

Able

Affable

Available

PSA
LEGAL COUNSELLORS

THE LAW IS
REASON FREE
FROM PASSION

ARISTOTLE

BUT, PASSION IS A
PREREQUISITE TO THE
PRACTICE OF LAW

PSA

A wide-angle photograph of a fjord. The water is a deep, vibrant blue, filling the foreground. On either side, steep, dark grey rock faces rise vertically from the water's edge. The mountains are partially covered in green vegetation. In the distance, a range of mountains is visible, some with patches of snow or light-colored rock. The sky is a clear, bright blue, dotted with wispy white clouds. The overall scene is majestic and serene.

Stand out from the crowd

“You provided terrific support throughout, in what was not always a smooth process. Your knowledge, tenacity, timeliness and readiness to step in and “save the moment” were invaluable traits to us.”

**HEAD OF INTERNATIONAL BUSINESS,
NYSE LISTED COMPANY**

WHO WE ARE

We are a solution-driven, pragmatic business law firm that has carved a special niche in the Indian legal market by the high-quality of its legal service, responsiveness and client commitment. The range, breadth and depth of the firm is broad-based and full-service, with its commercially savvy and dynamic lawyers experienced across the range of its practice areas. Be it start-ups, or large conglomerates with global footprints, PSA provides legal services in a timely and a cost-effective manner. The USP of the firm is a global mindset coupled with a focus on practical and innovative legal solutions that help our clients succeed.

The firm is headed by Priti Suri, a lawyer with over 3 decades of experience in three continents. Possessing a uniquely diverse experience, our rigorously trained lawyers work closely with each other so that clients get the benefit of exceptional professional judgment and creative solutions.

Headquartered in India's capital city - New Delhi, we work all over the country.





OUR VISION

A culture characterized by collaboration, diligence, entrepreneurship, mutual empowerment, mutual respect, open and candid communications, opportunity and fair reward for efforts expended on behalf of the clients and the firm.

Committed to best practices, code of conduct, ethics, excellence, integrity, and highest standards of professionalism, both with clients and with each other.

Collectively create an environment that nurtures knowledge, imagination and teamwork, while focusing and dedicating ourselves to quality - in all that we do.

WHAT YOU CAN EXPECT

A devoted, driven and a dynamic legal team, with ability and training to think out of the box and that makes it its business to know the clients' business.


Practical knowledge of the markets in which the clients operate coupled with an awareness and experience of political and business practices and regulatory procedures, which helps us in identifying realistic solutions.

Access to a global team through our network providing a detailed knowledge of cultural, legal and regulatory issues in various jurisdictions.

Multi-lingual capabilities, exposed to both Western and Indian cultures and capable of bridging the "business cultural" gaps in negotiations.

No learning curve ever at the expense of clients.

An expeditious "Wall Street service" at non-Wall Street fee structures.



OUR TEAM

The team is led by Priti Suri, the founder and managing partner of the firm. Under her mindful guidance, the lawyers have been trained and encouraged to understand the pulse of all clients and focus on what they want.

The firm believes in developing holistic business lawyers with a deep understanding of law as a whole, allowing each member to counsel their clients across the different practice areas as well as industries. This method ensures that lawyers who are most familiar with the business of the client, are the ones reading the law to find effective, timely and business-friendly solutions. The strengths of the team stem from its diversity, while never losing sight of ability and capability.

Professionalism, maintaining confidentiality, proactive and timeliness are all traits ingrained into every single individual at the firm. All members aim to implement the ethos and core values of the firm while acting as an in-house resource of the client.





CORPORATE COMMERCIAL

As global borders shrink, corporations have a need to get sound advice by experts on the ground, minimize risks and constantly maximize shareholder value. Combining vast years of corporate and commercial legal experience with astute business acumen, our lawyers provide sophisticated advice and business counseling to companies operating in diverse industries.

Our corporate and commercial practice is the core of our firm's expertise, and seamlessly integrates our specialist experience in complimentary practice areas such as environment, M&A, labor & employment, technology and others.

