



WHITE AND BRIEF

ADVOCATES AND SOLICITORS
Our expertise. Your success.

Discover White and Brief: Our Journey, Expertise, Impact, and Success Stories.




ABOUT US :

With over five decades of combined legal expertise, our firm is a reputed multi-service law practice with offices in Mumbai, Delhi, and Bangalore, serving a diverse global clientele. Our team of 108+ accomplished legal professionals, guided by seasoned partners, delivers comprehensive, high-quality legal solutions across various practice areas. We pride ourselves on our commitment to integrity, personalized service, and excellence in all our engagements.

Our strength lies in our dynamic team, known for their in-depth expertise and strategic approach to solving complex legal challenges. Through collaboration and innovation, we provide practical, client-centric solutions tailored to meet unique objectives.

We embrace cutting-edge technology, incorporating secure and sophisticated systems to ensure seamless client connectivity and robust data protection. By adopting global best practices in knowledge-sharing, document management, and process efficiency, we deliver modern, relevant, and cost-effective legal services.

Our esteemed clientele includes globally recognized names such as Apple, Hyundai, Adani Group, Reliance, and more, reflecting the deep trust and confidence placed in our services. With a proven track record of success across sectors and judicial forums, we are dedicated to achieving the best outcomes for our clients and fostering lasting partnerships.



Dynamic Team of Specialist Lawyers

Expertise Across Sectors & Judicial Forums

Global Best Practices

Cross-Collaboration for Excellence

Technology Integration for Seamless Client Connect

Globally Renowned Clientele

PRACTICE AREAS

- Litigation & Alternative Dispute Resolution

- White Collar Crimes – Compliance & Investigation

- General Corporate & Commercial Advisory

- Taxation, Trade & Customs & Regulatory

- Mergers & Acquisitions And Joint Ventures

- Private Equity & Venture Capital

- Cyber Security & Data Protection

- Telecommunications, Media & Technology, IPR

- Banking & Finance

CAPACITY - TAX & CUSTOMS

- In-house industry expertise- WB professional (Partner-level) bringing over 10 years of extensive experience in managing diverse industry relationships and collaborations.
- One-stop solution- End-to-end expertise in tax optimization, innovative tax planning/structuring, mitigation of litigious positions and compliance management
- Departmental experience- Former revenue officer on board with a 360-degree understanding of departmental operations and decision-making processes at all administrative levels.
- Judicial understanding- Distinguished former Supreme Court Judge with a strong taxation background, providing expert opinions on the merits and challenges of complex tax matters.

COMMITMENT - TAX & CUSTOMS

Innovative solutions- Our seasoned professionals craft cutting-edge tax and customs strategies, leveraging their deep expertise to navigate complex regulatory landscapes while ensuring optimal outcomes for our clients.

High-caliber professionals, and synergies across all service offerings- With our team of distinguished legal experts, we deliver comprehensive solutions that seamlessly integrate tax and customs considerations across all service offerings.

Cost-effective pricing- We prioritize delivering value through transparent, competitive pricing structures while maintaining the highest standards of legal excellence.

Valued service with client-first approach- Our commitment to personalized attention ensures each client receives tailored solutions that address their unique challenges, backed by responsive communication and dedicated support throughout the engagement.

RECENT ACCOMPLISHMENT

★ LITIGATION & DISPUTE RESOLUTION

We handle pan-India litigation mandates for PhonePe and Hyundai Engineering & Construction and South West & Central India litigation for Ambuja Cement.



★ TAXATION & REGULATORY

- **Successful representation in of classification of pure henna**

We successfully represented the issue of classification of pure henna powder for an Indian multinational conglomerate. Pursuant to our representation, the matter was considered in the 45th GST Council meeting and it has been clarified that “Pure henna powder and paste, having no additives, attracts 5% GST rate under Chapter 14 (from erstwhile 18% duty)”.



- **Representation of Top Global Players in the Toy Industry**

We have competently represented the case of leading manufacturers and importers of toys in India for getting the Quality Control Order (effective 01.01.2021) suspended for 6 months. The Quality Control Order mandated certification by the Bureau of Indian Standards based on foreign factory audits, which was impeded and made impossible due to the pandemic-related travel restrictions. The toy industry can heave a sigh of relief by the temporary suspension of the obstructing order. Official notification in this regard is also anticipated.



- **Engagement with SYSKA LED**

We have signed an end-to-end mandate with SYSKA LED for legal advisory in relation to availing the Production Linked Incentive ('PLI') Scheme of the Central Government for White Goods (AC and LED lights). Our team will be assisting SYSKA LED in undertaking a detailed cost-benefit analysis, preparation, and filing of an application under the Scheme, setting up of a new manufacturing unit in Maharashtra, and Government advocacy efforts.



- **Represented 'Association of Furniture Manufacturers & Traders'**


We have represented the case of 'Association of Furniture Manufacturers & Traders' comprising of leading manufacturers and importers of furniture industry (boards and plywood) before Ministry of Commerce and Industry, Government of India for getting the Quality Control Order (effective February 2024) suspended for 1 year.

- **Assisted gas cylinder manufacturing industry**

Led strategic representations for prominent Indian gas cylinder manufacturers before key government bodies to address post-pandemic challenges from substandard Southeast Asian imports, focusing on implementing essential trade barriers to protect domestic industry standards.

- **Cross-Sector Tax Solutions & FTP Advisory**

Deliver comprehensive tax advisory and structuring solutions to industry leaders across diverse sectors including gems & jewelry, real estate, pharmaceuticals, chemicals, medtech, edutech, freight forwarding, and FMCG. Specialize in optimal business structuring, tax planning, and Foreign Trade Policy (FTP) optimization.

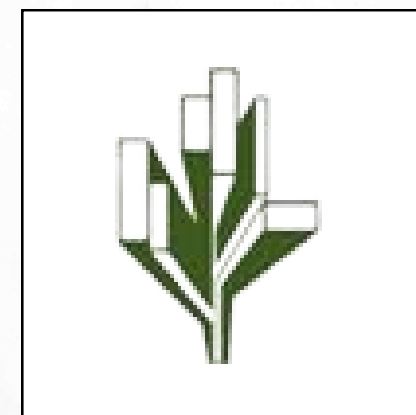
A decorative graphic in the bottom right corner consisting of several overlapping blue triangles and polygons, creating a modern, abstract shape.



GENERAL CORPORATE& COMMERCIAL

- **Corporate M&A**

Represented the Promoters of STUPConsultants Private Limited in relation to the sale of 99 equity shares to Assystem S.A., France through a share purchase arrangement and subsequent transfer of the business of STUP Design Forum to STUP Consultants Private Limited through a slump sale arrangement. In addition to the transaction documents, we handled various complex issues, including noncompete, escrow, licensing and post-closing business arrangements. The total transaction value is approx. USD25 million.



- **Start-up Advisory**

Advised start-up Indian marine technology company in drafting and negotiating a software development and maintenance agreement with a German marine technology company, for a total transaction value of approx EUR500 k.



