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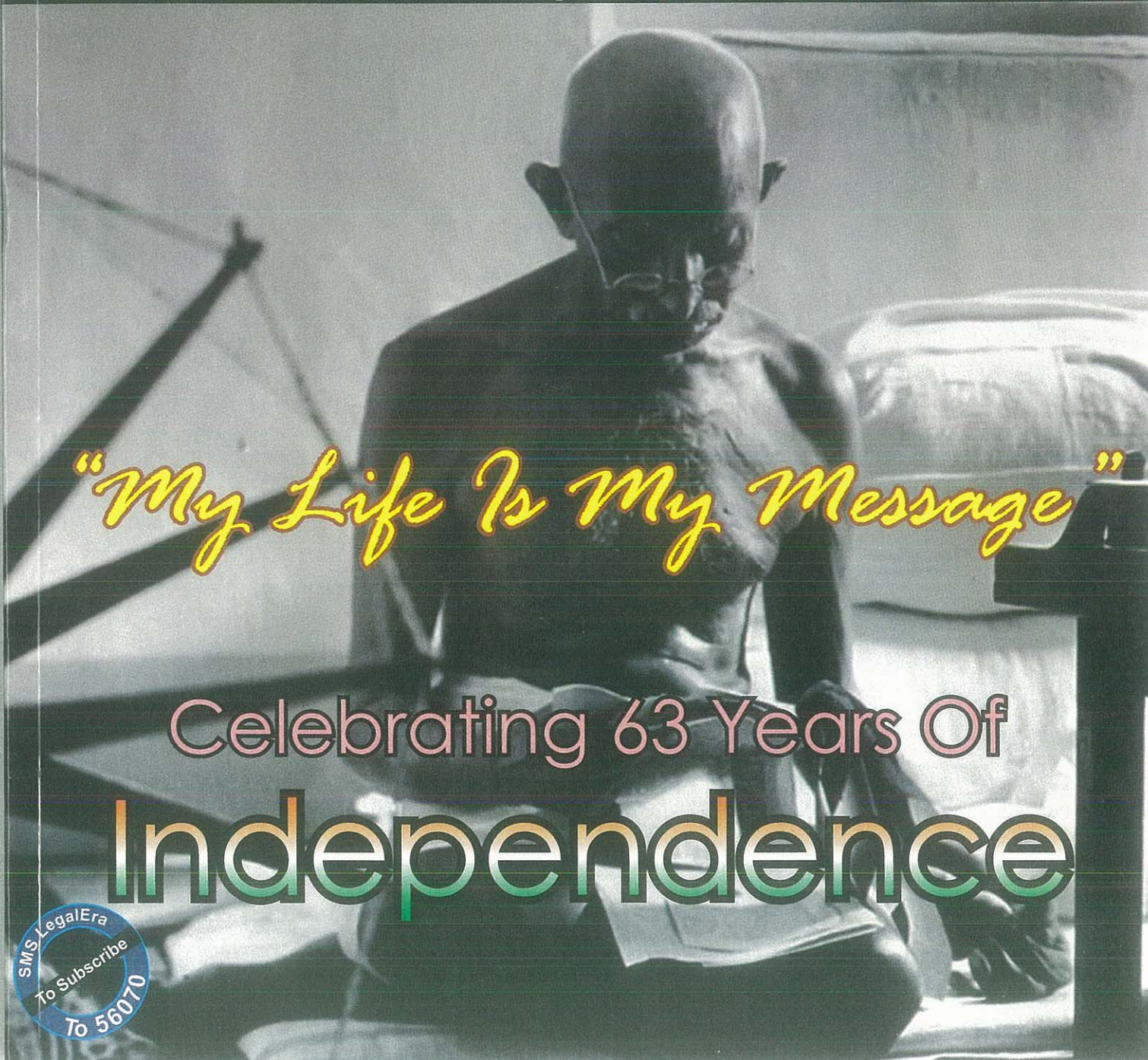
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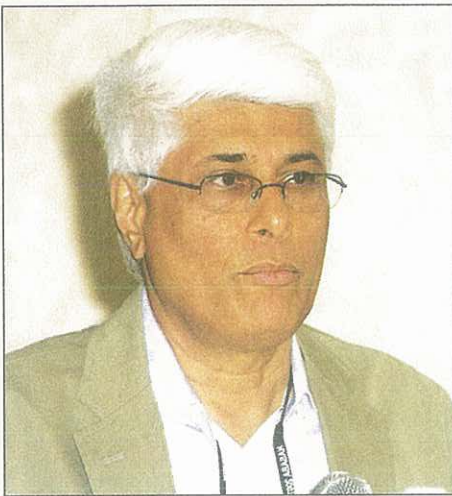
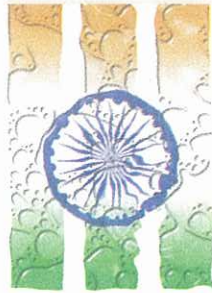