WE UNDERSTAND YOUR INDUSTRY AND ENSURE THAT OUR ADVICE IS RIGHT FOR YOUR BUSINESS

WHAT WE HAVE DONE

- Counseled various foreign companies on entry strategies, formation of greenfield and brownfield operations through acquisitions or captives, as well as restructuring of domestic private and public companies within India and globally
- Advised on corporate governance matters and steps needed to enhance applicable practices
- Advised on listing issues, share swaps as well as the Securities and Exchange Board of India's Takeover Code, tender offers and other regulations applicable to listed companies
- Advised Board of Directors and their committees on their fiduciary duties and responsibilities
- Worked with the SEC and the US Department of Justice in evaluating the impact of potential violations under the FCPA and subsequent corrective measures to be adopted proactively by companies
- Assisted Indian companies in going overseas and forming strategic alliances, technology arrangements and diverse business relationships
- Advised on domestic and cross-border contractual, commercial and regulatory issues across industry sectors while assessing their impact on ventures
- Coordinated with management and provided structured assistance to ensure corporate compliance at the Board and shareholder level under the new company law regime
- Conducted forensic investigations of bribery allegations, assessed legal risks, assisted in evidence collections and if required, implemented management change
- Drafted, negotiated and advised on a wide range of contracts including BoTs, business transfers, clinical trial, distribution, employment, franchising, inter-company, JVs, leasing, licensing, marketing, outsourcing, power, PPP, SLAs, supply, and various other essential business contracts
- Represented private parties and government agencies in their contractual arrangements across a spectrum of industries, including aerospace, automotive, banking, defense, e-commerce, food, healthcare, infrastructure, logistics, media (print and electronic), real estate, technology and telecom

WHAT WE HAVE DONE

- Counselling different Fortune 100 conglomerates in investigations of alleged anti-corruption violations in providing gratifications to secure government contracts including in connection with bids, RFPs, global tenders for supply across a spectrum of different industries
- Conducted forensic investigations of bribery allegations for several multinationals in manufacturing, working closely with accounting firms to unravel fiscal frauds, assessed legal risks, prepared reports and assisted in evidence collection & in implementing change in management, if needed
- Prepared compliance programs and code of conduct for various companies engaged in manufacturing and services
- Conducted follow-up audits, framed whistleblower policies, conducted periodic training including “train-the-trainer” via role playing and assist in effective internal monitoring
- Advised clients in different businesses in formulation of policies on travel, entertainment, gifts, use of third-party agents or consultants, and conducted third party diligence
- Represented domestic wholly-owned subsidiaries of foreign companies and reviewing investigations performed by government agencies in cases involving allegations of bribery
- Acted for a large North American telecom company in investigations of alleged bribes in connection with bidding on global tenders for supply of telecom equipment
- Advised a large energy company in investigations of alleged bribes in connection with bidding on the purchase of power plants
- Counselling a multinational defense company in investigation of alleged violations of the corruption levels and in providing gratification to secure government contracts
- Acted for a large defence company on analysis with advice and a risk assessment related to its use of agents in defence procurement contracts

AIM IS TO BRING ABOUT A DNA SHIFT IN ATTITUDES OF WORKFORCE TO AVOID POTENTIAL CORRUPT CONDUCT



ANTI-CORRUPTION INVESTIGATIONS & COMPLIANCE

Doing business in India continues to provide enormous opportunities with great potential, yet is fraught with its own set of special challenges and it is critical to be conscious of the risks involved. Those risks include understanding the scope of applicable anti-corruption laws (foreign and domestic) and their enforcement. India's anti-bribery laws are enshrined in the Prevention of Corruption Act which aim to combat corruption in dealing with public officials and now covers both bribe-givers and takers.

Our practice consists of providing advice on issues spanning the full anti-corruption and compliance spectrum which includes conducting forensic investigations, formulation and implementation of compliance programs, representations before domestic and international regulators and administrative agencies – for example, Central Vigilance Commission, Securities Exchange Board of India, Central Bureau of Investigation (the agency responsible for investigating and prosecuting corruption cases) and US Securities and Exchange Commission.

We routinely counsel on issues that arise from transborder activity, be it preparing business courtesies guidelines for companies and their employees or providing onsite training to the employees on relevant, surrounding issues. We understand where risks may exist and assess if internal controls need to be modified factoring ground realities. All programs are tailored factoring in the specific needs and requirements of each client, and their long-term business objectives. Additionally, the lawyers are also experienced in conducting specific FCPA/POCA audits and due diligence of targets for clients in connection with potential M&A activity.