AWARDS & RECOGNITION

Recent Achievements (2022-2024):



Asian Legal Business India - Top
Dispute Lawyers (2022)



Insight-success Most Trusted Law
Firm in India (2022)



Asian Legal Business Fastest
Growing Law Firm in Asia (2022)



Forbes Top Law Firm in India
(2022, Below 10 years -Exp)



Legal Era Rising Star & Promising
Top Law Firm (2022-23)



Legal 500 Mumbai's Tier-1 law firm
for dispute resolution (2023)



Asian Legal Business Nilesh Tribhuvan
- Top Disputes Lawyers (2023)



Legal Era Promising Top Law Firm
(2023-24)

OUR CLIENTELE

Infra & Energy:



Media & Entertainment:



Real Estate:



Pharma:



FMCG & Consumer Goods:



Power:



Automotive & Transport:



Electronics & Electricals:



Banking & Financial Services:



Manufacturing & Heavy Industry:



CLIENT TESTIMONIALS



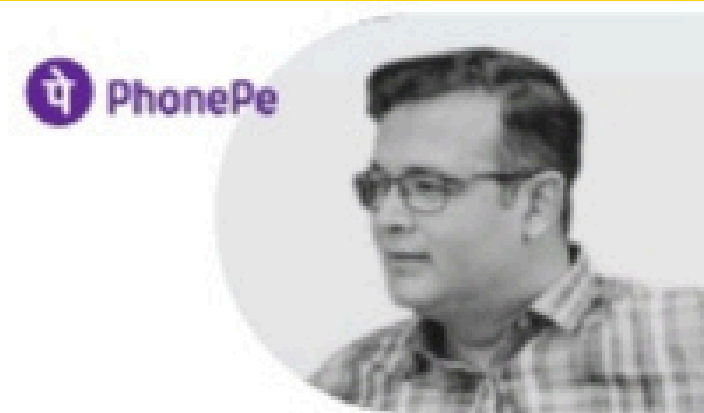
ASHISH PATIL
Chief Financial Officer
Reliance Brands Limited

"Great communication, ability to meet deadlines and problem solving in record time."



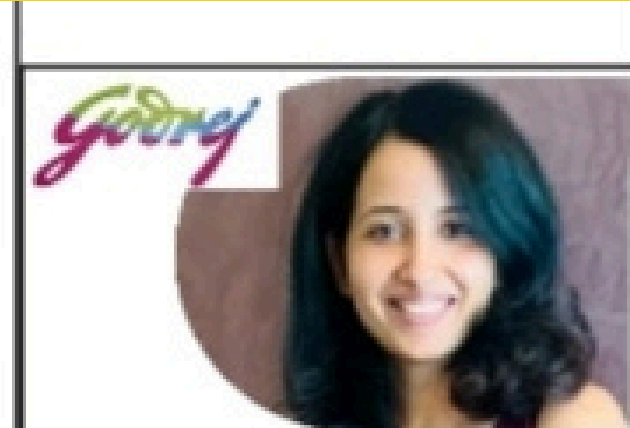
ARUN DAS
Head, Business Development & Strategy
Adani Capital Pvt. Ltd.

"Effective advisory and Pragmatic solutions given by the team. Committed to fulfilling promised timelines and providing novel solutions to complex legal questions"



RAHUL KUMAR
Director- Litigation
PhonePe

"Impressive levels of professionalism and confidentiality. Competent team effectively taking care of all legal concerns"



ISHA SINGH
Vice President
Indirect Taxation, Corporate Legal, Godrej Group

"The team at White & Brief is competent with strong practical knowledge. They assisted us with commercially viable solutions"



DEEPAK CHANDANI
Group Chief Technology Officer
UBS India

"Approachable team, ever ready to give complete guidance under one roof for all legal difficulties in a time-bound manner"



SATISH KAMATH
CFO
Biostadt India Limited

"They simplify and present the complex matters before judicial forum & putting forth an analysis of possible legal approaches"



WOLFGANG PROCK-SCHAUER
President / Chief Operations Officer
Interglobe Aviation Pvt. Ltd. (Indigo Airlines)

"Tailored legal service to fulfil business requirements. Customer centric approach and provides reliable advice"



ASHWIN THACKER
Managing Director
Flamingo Pharmaceuticals Ltd.

"The team is very professional, diligent and responsive with a strong legal acumen and advisory skills. We have had a great experience working with them. They consistently exceeded expectations. They shall always be our first choice."

OUR OFFICES

Mumbai Office – Nariman Point

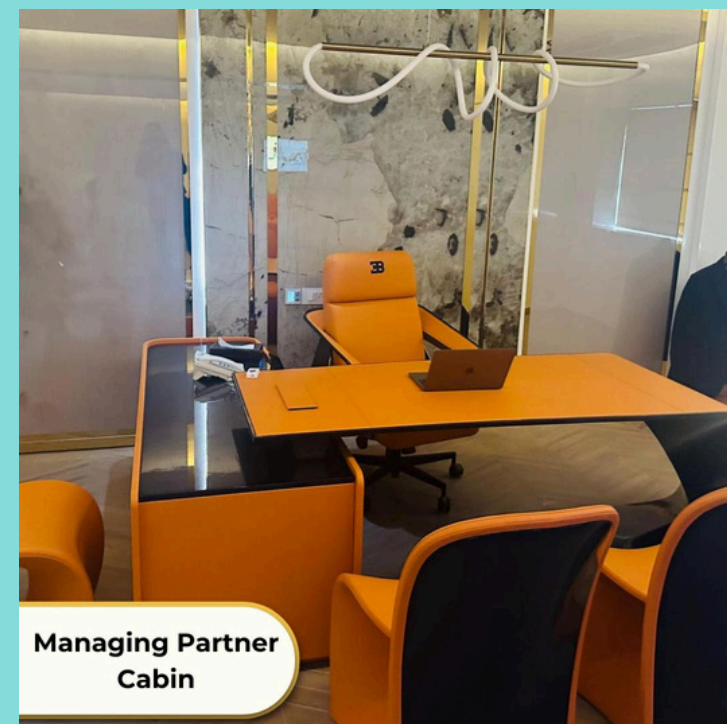
Our Nariman Point office in Mumbai, an impressive 6,000 sq. ft. space within our 20,000 sq. ft. expansion across India, stands as a testament to our commitment to excellence. Featuring the Bugatti-inspired main cabin, designed with vibrant colors that embody the energy driving us as India's fastest-growing law firm, this office reflects our values.