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Taking Forward The Law



Nishith Desai

*One of the
best
taxation
lawyers,
Desai has
rewritten
the rules
of the
game.*

In this capricious epoch of global economic meltdown, rising inflation, and burgeoning competitiveness, Nishith Desai, wants to remind the Indian tax authorities and policy makers, the wise words of the renowned Indian political strategist, Chanakya, "Taxation should not be a painful process for the people. There should be leniency and caution while deciding the tax structure. Ideally, government should collect taxes like a honeybee, which sucks just the right amount of honey from the flower so that both can survive."

The sole Indian to figure in a list of global tax professionals who have influenced tax policies worldwide is none other than Nishith Desai. He was ranked 28th in the Top 50 "Gold List" by Tax Business, a UK-based journal for the international tax community. International legal and tax practitioner, Desai is also the founder of law firm Nishith Desai Associates based in Mumbai, Bangalore, Silicon Valley and Singapore.

The firm specialises in strategic legal, regulatory and tax advice coupled with industry expertise in an integrated manner. Focusing on niche areas, it provides significant value and is involved in highly complex, innovative transactions that require 'critical surgery'.

Super enthusiast number cruncher, Desai is also an expert corporate lawyer, researcher, published author and a lecturer. In the year 2009, 'The Asian Counsel and Pacific Business Press' voted him as the 'External Counsel of the Year'. Chambers Asia 2009 named him as 'Most In Demand Practitioner'. A leading lawyer for private equity and venture capital, he is not

only highly recommended for tax but also for M&A and Media laws.

Instrumental in formulating India's tax policy reforms, Desai's innovations include bringing together the world's foremost IT and international taxation experts to advise the Indian Government on e-commerce taxation.

Desai has also had the honour of advising the governments of the states of Maharashtra, Andhra Pradesh and Karnataka on the formulation of infrastructure legislation.

Constantly striving for excellence, Nishith Desai & Associates strongly believes in knowledge expansion and has developed dynamic knowledge management and continuing education programs to keep pace with key events, global and national trends, examine case studies, debate and analyse emerging legal, regulatory and tax issues.

He has also assisted the government of Mauritius in the development of its offshore regime, which enjoys a high level of global credibility in the fund industry. Desai also played an important role in formulating tax-efficient policies for venture capital and Employee Stock Option

guidelines for the Securities and Exchange Board of India.

The firm has helped Google and Amazon set up its offices in India. It also helps various corporations, start-ups, venture capital funds in international listings, M&A transactions, joint ventures and strategic alliances, complex information technology and business-process outsourcing transactions. On the entertainment front, the firm represents various companies and artists including Amitabh Bachchan, Andrew Lloyd Webber and Disney.

This 30-year-old trust-based, non-hierarchical, democratically managed organisation has been developed into a global case study published by John Wiley & Sons, USA in a feature titled 'Management by Trust in a Democratic Enterprise: A Law Firm Shapes Organizational Behaviour to Create Competitive Advantage' in the September 2009 issue of Global Business and Organizational Excellence (GBOE).

In 2001, it bagged the inaugural Indian Law Firm of the Year and Asian Law Firm of the Year (Pro Bono) Awards presented by IFLR, a Euromoney publication.

*Tax Business
Described Desai
As Being
Instrumental In
Formulating
India's Tax
Policy Reforms.
His Innovations
Include
Bringing
Together The
World's
Preeminent
International
Taxation
Experts To
Advise The
Indian
Government On
E-Commerce
Taxation.*