BANKING, INSURANCE & FINANCE

In the past several years, the role of banks, financial institutions/intermediaries, and insurance companies has gained enormous significance. More recently, asset management and reconstruction companies have started to play an important role in reducing the burden of banks weighed down by non-performing assets. Consequently, the legal and regulatory regime has undergone a sea change with the government and the Reserve Bank of India playing an increasingly vigilant role. With increasing opportunities and vistas in the sector, coupled with the enabling regulations by the Government of India, our role as lawyers has also taken a new dimension. In view of the fast-paced developments in, and needs, of the banking sector, our endeavor is and continues to be to provide a broad-range of quality and effective advice to our clients looking for sector specific solutions.

For our insurance sector clients, PSA lawyers advise clients on e-insurance, global insurance coverage, re-insurance, foreign exchange, tax implications, insurance advertisements, assignment & nomination and interface with Insurance Regulatory and Development Authority, as needed.

WE BRING OUR COMMERCIAL EXPERTISE INTO THE BANKING, INSURANCE AND FINANCE SECTORS TO DELIVER BUSINESS ORIENTED ADVICE

WHAT WE HAVE DONE

- Advised clients on all aspects related to banking law, including banking regulations, secured commercial lending, and raising of loan finance
- Provided advisory services to domestic and international clients on the foreign exchange regulations pertaining to investments/transactions in the banking sector
- Drafted and reviewed term loan documentation and negotiable instruments for various banks and financial institutions
- Structured mechanisms and advised on the regulatory regime on guarantees for providing corporate guarantees by domestic and foreign companies, parent companies on behalf of wholly-owned subsidiaries in conducting business
- Advised clients on adopting appropriate risk management models, especially in the context of internet banking solutions provided by banks to their customers
- Advised NBFCs on issues related to investment norms, applicable FDI and FEMA regulations and overall structuring of investments
- Assisted domestic clients in availing External Commercial Borrowings by drafting loan agreements, preparing and reviewing the documents and procuring approvals from the RBI, as a matter of routine or where the prescribed thresholds are crossed
- Advised banks in making representations before the Board for Industrial & Financial Reconstruction and appellate board i.e. BIFR for recovery of their dues from sick companies. Carrying out title search and property due diligence on behalf of banks for securitization of loans

WHAT WE HAVE DONE

- Acted on complex domestic and cross-border transactions attracting merger control provisions
- Assisted, advised and trained clients, ensuring that their risks are minimized when business teams engage in, conduct or close on contracts and other business decisions that could have an adverse effect on competition
- Represented companies in defending and promoting their interests in investigations by the CCI for alleged contraventions, including cartel investigations, assessment of abuse of dominant position as well as implications of dawn raids
- Advised global clients, including investors and businesses, on competition issues involved in development, supply, marketing, consulting and other agreements and arrangements
- Worked with global multinationals on collusive bidding when responding to Indian RFPs and RFQs and while affixing or changing prices
- Assisted domestic and international clients on non-compete provisions and agreements and their enforceability
- Represented multiple pharmaceutical companies on the validity of territorial restraints on agreements in their industry from a competition law perspective
- Advised US corporations on anti-competitive behavior in franchising and distribution contracts
- Advised both domestic and international corporations on the analysis of pricing provisions, issues pursuant to price revisions and drafting pricing policies to ensure absence of predatory pricing

PRE-EMPT COMPETITION CONCERNS TO AVOID THEIR MANIFESTATION INTO THORNY, COMPLICATED ISSUES

COMPETITION

Competition law is all pervasive – it could impact the execution of an ostensibly simple distribution agreement or get triggered when a multi-billion dollars cross-border acquisition occurs.

In India, competition is a complex and constantly evolving law, with constant amendments and increased intervention by the Competition Commission of India. Despite the short existence of the legislation, PSA has carved its Competition practice from the realm of the general commercial laws practice so as to create a team that can deliver specialized legal advice in an area indispensable to companies.

Our lawyers of this group possess the ability to assist in the entire field of competition law from anti-competitive prosecution all the way to merger control.

