

## Press Release

January 10, 2025

### **BUILDING BETTER WORKPLACES: NISHITH DESAI ASSOCIATES SETS THE STANDARD SINCE 1995**

Mumbai (IN), January 10, 2025: In an era where debates around work-life balance and the nature of work culture dominate headlines, Nishith Desai Associates (NDA) stands as a case study firm among global law firms on how work-life harmony can drive operational excellence. Amid recent controversies surrounding the advocacy of long work weeks, NDA reflects on its long-standing commitment to create an environment where technology and empathy converge to improve professional productivity.

As far back as 1995, Dr. Nishith Desai, the founder of NDA, championed the integration of technology to offer flexibility and enhance quality of life for his team. At a time when laptops were a rarity in India, Desai equipped his lawyers and professional staff with laptops, enabling them to work from home and manage their responsibilities. This progressive move allowed women lawyers, in particular, to balance their professional and household responsibilities, creating a culture of inclusivity and empowerment.

Recognising that work often transcends traditional hours in the legal profession, NDA made it possible for employees to deliver their best without compromising on family or personal time.

Today, as India Inc grapples with the demands work life balance, NDA continue to lead by example, nurturing respect for employees' time and mental well-being. Unlike workplaces that emphasize extended hours as a metric of commitment, NDA has always prioritised efficiency, innovation, and a stress-free environment. As Desai once noted, "*If [using laptops for leisure] reduces stress levels and doesn't affect work, why should I mind?*"

In 2025, while some leaders advocate for 90-hour work weeks, NDA remains a staunch advocate for work-life harmony. With over three decades of culture where passion and purpose align without compromising personal happiness, the firm underscores that extraordinary outcomes do not necessitate sacrificing well-being.

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Feature

# Lapping them up

Laptop computers have long been seen as expensive toys. But executives are now making more productive use of them—and getting addicted to the habit

Director, integrated communications at Ogilvy & Mather, R. Sidhar works in Nariman Point but lives in Chembur. In Bombay's nightmarish traffic this means a commute of over an hour each way. But that's no longer dead time for him. These days he just whips out his trusted laptop and continues working on the way.

Sunil Modak, managing director, Spectrum Business Support, a Bombay-based software company, travels ten days a month. For him, his Compaq Aero is his office. "All that I need I've got on it," he exclaims. "Addresses, telephone numbers, notes, everything. I make presentations on it. I keep in touch with my office through it." The only problem he's ever had was when he went abroad and found the plug wasn't compatible with the sockets in his hotel room. But he found

while this year it could grow to 25,000. Of this, he hopes to sell as many as 4,000 machines.

Laptops may be small, but their prices certainly are not. Prices can be almost double the cost of a desktop computer with equivalent features. Zinnth, for example, sells its 486 DX-33 desktop model for a base price of Rs34,000, but its 486 SX-25 laptop sells for Rs45,000.

So why pay the premium? Iqbal Fazal, marketing manager, Magneta Innovations Ltd, the first company to assemble laptops in India, lists four reasons. "First and most obviously," he says, "is portability." A laptop gives you computing power wherever you are, whenever you want it. Next comes security. "Everyone has some information that is for himself only. Since a laptop stays with you, so does your information." Ease of communication is the third reason. "With faxes, modems and wide area networks," Fazal continues, "wherever anyone is, whether

an adaptable socket for electric shavers and happily continued working in the bathroom!

Saurabh Soonawalla is about to buy a laptop and is director of the electronics company, Hindimov, he's sure to find a lot of practical use for it. But he doesn't have any compunction in admitting that a large part of its appeal is its novelty. "It's a toy," he says cheerfully, "and I like toys!"

Personal assistant or executive toy; one way or another, these diminutive and portable personal computers are creeping into executive life. "People used to buy it for snob value," says V. Anantaraman, managing director of Wipro-Acer, "but now they are starting to realise its value." There are no formal estimates of market size, but Anantaraman estimates that last year around 10,000 machines were sold,

Feature



### Laptop language

Laptops are a language unto themselves. They speak in a shorthand of symbols and icons. They are a language unto themselves. They speak in a shorthand of symbols and icons. They are a language unto themselves. They speak in a shorthand of symbols and icons.

Blindfold, when manager of South Coast... The machine is being fixed in a workshop...

### Still confused?

What should you do to get the most out of your laptop? Here are some tips to help you decide if a laptop is right for you.

Blindfold, when manager of South Coast... The machine is being fixed in a workshop...

### Feature

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Desai (centre) encourages his staff to work at home with laptops

Feature

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