Managing Partner
Cabin



Managing Partner
Cabin



Managing Partner
Cabin



Managing Partner
Cabin



Managing Partner
Cabin

Mumbai Office – Nariman Point



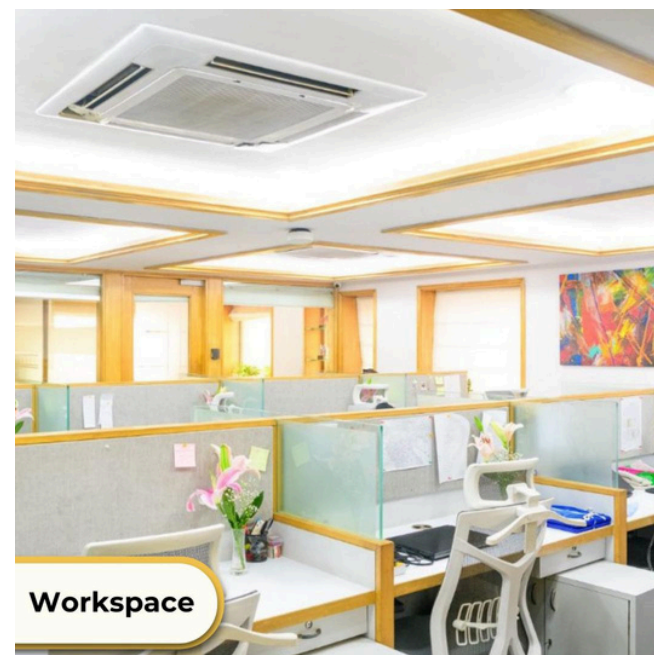
Entrance



Managing Partner
Cabin



Conference
Room



Workspace



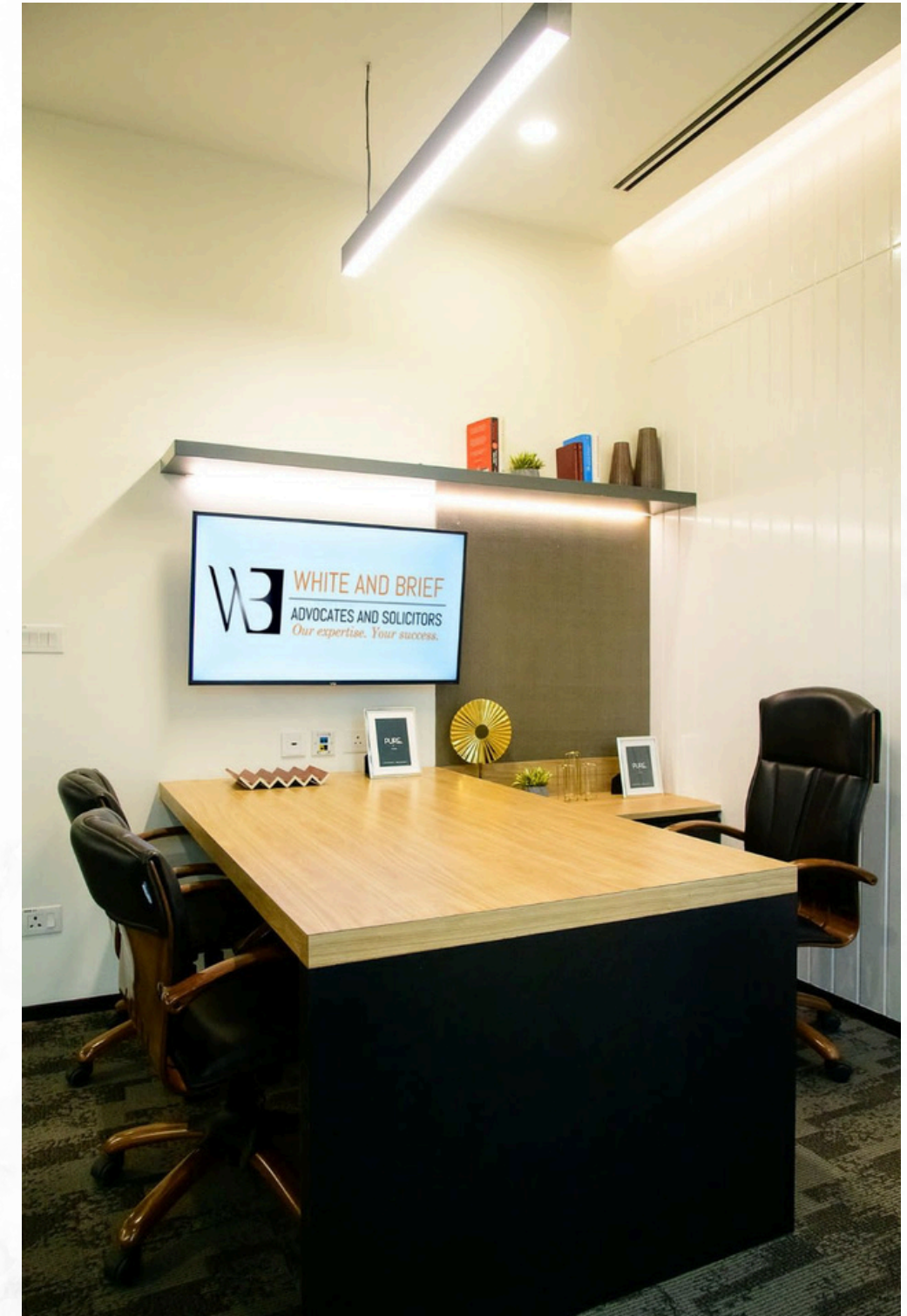
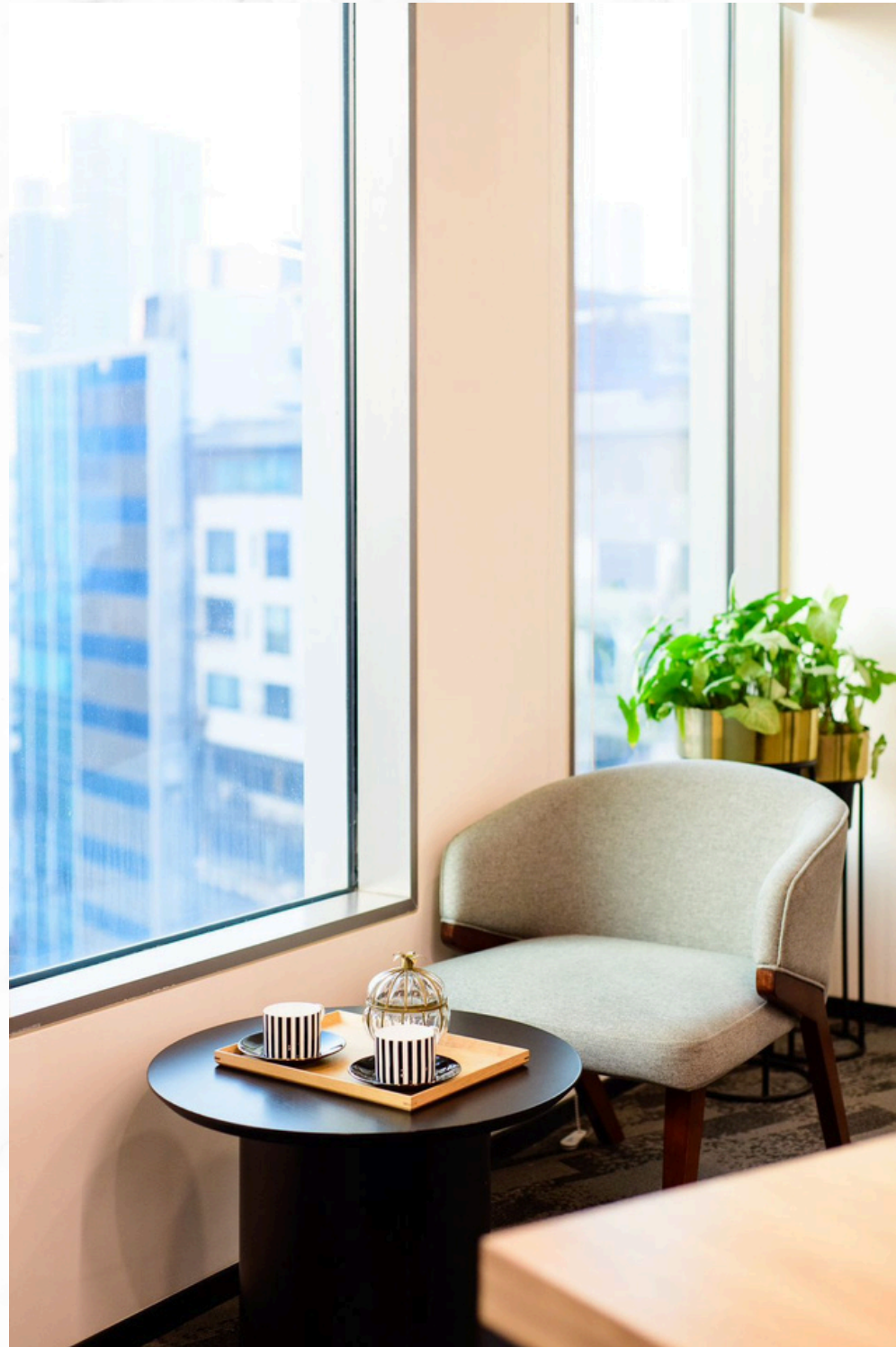
Workspace

Mumbai Office – Lower Parel

Our new Lower Parel office in Mumbai! This marks the beginning of our 20,000 sq. ft. expansion across India, with the first 2,000 sq. ft. now officially launched. This office is a bold testament to our commitment to innovation and growth.