DATA PROTECTION & PRIVACY

Today businesses operate in a territorial agnostic world where technology and data assets have transformed the conventional dynamics of a successful business. It is inconceivable to fathom a situation where business functions are independent of information technology and data. Consequently, data protection, information management, informational privacy and compliance with evolving regulatory requirements across the world are key board room agenda items.

Over the years, the Firm has gathered expansive expertise in advising multi-national conglomerates and domestic companies in IT/ITES, healthcare, insurance, finance, e-commerce, enterprise resource planning, and emerging technologies on diverse aspects of data protection compliances, cross-border transfer, data processing, privacy contracting and negotiations, data inventory and audit, information management and lifecycle processes, policy and process formulation, implementation tools, privacy rights and obligations, and sensitization training. We have and continue to hand hold organizations with cross-border operations to navigate, understand, familiarize, implement and comply with foreign data protection regulations in EU, USA, South East Asia, East Asia, Australia and New Zealand. We firmly believe in the power of awareness advocacy and conduct series of round tables and open house sessions on the importance of a robust privacy governance framework as well as trained legal teams of large global tech companies on EU GDPR and India's data protection and privacy laws.

GOAL IS TO ENSURE CRITICAL DATA AND PRIVACY ARE NOT COMPROMISED

WHAT WE HAVE DONE

- Advised a leading Indian ERP solution provider while closely working with its Data Protection Officer on compliances, data processing protocol, policies, data subject right requests, privacy contracting and negotiations, cross-border data transfer, risk mitigation, and breach management under EU GDPR and other foreign laws
- Counselling US entities and research organizations engaged in preventive healthcare, diagnostic and clinical studies in setting up information and personal data processing centres in India, launching health data monitoring mobile applications and advising them on data protection and privacy laws in India
- Advised a US multinational in their India specific data inventorization and retention strategies
- Represented a US corporation on their in-house social networking policies and procedures and processing of employee personal information
- Advised a global conglomerate on their BYOD policies and processes
- Advised an American healthcare company in carving out their India personal health information assets and cross-border data transfer through cloud services factoring Indian and EU laws as part of their India specific slump sale restructuring
- Advised a US based healthcare and diagnostics major on collection, storage, analytics, anonymization, and other forms of processing of personal health information
- Advised insurance third party aggregator on data processing and analytics of health information pursuant to insurance claims
- Counselling several foreign and Indian clients on compliances, processing requirements, data import-export, reasonable security measures, breach management and reasonable information security practices under the Indian Information Technology laws and EU GDPR
- Advised several healthtech and fintech start-ups on diverse aspects of data protection, processing and privacy governance framework

WHAT WE HAVE DONE

- Appeared before various national and international dispute resolution forums, tribunals, quasi-judicial bodies, courts at all levels including those with original and appellate jurisdiction and the Supreme Court of India
- Acted on banking claims, commercial and contractual disputes, corporate litigation, constitutional law challenges, complex tax disputes, IPR infringements, environmental matters, recovery and summary suits, consumer matters, insolvency, criminal matters and public interest litigations
- Represented many large Indian and foreign companies in various institutional (*ICC, SIAC, AAA, ICA*) and ad-hoc arbitrations. The disputes involved sectors such as power (thermal and renewable), roads, maritime, steel, gas, automotive, etc. with claims up to and in excess of USD 1 billion
- Acted for client in defending arbitral awards in courts across India
- Represented several individuals and companies (*insurance, NBFCs, auto companies, home buyers, real estate companies, e-commerce companies, furniture manufacturers, etc.*) across District Forum, State Commission and National Commission on matters under the Consumer Protection Act, 1986
- Represented several banks and private companies/individuals in criminal proceedings involving letters of credits and dishonour of cheques
- Appeared for foreign companies in successful recoveries of money from government entities in procurement contracts
- Represented operational creditors in numerous insolvency proceedings as well as majority and minority shareholders in oppression and mismanagement proceedings before NCLT Delhi, NCLAT, NCLT Mumbai, Jaipur and Chandigarh. Provided overall dispute resolution strategy to clients across a diverse industry base

THE OPERATIVE WORD IN DISPUTE RESOLUTION IS RESOLUTION



DISPUTE RESOLUTION

The members of the litigation team have over the last three decades, appeared in numerous arbitrations, civil appeals, civil suits, company matters, special leave petitions and writ petitions.

