

## Deal Corner

October 05, 2023

### NDA REPRESENTS ETERNALIA CREATIVE & MERCHANDISING PRIVATE LIMITED (ED-A-MAMMA) IN TRANSACTION WITH RELIANCE RETAIL VENTURES LIMITED

#### DEAL BRIEF

Reliance Retail Ventures Limited acquired 51% stake in Eternalia Creative & Merchandising Private Limited ("Eternalia"). Eternalia owns the brand "Ed-A-Mamma" which was launched by Alia Bhatt in 2020 as a home-grown brand focused on conscious clothing.

#### OUR ROLE

We, at Nishith Desai Associates, acted as the legal advisors to Eternalia Creative & Merchandising Private Limited.

#### TEAM

Gowree Gokhale

Hetal Pandya

Aparna Gaur

Aniruddha Majumdar

#### PRESS COVERAGE

<https://www.retail-insight-network.com/news/reliance-retail-ed-a-mamma/>

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## Research Papers

### FAQs on Setting Up of Offices in India

December 13, 2024

### FAQs on Downstream Investment

December 13, 2024

### Gaming Law 2024

December 12, 2024

## Research Articles

### The Revolution Realized: Bitcoin's Triumph

December 05, 2024

### The Bitcoin Effect

November 14, 2024

### Acquirers Beware: Indian Merger Control Regime Revamped!

September 15, 2024

## Audio

### Securities Market Regulator's Continued Quest Against "Unfiltered" Financial Advice

December 18, 2024

### Digital Lending - Part 1 - What's New with NBFC P2Ps

November 19, 2024

### Renewable Roadmap: Budget 2024 and Beyond - Part I

August 26, 2024

## NDA Connect

Connect with us at events, conferences and seminars.

## NDA Hotline

[Click here to view Hotline archives.](#)

## Video

### "Investment return is not enough" Nishith Desai with Nikunj Dalmia (ET Now) at FI8 event in Riyadh

October 31, 2024

### Analysing SEBI's Consultation Paper on Simplification of registration for FPIs

**Scope of judicial interference and inquiry in an application for appointment of arbitrator under the (Indian) Arbitration and Conciliation Act, 1996**

September 22, 2024