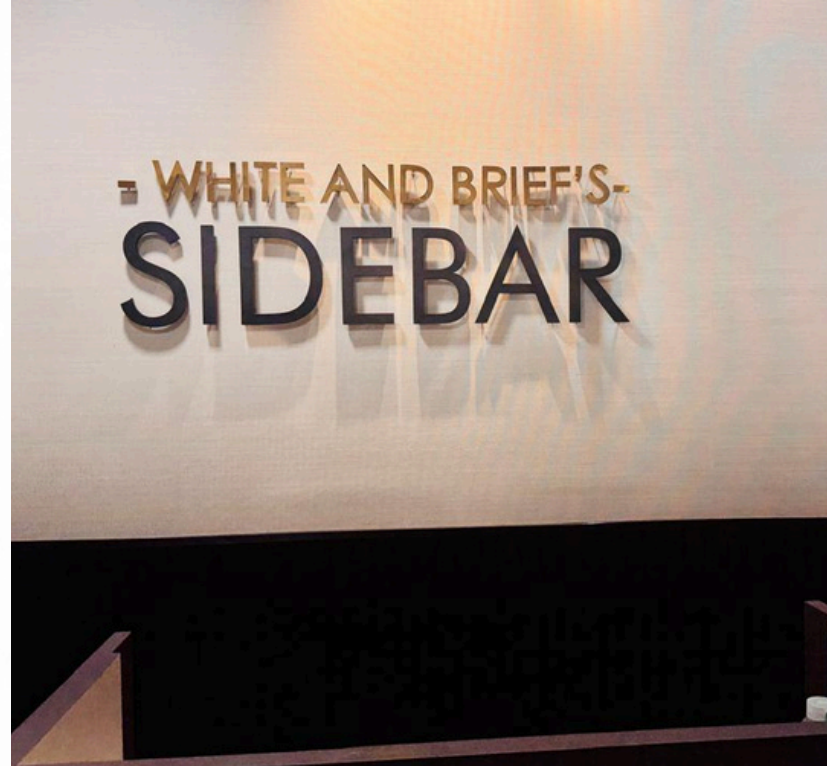


Mumbai Office – Lower Parel

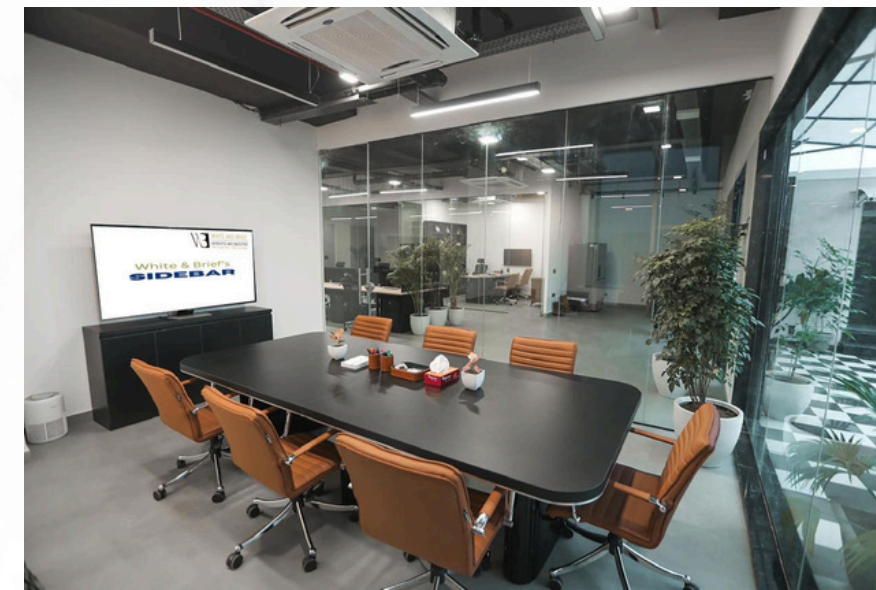
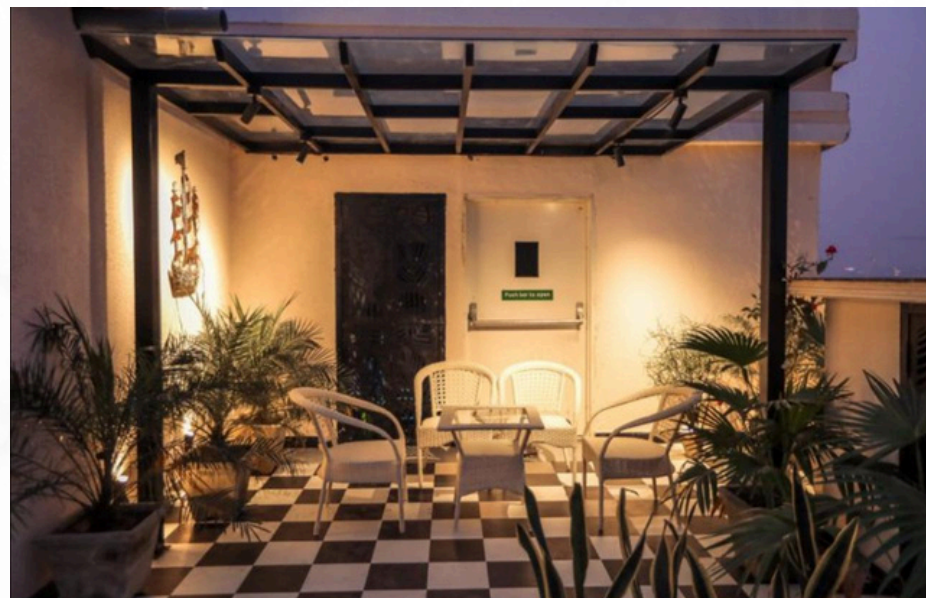
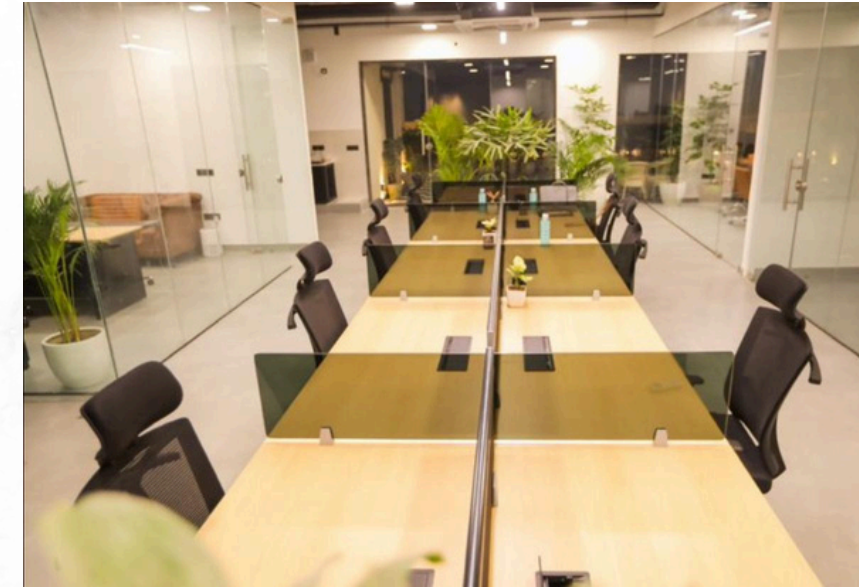


Delhi Office

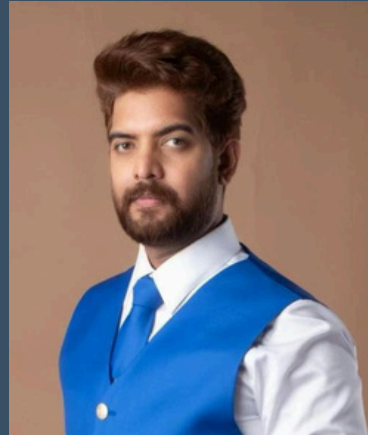
Our Delhi office marks a significant milestone in our expansion across India. Spanning an impressive 7,000 sq. ft., this space is designed to inspire collaboration, foster innovation, and deliver excellence to our clients.