Wearing business hats, the lawyers of this practice group also have vast experience in engaging in effective negotiations and mediation in resolving commercial disputes out-of-court. We also utilize our dispute resolution capabilities to help clients in drafting and negotiating dispute resolution clauses for various commercial contracts.

The strategic ability of our dispute resolution lawyers is instrumental in ensuring efficient trials, proceedings and matter-management.

INFRASTRUCTURE & PROJECTS

Infrastructure is the backbone of any economy and for India the opportunities are massive, presenting enormous business potential for the private sector. It is also the key to achieving sustainable rate of economic growth.

Infrastructure projects and their finance requires involvement of multidisciplinary teams. The lawyers in this group have experience in diverse industries such as power (including independent power projects, co-generation and hydro), power transmission and distribution, telecommunications and space (including cellular, cable, mobile, direct broadcast, broadband and satellite imaging systems) and transportation (including airports, metro, rail and roads).

Working in sync with corporate, M&A, project finance, regulatory, environment and tax lawyers, the team provides comprehensive and sophisticated advise in a variety of infrastructure transactions to developers, commercial lenders, construction contractors, export credit agencies, multilateral lending institutions and equity investors across all phases of a project.

WE TAKE PRIDE IN HELPING TO BUILD THE BACKBONE FOR ALL ECONOMIC ACTIVITIES OF THE COUNTRY



WHAT WE HAVE DONE

- Advised a major port trust for the implementation of a greenfield mechanized bulk cargo port terminal on the western coast of India
- Created transactional documents including responses to the RFP for India's largest railway project for design, manufacture, supply, installation, and tunneling
- Advised clients in several road building projects including structuring of the transaction and drafting joint venture agreements, creation of SPVs as well as escrow agreements and debenture deeds
- Negotiations and discussions with state governments, various industrial infrastructure corporation officials as well as bankers in several power, thermal and hydro projects in different parts of India including drafting power purchase agreements
- Represented a consortium of Japanese, European and Indian entities in varied contracts with Delhi Metro Rail Corporation
- Represented French and German companies in negotiations with Indian government in public-private partnerships for developing and financing infrastructure projects in India by means of different models including BOT, BLT or BRT, BOO etc.
- Prepared documentation and advised real estate developers in securing secondary financing for projects from NBFCs

WHAT WE HAVE DONE

- Advised on employment legislations, social benefit schemes and statutory obligations of employers
- Conducted labor audits and thereafter prepared tools to ensure compliance, foresee probable risks and provide advice to prevent and/or mitigate such risks
- Advised clients on transfer of white and blue collar employees in various acquisitions
- Represented clients across a broad spectrum of industries and services in drafting standing orders, employment manuals, and human resource policies
- Advised on hiring and termination of employees, including key personnel
- Drafted and negotiated collective bargaining agreements with trade union representatives
- Drafted and/or reviewed employment agreements, and advise on enforceability of non-compete provisions in employment contracts and unfair labor practices
- Represented the management and effectively resolved disputes arising from termination of services, in collective bargaining agreements during conciliation proceedings and closure of undertakings before the labor commissioners
- Advised and assisted foreign nationals with business and employment visa requirements and FRRO registrations
- Advised on applicable social security laws governing expatriates in India

FOCUS ON THE CORE ASPECTS OF YOUR BUSINESS BY KEEPING YOUR WORKFORCE FREE FROM DISPUTES



LABOUR AND EMPLOYMENT

With globalization opening India's doors to the world in the last two decades, most global corporations have established a presence in India. The complexity and volume of labor laws, questions on their applicability to the organization and the best way to balance complex relationships between the employer, workforce and the government invariably leaves many lost in a maze.

We, at PSA, have the necessary experience to address legal issues pertaining to all aspects of the employer-employee relationship. Our lawyers are well versed with the highly intricate areas of labor and employment related matters at the central, state and local regulator level.

We provide solution-oriented advice and counselling to employers on a wide range of workplace issues, be it with trade unions, employee-related disputes or statutory compliances.

