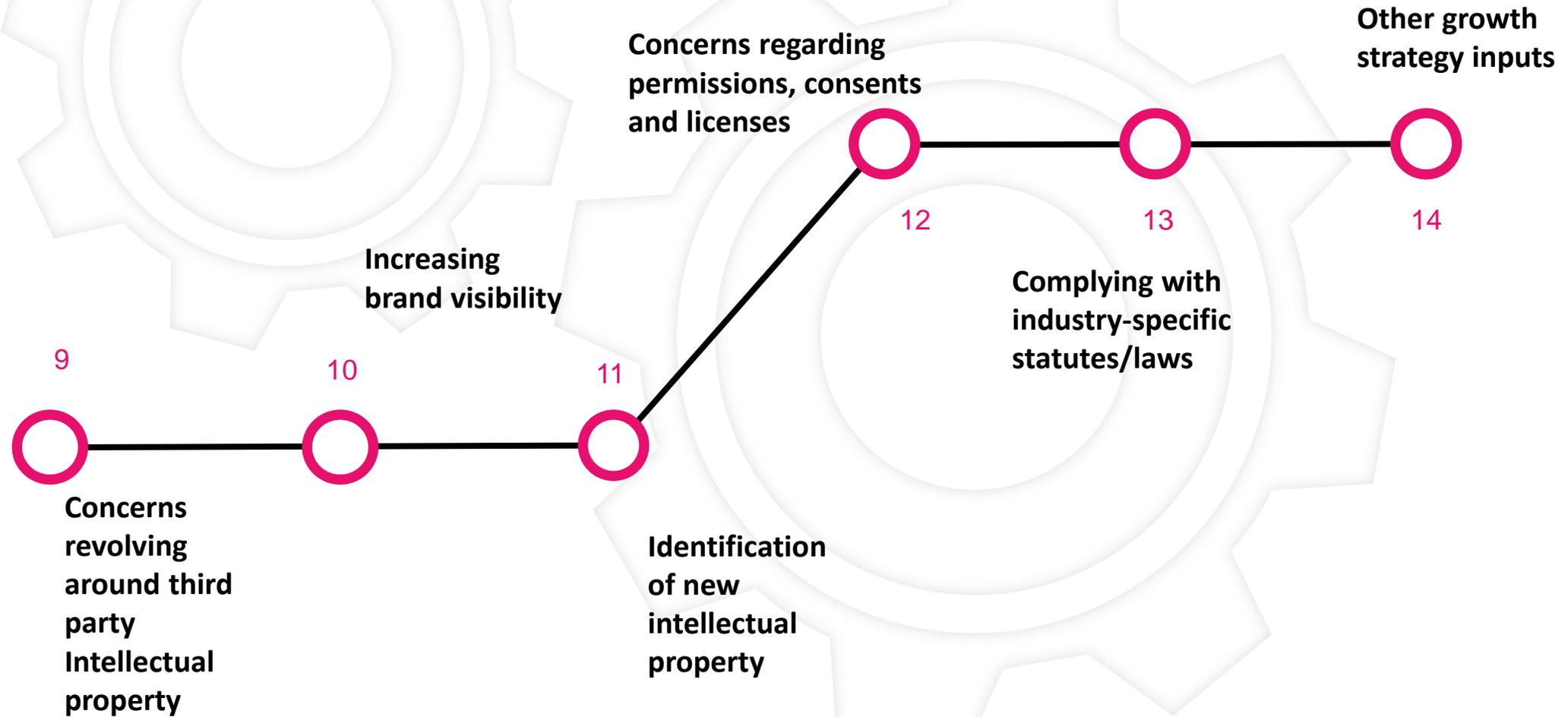
“

Any promotional material needs a proactive measure in the form of pure diligence in order to avoid legal repercussions. Advertisements are subject matter of public domain once released and therefore may involve concerns of content.