Delhi Office



OUR PARTNERS



Niles Tribhuvann

Managing Partner
Email : nileshtribhuvann@whiteandbrief.com
Phone- +912240059911
Dispute Resolution and
Litigation practice



Arvind Gurumurthy

Joint Managing Partner - South Region
Email : arvind.gurumurthy@whiteandbrief.com
Phone- +919742857555
General Corporate



Prateek Bansal

Partner
Email : prateek.bansal@whiteandbrief.com
Phone- +918097657089
Taxation



Purusharth Singh

Co-Founder , White & Brief's Sidebar
Email: purusharth.singh@whiteandbrief.com
Phone: +91 7738025474
Projects, Infrastructure and Energy, M&A,
PE/VC, and Banking & Finance



Humera Niyazi

Co-Founder & CEO , White & Brief's Sidebar
Email: humera.niyazi@whiteandbrief.com |
Phone: +91 9951621188
Banking & Finance, General
Corporate & Commercials



Kanan Chawda

Associate Partner
Email : Kanan.chawda@whiteandbrief.com
Phone- 7777097202
Civil litigation, Arbitration and NCLT

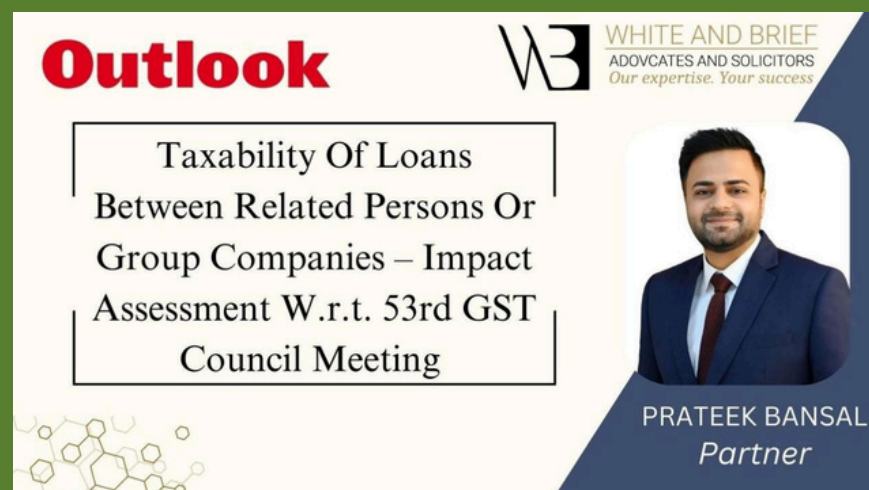


Burzin Bharucha

Associate Partner
Email - burzinbharucha@whiteandbrief.com
Phone- +919819302025
Dispute Resolution and Litigation practice

THOUGHT LEADERSHIP

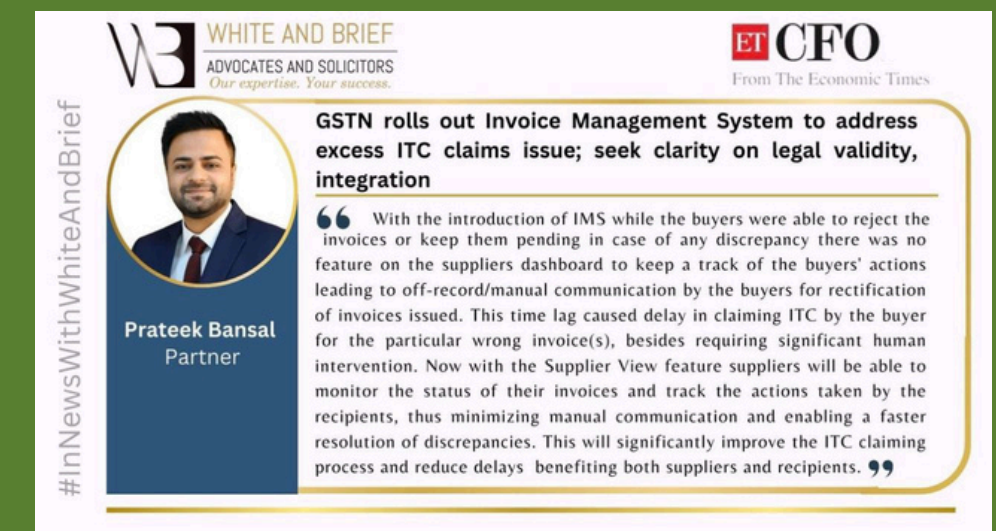
Article authored by our partner, Prateek Bansal published in Outlook Publishing (India) Pvt. Ltd. titled "Taxability Of Loans Between Related Persons Or Group Companies – Impact Assessment W.r.t. 53rd GST Council Meeting."



Our Partner Prateek Bansal's article has been published in ETLegalWorld offering deep insights into the GST demands facing the IT industry.



Our Partner, Prateek Bansal, has been featured in ETCFO article titled - "GSTN rolls out Invoice Management System to address excess ITC claims issue; seek clarity on legal validity, integration"



THOUGHT LEADERSHIP

Our Managing Partner NILESH TRIBHUVANN has been featured in Financial Express (India) article titled- Tighter H1B visa rules in Republican regime could hurt business for IT firms .



Our Partner Mr. Prateek Bansal has been featured in Mint article titled- Edible oil or cosmetic? Small coconut oil packs pose a big tax question.

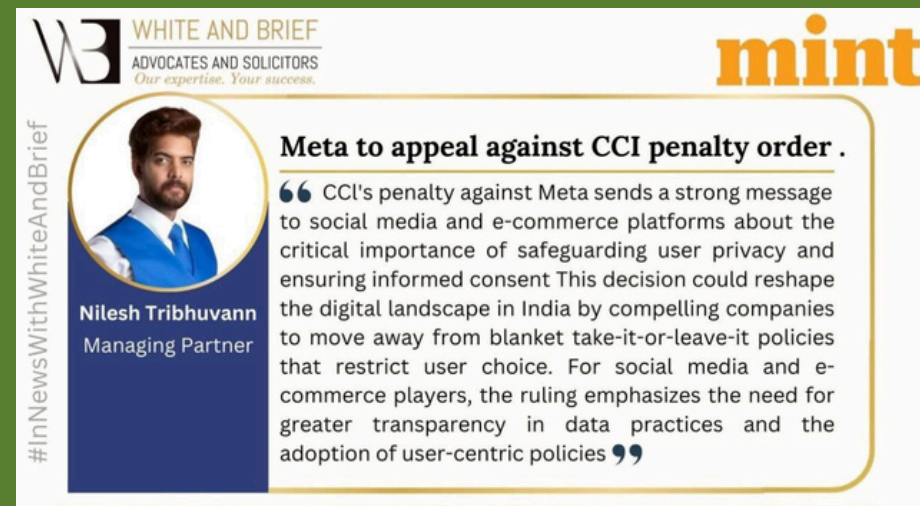


Our Managing Partner NILESH TRIBHUVANN has been featured in Outlook Start-Up article titled - Quick Commerce's Love for Medicine Delivery Gets Shrouded in Criticism .



THOUGHT LEADERSHIP

Our Managing Partner, NILESH TRIBHUVANN , has been featured in the Mint National Edition for his insights on the article titled “Meta to Appeal Against CCI Penalty Order.”



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mint

Meta to appeal against CCI penalty order .