M&A


Our M&A team provides committed, innovative and resourceful solutions that reflect our many years of experience and insight into the specialized demands of each transaction. The capability of our firm includes representation across a full range of M&A activities of varied sizes for listed, public (unlisted) and private companies.

Our clients engage with us right from the Letter of Intent stage because, as Counsellors, we partner in their journey to achieve their business objectives.

Our experience includes conducting due diligences, both detailed and red-flag, where we identify deal-breakers, value drivers or potential litigious risks. The team is seasoned in structuring (including tax structuring), drafting the full spectrum of documents, negotiating transactions as well as providing post-closing integration support. Going beyond the transaction, we apply well-honed methodologies, tools, and resources to ensure that it is business as usual, processes do not get bogged down, and pre-transaction synergies do not fall off.

We optimize legal resources such that the focus is always on the clients' goals.

TRANSACTIONS ARE ALWAYS DRIVEN BY DEADLINES. THE CHALLENGE IS TO STILL, DEEP DIVE INTO ALL EXISTING AND POTENTIAL ISSUES. AS COUNSELLORS, THIS IS WHAT WE DO BEST



WHAT WE HAVE DONE

- Advised on over USD 10 billion worth of M&A transactions
- Represented Fortune 100 companies across all forms of amalgamations, mergers, as well as asset and stock transactions, in both friendly and hostile takeovers
- Advised global conglomerates on consolidating and merging their Indian companies through court-driven processes
- Acted on stock acquisitions by globally listed corporations of Indian public companies
- Specialized in multi-jurisdictional M&As, both for their Indian leg as well as global transactions
- Provided end to end support for mergers, acquisitions and other strategic alliances entered into by Indian companies in other jurisdictions
- Advised on M&As across multiple locations in India

WHAT WE HAVE DONE

- Advised global funds on their India strategy, market opportunities, and on various transactional issues in the formation of the funds
- Protected the interests of PE investors at the time of domestic or global M&As
- Advised a PE fund on compliance and registration issues in a USD 900 million LBO in Asia with a substantial inflow of money in the Indian subsidiary
- Advised angel investors, HNIs, Indian industrialists and family businesses in various rounds of funding in multiple start-ups engaged in different sectors including, food and beverages, hyper-local deliveries, education, hospitality, healthcare, data analytics and services
- Counselling multiple Indian investee companies in their efforts to raise capital from established PE players and FIIs in multiple rounds of investments, including and up to Series D
- Advised numerous start-ups on a range of contractual, corporate, licensing, foreign exchange, labor and compliance, intellectual property, contracts, M&A, executive compensation, ESOP's and dispute resolution related queries
- Represented PE investors and FIIs on a host of issues in a USD 300 million transaction, where two US companies merged and inherited listed Indian companies

HOLISTIC BUSINESS AND LEGAL ADVICE TO ENSURE THAT BOTH THE INVESTOR AND INVESTEE ARE WELL SERVED



PRIVATE EQUITY AND VENTURE CAPITAL (VICTUS)

Victus, a Latin expression, refers to something that nourishes and sustains life. It is PSA's practice group that focuses on PE/VC funds as well as start-ups.

PSA advises financial investors on structuring their investments in India through trusts, limited liability partnerships, companies or other suitable entity structures, including advice on the Indian regulatory and tax (onshore and offshore) regime. We also assist investors in conducting due diligences of their portfolio companies and possess the requisite expertise to understand and evaluate business and legal risks across a range of sectors.

With respect to start-ups, our role is not just limited to giving advice on legal aspects of the business but to counsel on their business as well as valuation and approach strategies for potential investors. Our continuous goal is to handhold start-ups from inception onwards.

REAL PROPERTY

The fundamental aspect governing any real-estate practice is evaluation of risk and return, which can be at country, market or deal level. This analysis is critical for those seeking to invest in real-estate either through foreign investment or otherwise and associated risks can be minimized by innovative structuring and forward thinking.