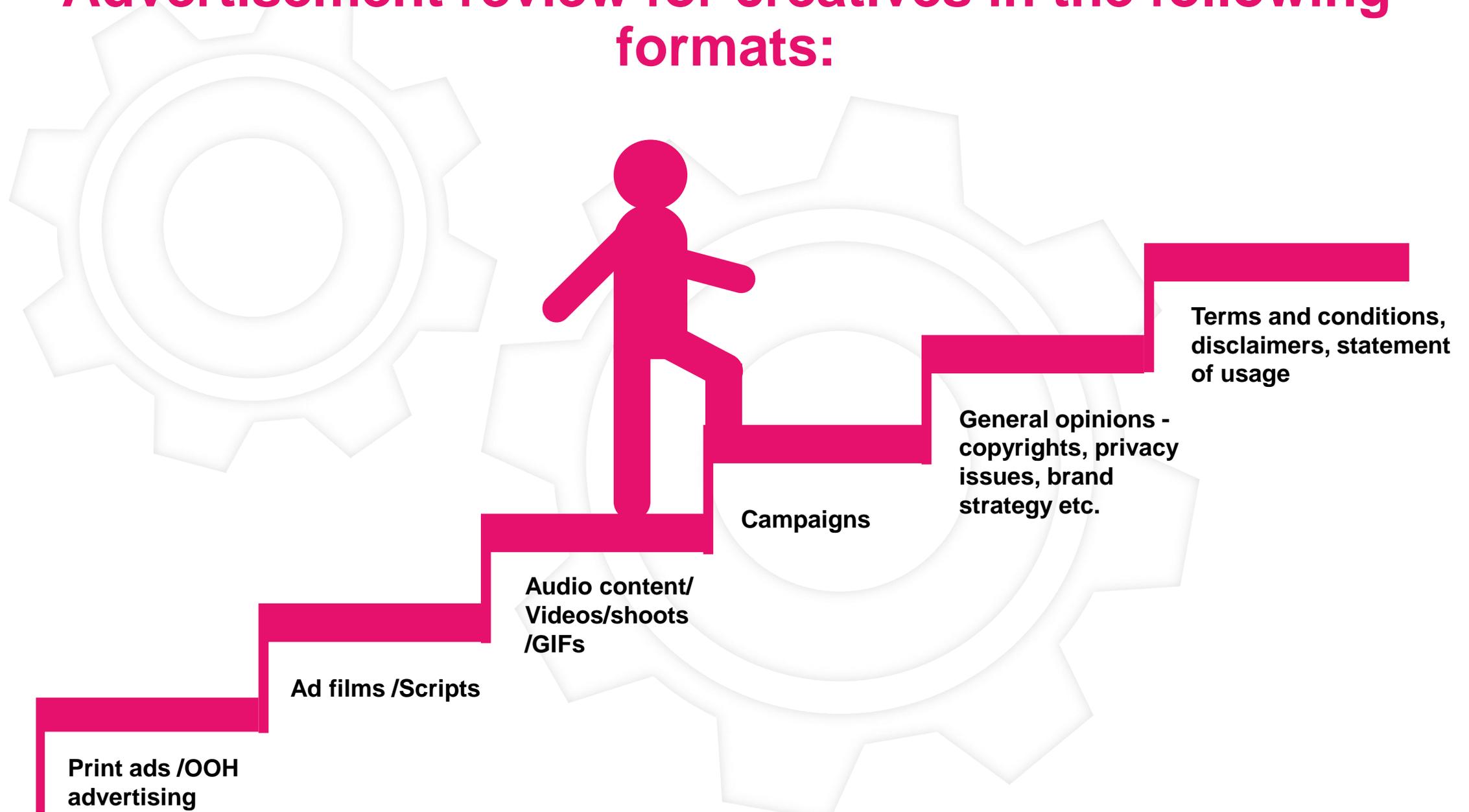
ADVERTISEMENT LAW PRACTICE



ADVERTISEMENT LAW PRACTICE



Advertisement review for creatives in the following formats:

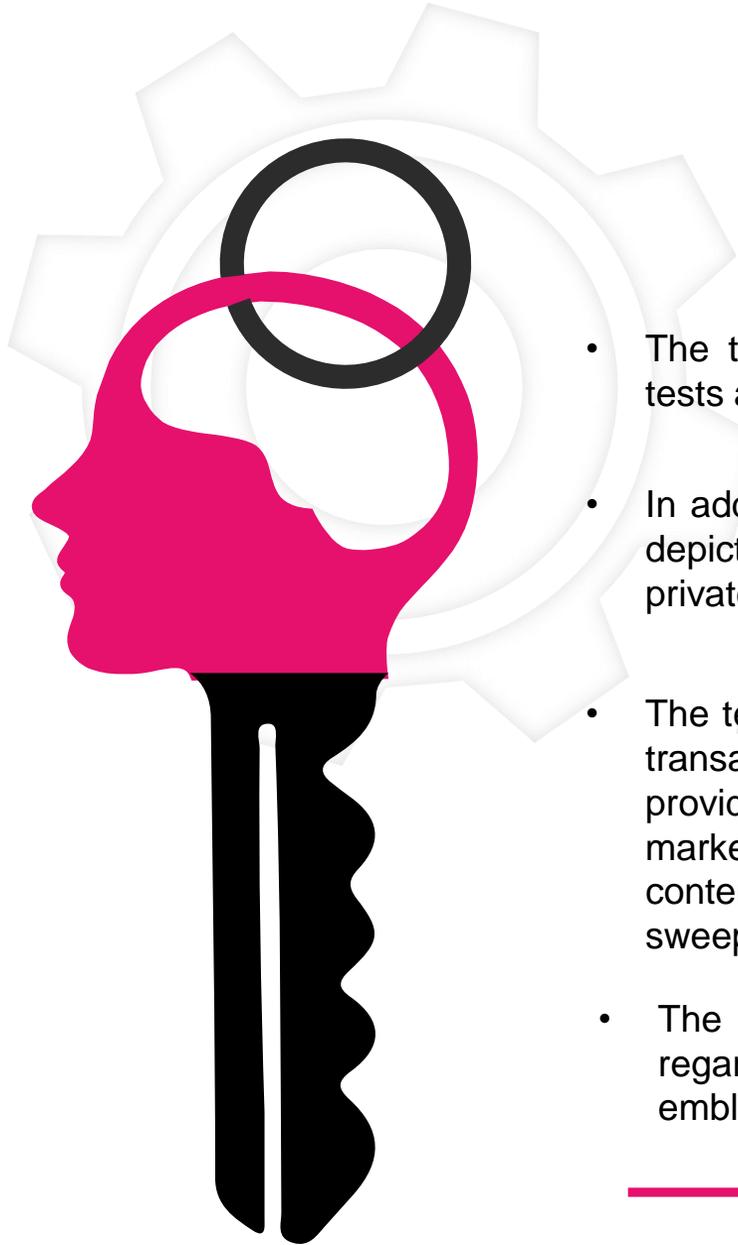


Key assignments



- Anand and Anand have assisted in reviewing the advertisements for one of the biggest financial services companies in the world. These reviews involve personality right permissions, adherence to the Code of Conduct of Advertising Standards Council of India, taxation, privacy law concerns, etc.
 - The team at Anand and Anand has also been instrumental in reviewing the print, video as also the social media campaign for a leading football federation in the world.
 - The team has also advised the largest two-wheeler manufacturer in the world with respect to its advertising campaigns.
 - The team has been successful and vigilant in providing specific recourse from Advertising Standard Council of India (ASCI) objections to one of India's leading beverages companies keeping in view both ASCI Code and FSSAI regulations.
 - The arena of medicines has also been explored where opinions were given to international medical agencies on regulations on advertisement of doctors, medicines and medical products in India on social media platforms and otherwise.
-

Key assignments



- The team has also reviewed brochures released by educational organizations promoting tests and qualifications.
 - In addition to the above, the team has efficiently worked towards providing opinion on use, depiction, photography of famous monuments and buildings basis an analysis on public and private properties.
 - The team has carved its path into the arena of social media companies assisting them with transactions of highly sensitive and exclusive nature. The team was recently involved in providing comprehensive opinions to an American technology and camera company, whose market cap is approximately USD 8 billion. This entity was assisted with their promotional content in India which involves transactions pertaining to propositions of gambling and sweepstake.
 - The team has assisted the leading social media company with its India-based campaign regarding the Use of Drawings of Well-Known Buildings for Ad Campaigns, use of national emblem and national flag and the related risk mitigation and assessment.
-



“

The team offers wholesome advice, preventive and curative, on aspects of advertising and product liability to ensure regulatory compliance, advertising audits, strategic opinions on packaging and labelling issues, representation before advertising and metrology bodies, and prosecution of product disparagement and false advertising actions. Among our clients are media and entertainment establishments, e-commerce marketplaces, publishing firms, financial institutions, hospitality and consumer electronics companies.

Thank You

Address: First Channel Building Plot No. 17A, Sector 16A,
Film City, Noida, Uttar Pradesh 201301, India

Phone no.: +91-120-4059300

Website: www.anandandanand.com