“ CCI's penalty against Meta sends a strong message to social media and e-commerce platforms about the critical importance of safeguarding user privacy and ensuring informed consent This decision could reshape the digital landscape in India by compelling companies to move away from blanket take-it-or-leave-it policies that restrict user choice. For social media and e-commerce players, the ruling emphasizes the need for greater transparency in data practices and the adoption of user-centric policies ”

Nilesh Tribhuvann
Managing Partner

#InNewsWithWhiteAndBrief

Our Managing Partner, NILESH TRIBHUVANN , has been featured in The Economic Times article titled - “Reliance Industries and Walt Disney merger approved by competition commission of India ”



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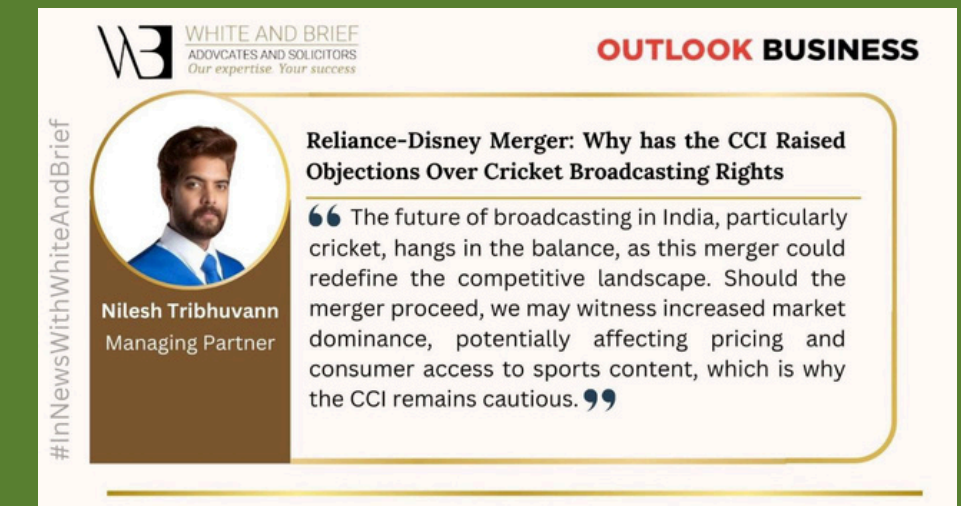
ET THE ECONOMIC TIMES

Reliance Industries and Walt Disney merger approved by Competition Commission of India

Nilesh Tribhuvann
Managing Partner

#viewpoint

Our Managing Partner, NILESH TRIBHUVANN, has been featured in an Outlook Business article titled "Reliance-Disney Merger: Why has the CCI Raised Objections Over Cricket Broadcasting Rights."



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OUTLOOK BUSINESS

Reliance-Disney Merger: Why has the CCI Raised Objections Over Cricket Broadcasting Rights

“ The future of broadcasting in India, particularly cricket, hangs in the balance, as this merger could redefine the competitive landscape. Should the merger proceed, we may witness increased market dominance, potentially affecting pricing and consumer access to sports content, which is why the CCI remains cautious. ”

Nilesh Tribhuvann
Managing Partner

#InNewsWithWhiteAndBrief

THOUGHT LEADERSHIP

Article authored by our partner, Prateek Bansal published in Republic World titled "Amendment in Section 140(7) of the CGST Act: Transitional Credit for Input Service Distributors."

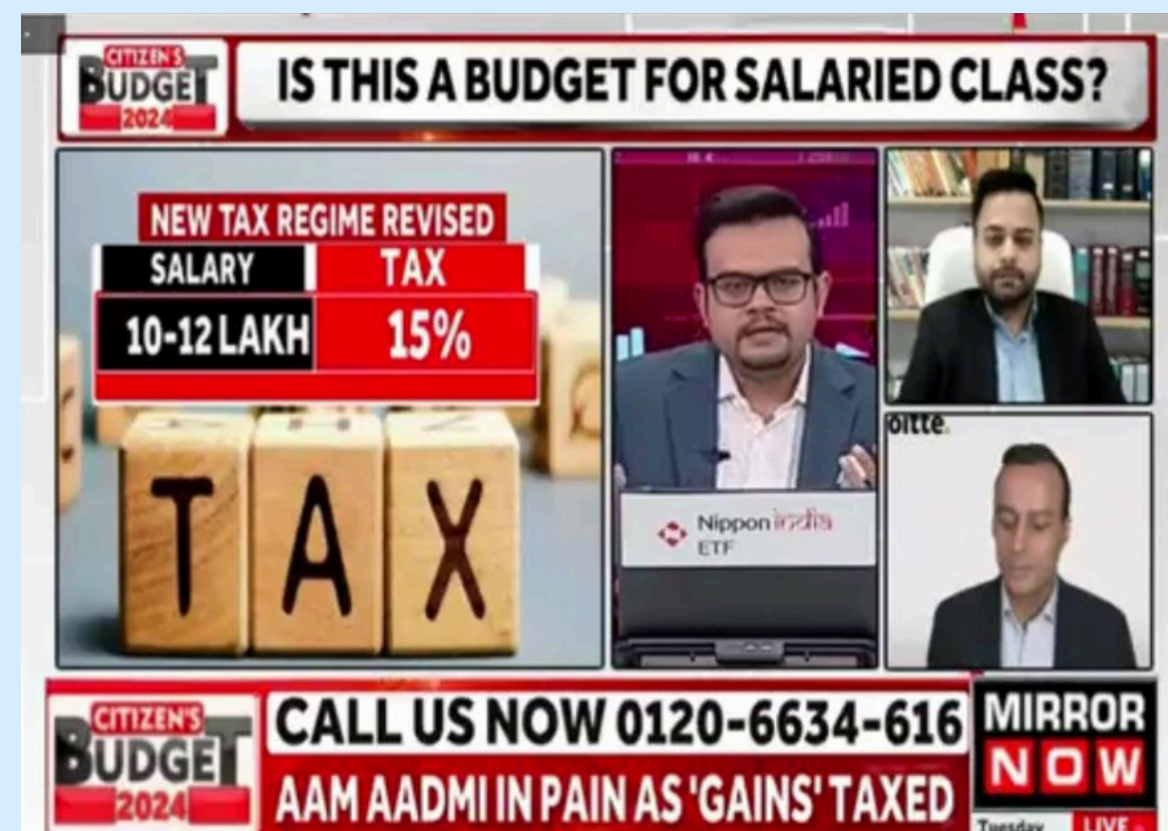


Our managing Partner, NILESH TRIBHUVANN, has been featured in NDTV Profit article titled - "Online Skill-Based Courses Could Need New UGC Regulations"