Our real-estate practice covers varied aspects of real-estate investment commencing from conducting title due diligence of the target property (which may be an exhaustive or limited due diligence commensurate with the ultimate objective), assessment of applicable zoning regulations prescribing land use, as well as advising, structuring and drafting documents for joint development, collaboration and construction agreements. We regularly engage with clients in lease and sale/purchase of immovable property of all categories, be it commercial, industrial, residential, and agricultural, which typically involves drafting and/or registration of conveyance deeds and other title relative documents such as allotment letters, flat buyer's agreements, agreement for sale, joint development or collaboration agreements, lease deeds, leave and licence agreements, term sheets, memorandum of agreement(s), letter of intent, power of attorneys.

Our team is competent to handle and counsel on applicable governmental and other compliances in respect of the target property. We also assist in negotiations with state industrial development agencies in greenfield or brownfield industrial projects. The advice involves hand-holding clients through the entire process until execution and registration of documents, including quantification of stamp duty, registration costs and implications. With the introduction of Real Estate (Regulation and Development) Act, 2016 and respective state rules, our lawyers have been regularly advising developers and land owners, and conducting information sessions for stakeholders.

SOLUTION DRIVEN APPROACH TO PROBLEMS SO PARTIES CLOSE DEALS

WHAT WE HAVE DONE

- Counselling an Asian client on establishment of resorts in India, including conducting due diligence of the land
- Represented a US-based real-estate company on its contracts in the development of the commercial portions of Aamby Valley City
- Acted for a large Indian eco-hotel chain and advised them on the state of Haryana's specific land laws
- Represented a large US corporation in its facilities management contracts in India for large commercial shopping malls and smaller shopping complexes
- Represented a British financial conglomerate in their investments into real-estate projects in India by assisting in due diligence, negotiations, and documentation
- Represented a multinational corporation in facilitating leasing of appropriate land that could be used for its laboratory activities in the National Capital Region of Delhi and conducted extensive due diligence on industrial land in the states of Haryana and Uttar Pradesh in this behalf
- Counselling a French sports goods retailer on establishing its India presence across the states of Bangalore, Chandigarh, Chennai, Delhi, Goa, Maharashtra and Uttar Pradesh and advising them on the applicable land laws
- Represented an American corporation and their Indian subsidiary in acquisition and subsequent sale of land in the state of Himachal Pradesh and advised them on the applicable land laws
- Conducted extensive desktop land due diligence and provided opinion on the title for land spread across the states of Rajasthan, Tamil Nadu, Gujarat and Maharashtra for a Hyderabad based wind energy company in a business trust listing at Singapore
- Conducted extensive desktop land due diligence on land in the states of Gujarat, Rajasthan and Tamil Nadu and provided opinions on the title prior to acquisition of an Indian solar power company by a foreign corporation
- Conducted desktop land due diligence on land situated in the states of Delhi and Haryana and provided opinions on the title as a pre-requisite to a business transfer between a global aerated beverages manufacturer and its franchisee in India

WHAT WE HAVE DONE

- Represented large and medium-sized western companies in the technology sector, including setting up of e-commerce enterprises for establishing incubators and B2B portals in India to service the international customers of the parent companies
- Assisted European companies in the establishment of software development centers within and outside Software Technology Parks
- Worked with a telecom client for setting up of a satellite for hand-held mobile communications with a project cost in excess of USD 250 million
- Advised an American media company in a variety of issues involving outsourcing of certain specific digital services for the motion picture industry and Hollywood's leading film studios
- Represented various telecom companies in analyzing global tenders between European multinationals and different state entities
- Assisted a major international satellite operator in the establishment of its earth station, network and operational activities in India and negotiation of multiple contracts
- Applied for and dealt with challenges while securing trade mark, copyright and patent registrations
- Devised and successfully implemented anti-piracy strategies as well as rapidly resolved domain name disputes for clients in cyber-squatting matters including initiation and successful conclusion of proceedings before WIPO's Arbitration and Mediation Center
- Advised on the specific rights of an inventor, the regulations related to the R&D activities and counselled on methods to secure the best interest of the company
- Counsellor clients on best practices for protection of trade secrets
- Counsellor clients on IP infringement of pharma products, dietary supplements, proprietary medicines, Drug and Cosmetics laws, Good Manufacturing Practice requirements and transactions involving the development, manufacture and commercialization of medicinal products
- Advised one of India's leading media groups on copyright issues arising out of internet transmission of music and sound recordings
- Represented clients before and in matters relating to the Advertising Standards Council of India, Legal Metrology, Food Safety and Standards Authority, Weights and Measures Department, Central Drugs Standard Control Organization, etc. in connection with various statutory and advisory compliances

WE KEEP PACE WITH THE FAST MOVING WORLD OF TECHNOLOGY AND INTELLECTUAL PROPERTY TO ENSURE THAT YOU ARE ALWAYS PROTECTED




TMT & IP

As the global economy shrinks and cross-border trade barriers get reduced, protection of IP as well as issues arising out of the TMT sectors have assumed significant proportions.

