

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.

Research Papers

M&A In The Indian Technology Sector

February 19, 2025

Unlocking Capital

February 11, 2025

Fintech

January 28, 2025

Research Articles

Re-Evaluating Press Note 3 Of 2020: Should India's Land Borders Still Define Foreign Investment Boundaries?

February 04, 2025

INDIA 2025: The Emerging Powerhouse for Private Equity and M&A Deals

January 15, 2025

Key changes to Model Concession Agreements in the Road Sector

January 03, 2025

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

Arbitration Amendment Bill 2024: A Few Suggestions | Legally Speaking With Tarun Nangia | NewsX

February 12, 2025

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 as 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 becoming a household name. In a company, a laptop is a status symbol. It is a sign of power. It is a sign of success. It is a sign of progress. It is a sign of modernity. It is a sign of... (text continues with a list of reasons for laptop popularity)

Blindfold, when manager of South Coast... (text continues with a story about a manager using a laptop)

Blindfold, when manager of South Coast... (text continues with a story about a manager using a laptop)



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

Feature

Still confused?

What do you do when you are confused? Here are some tips to help you decide if a laptop is right for you. (List of questions and answers regarding laptop features and usage)

Feature

Still confused?

What do you do when you are confused? Here are some tips to help you decide if a laptop is right for you. (List of questions and answers regarding laptop features and usage)

DISCLAIMER

The contents of this hotline should not be construed as legal opinion. View detailed disclaimer.

This Hotline provides general information existing at the time of preparation. The Hotline is intended as a news update and Nishith Desai Associates neither assumes nor accepts any responsibility for any loss arising to any person acting or refraining from acting as a result of any material contained in this Hotline. It is recommended that professional advice be taken based on the specific facts and circumstances. This Hotline does not substitute the need to refer to the original pronouncements.

This is not a Spam mail. You have received this mail because you have either requested for it or someone must have suggested your name. Since India has no anti-spamming law, we refer to the US directive, which states that a mail cannot be considered Spam if it contains the sender's contact information, which this mail does. In case this mail doesn't concern you, please unsubscribe from mailing list.

January 23, 2025

India 2025: The Emerging Powerhouse for Private Equity and M&A Deals

January 16, 2025