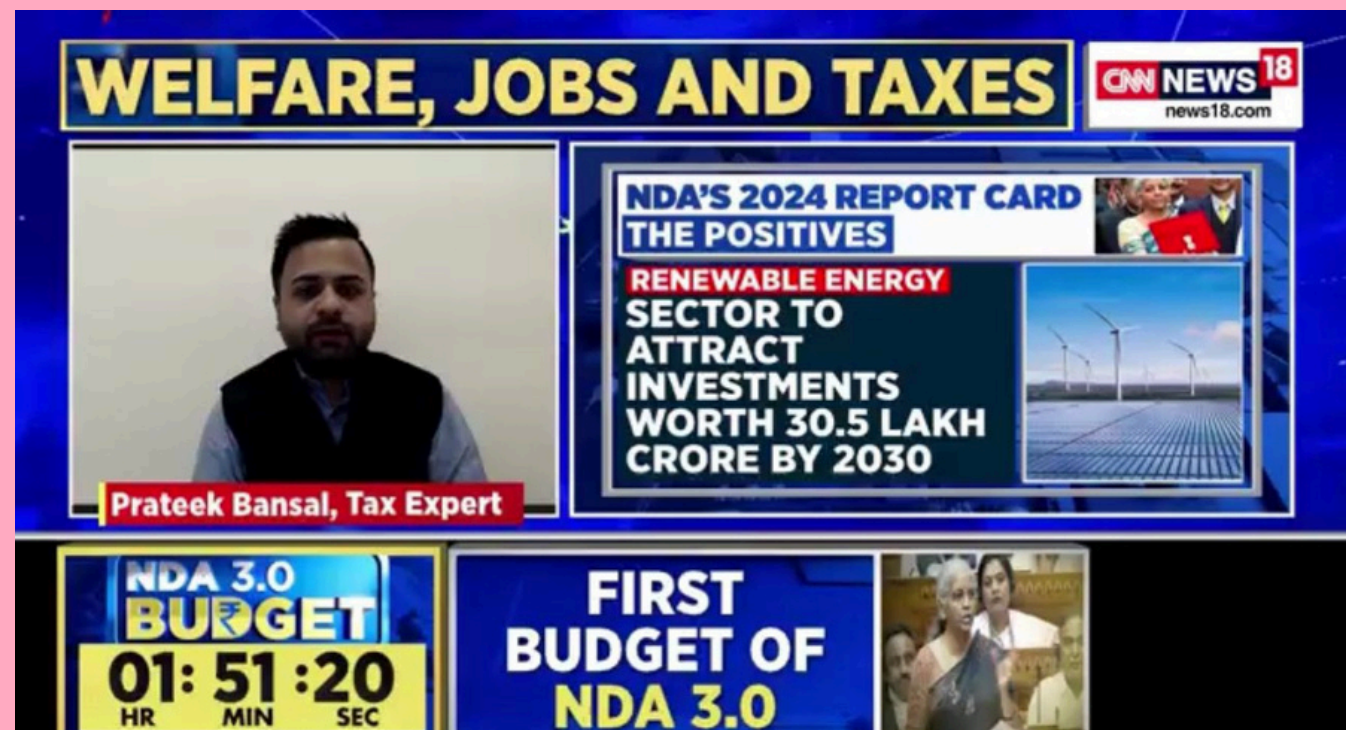


Our Managing Partner, Nilesh Tribhuvann, highlighted the Delhi High Court's recent judgment affirming that political parties, including the Aam Aadmi Party (AAP) led by Arvind Kejriwal, fall under the purview of the Prevention of Money Laundering Act (PMLA). Speaking on LeftRightAndCenter with Vishnu Som on NDTV today, he emphasized that the Court has empowered the Enforcement Directorate (ED) to take necessary action against AAP as a political party.

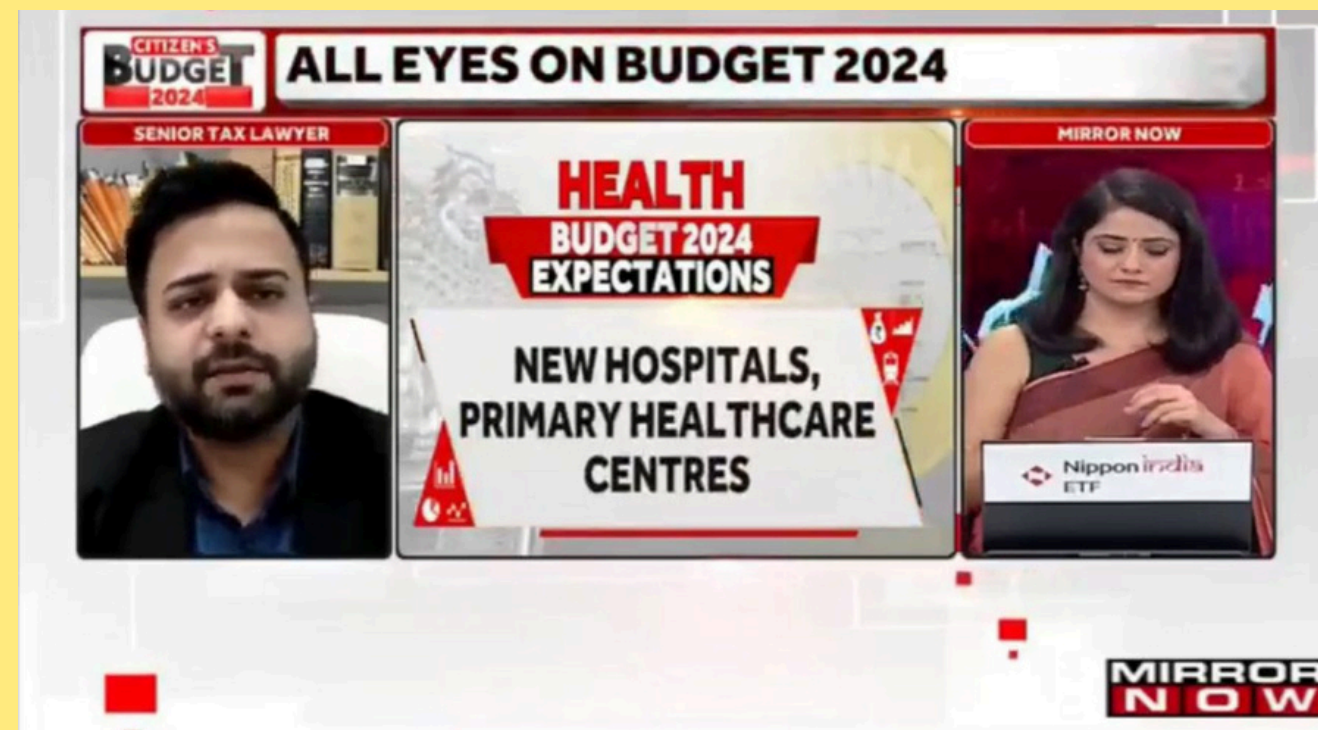


Our Tax Partner, Prateek Bansal shared his views with One Nation, Three Tax Options; Is This A Budget For Salaried Class? | Citizens' Budget 2024 | Debate on Mirror Now anchored by Ritangshu Bhattacharya

TV
APPEARANCE

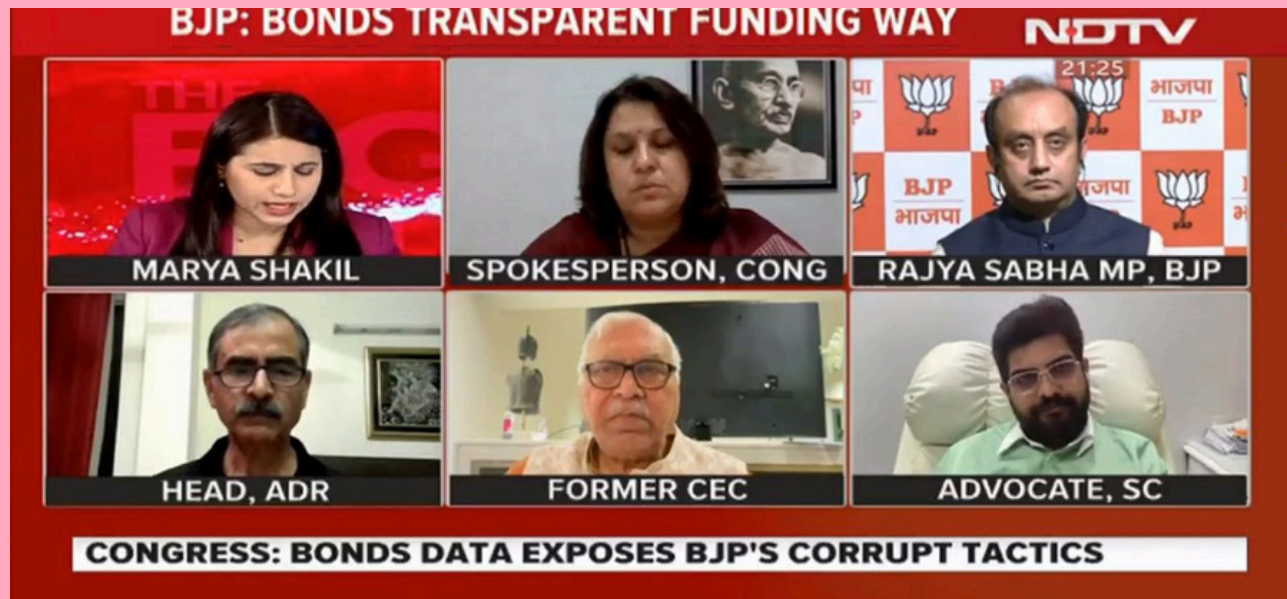


Prateek Bansal, our Tax Partner, shared the panel with many other economists and experts, brainstorming on various aspects of the Budget. The panel was anchored by Zakka Jacob Rahul Shivshankar and Anand Narasimhan.