The Firm possesses special expertise in the technology, media and telecommunications area through its vast experience in representations of global and domestic TMT companies as well as individual entrepreneurs in cross-border transactions relating to the establishment, procurement, sale, development and protection of their products and services. In fact, we become the first call for assistance for clients, be it in outsourcing, or M&A, or other transactions involving technology-based companies.

Our IP team addresses gamut of issues, from traditional activity involving simple statutory registrations, conducting litigations to contest infringements or passing-off or any violations, or drafting complex agreements for use of trade marks in order to protect clients proprietary rights or providing opinion on any cutting-edge IP issue.

Our lawyers understand our client's business, the IP and technologies involved in order to provide them insightful advice aimed at protecting their proprietary interests.



Over the past year, PSA has advised 27 non-profits helping & supporting their growth and sustainability. I cannot thank you enough for being such an awesome support to them, and to us at N/Core.

THE PEOPLE WE WORK WITH

GLOBAL MNCs
MULTI-NATIONAL BANKS
INTERNATIONAL CONSORTIUMS
MEDIA COMPANIES
PUBLISHERS
SATELLITE OPERATORS
PORT TRUSTS
ANGEL INVESTORS
BFSI COMPANIES
FIIs
PE/VC FUNDS
EXPATRIATES
NYSE LISTED COMPANIES
FORTUNE 100 COMPANIES
HNIs

INDUSTRIALISTS
PSUs
ENERGY COMPANIES
DEVELOPERS
NBFCs
START-UPS
STATE GOVERNMENTS
MERCHANT BANKERS
CREDIT AGENCIES
INDIAN LISTED & UNLISTED
COMPANIES



HOW WE COMMUNICATE

THE SINGLE BIGGEST PROBLEM IN COMMUNICATION IS THE ILLUSION THAT IT HAS TAKEN PLACE

—George Bernard Shaw

Effective and consistent communication – internal and external - is crucial in any organization. Effective communication requires engagement both by the speaker and the listener and, to that end, it is essential that the listener pays heed to what the speaker states versus what the listener thinks the speaker may be saying. This approach guarantees that communication does not remain an illusion and barriers are minimized. As a result, it is necessary to talk in person versus using only electronic or other related means which, at times, may be misunderstood and erode the objective.


At PSA, we reinforce these cardinal principles constantly and focus our attention on ensuring that the intended meaning is conveyed in a manner that is mutually understood. We understand the difference between the language of law, language of business and the language of relationships to seamlessly move from one communication style to the other depending on who the communication is intended for - the court, business teams, in-house counsel or internal firm members.

Ideas should not get lost or fail to be implemented because people do not know what is meant or intended. Simply put, we understand that when someone prefers to read running text, it is inefficient to provide bulleted communication, and where a succinct reply is the requirement, writing an epic is counter-productive, however relevant it may be.

Given the training imparted by our self-imposed internal communication regime, you will always find our members to be responsive, clear and affable in their conversations with you.

**Sky is not the limit
Don't let your mind be**





6 I deeply value the promptness, clarity, and content of the astute legal advice, not to mention the seamless team spirit with which we have all operated. 9

**GENERAL COUNSEL OF A EUROPEAN LISTED
COMPANY IN ITS ACQUISITION OF A US
CORPORATION WITH INDIAN OPERATIONS**

Ratings are usually important in the current business ecosystem. At PSA, we consistently review and rate ourselves. We are content as long as we can meet our self imposed standards based on the definitions we attach to being AAA.

ABLE

The knowledge and skill sets
to do our job well

AFFABLE

Optimism, good team spirit and a
willingness to listen

AVAILABLE

Be there for when the clients need us,
and accountable to them

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