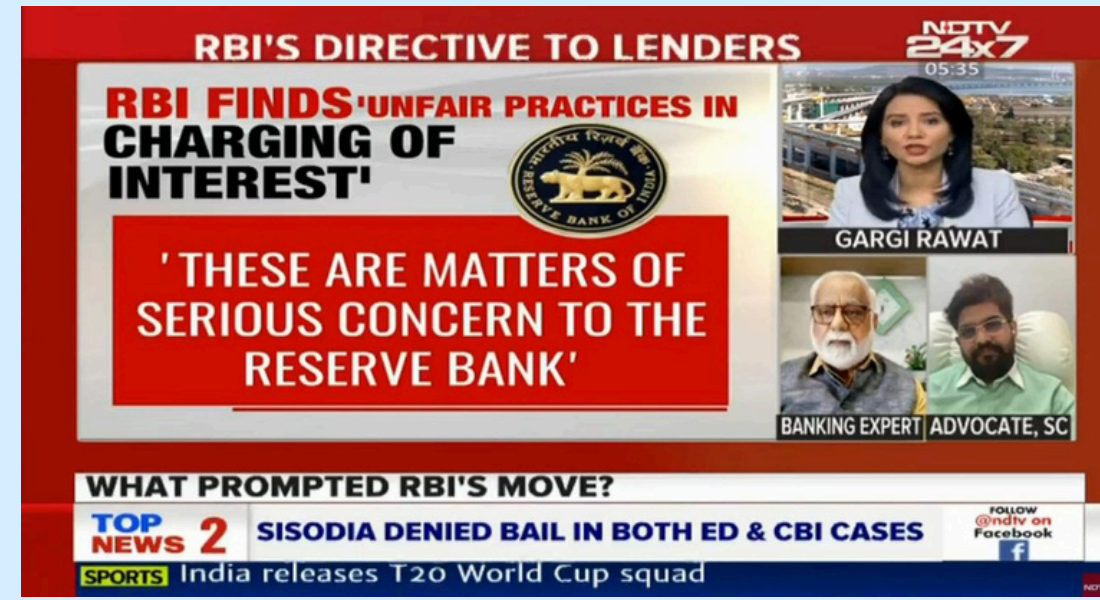


Prateek Bansal, our Tax Partner, joins S. Ravi, Former Chairman, BSE in the panel discussion on Mirror Now, anchored by Shreya Upadhyaya on Union Budget 2024: All Eyes On Govt To Raise Tax Exemption Limit , Finance Minister to Aex the tax .

TV
APPEARANCE

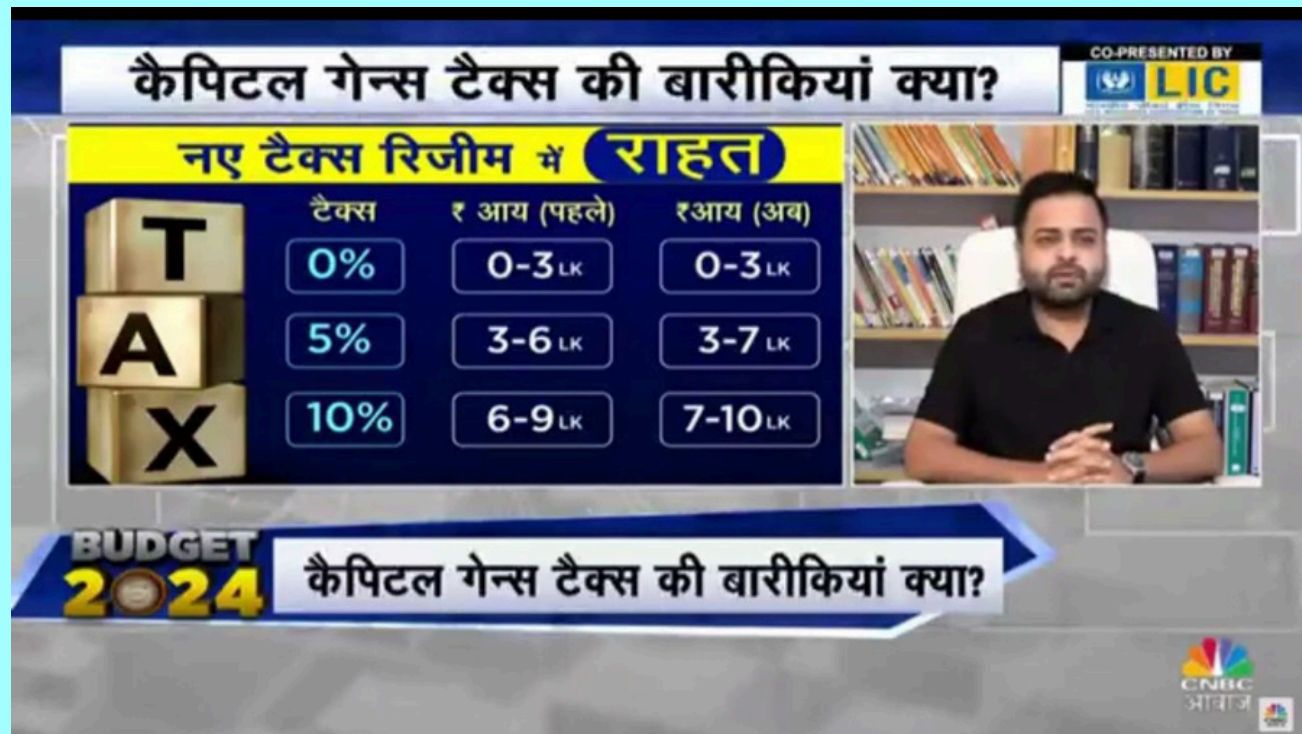


#primetime: The Big Fight on NDTV 24x7, hosted by the sharp Marya Shakil, Executive Editor - National Affairs, NDTV 24x7, took on the complex issue of The Electoral Bonds Case. A special shoutout to NILESH TRIBHUVANN, our Managing Partner and the only lawyer on the panel, whose legal expertise elevated the discussion. His deft navigation through the legal landscape and reference to specific clauses shed invaluable light on the intricacies of electoral bonds. Nilesh's unique contribution was instrumental in demystifying the legal perspectives for the audience, ensuring a grounded understanding of the subject.



Our Managing Partner, Nilesh Tribhuvann, shared his expert insights on the RBI's directive to banks—requiring them to refund customers for excess interest and additional charges—during Newsbreak with Gargi Rawat on NDTV.

**TV
APPEARANCE**



Our Tax Partner, Prateek Bansal, joins Neeraj Bajpai on CNBC Awaaz to discuss key tax updates: taxpayer relief, benefits of the new tax regime, capital gains intricacies, investor tax burdens, and market impacts.



Our managing Partner NILESH TRIBHUVANN speaks on Mirror Now in the show titled Urbandebate anchored by SHREYA DHOUNDIAL . The episode focused on the recent development where the Karnataka government has asked multinational companies (MNCs) to display the number of Kannadigas they employ on their premises. The government has said that all industries should have a display board about the number of Kannada people working there.

TV
APPEARANCE



61 A, 62 A & 63A , Mittal Court 'A'
Wing Jamnalal Bajaj Marg, Nariman
Point Mumbai Maharashtra 400021



1504, Tower C , ATS Bouquet ,
Sector
132, NOIDA 201308



62/63 The Pavilion, Church
Street,
Bangalore, Karnataka 560001