



**AZB & PARTNERS**  
ADVOCATES & SOLICITORS

# E-commerce & Retail

AZB & Partners has been at the forefront of shaping the business models and the regulatory framework of India's e-commerce sector. We have advised domestic and international clients on a wide range of issues.

Our work includes:

- Advising on foreign entities' India presence and foreign exchange / exchange control issues
- Advising on business models, specifically inventory-based versus marketplace models
- Advising on policy issues and compliances
- Ensuring product compliances, including for regulated offerings, such as ammunition, drones, food, pharmaceuticals, medical devices, personal care products and baby products
- Assistance with labeling and packing requirements
- Advising on digital content and censorship
- Assisting with structured promotions, loyalty and privilege programs
- Assisting intermediary liability and safe harbor issues, online payment processing, payment intermediaries, prepaid payment instruments, e- wallets, KYC-related issues, e- contracts, data privacy, privacy policies, cross-border movement of data and lawful interception

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Amazon in relation to (i) its India entry strategy and business presence; (ii) maintaining an online marketplace, wholesale and retail trading, policy issues, payments systems, product compliances and legal metrology, online advertising, data privacy and safe harbor issues.



Trent, the retail hand of the Tata Group, which operates the retail stores, 'Westside,' in relation to Tesco's 50% acquisition of Trent Hypermarket.



The Tata Group on its business arrangements with Woolworths, a leading Australian retailer, for the establishment and operation of

#### RICHEMONT

The Richemont Group on establishing (i) a joint venture to engage in single brand retail trading of products under the 'Cartier' brand; and (ii) a wholly owned subsidiary for wholesale trading activities.



Ontario Teachers' Pension Plan Board on multiple rounds of investments in Jasper Infotech, which owns and operates www.snapdeal.com.



Nykaa in connection with (i) the establishment of its e-commerce platform; (ii) its fund raising activities; and (iii) its business and operations.



Montblanc on its single brand retail trading joint venture with Titan Company, for the sale and distribution of Montblanc writing instruments.

#### BVLGARI

Bulgari on (i) single brand retail trading; (ii) establishing its joint venture in India; and (iii) obtaining FIPB approval.



Jardine Matheson in relation to (i) its retail business in India; and (ii) the RPG Group's sale of its stake in two JVs to an entity owned by Indian partners.

#### John Lewis

John Lewis in relation to (i) establishing its representative office in India; and (ii) general developments in the retail sector.

#### SAMSUNG

Samsung on exchange control implications with respect to online presence and retail trading of electronics.



Magicpin, a hyperlocal discovery company, on its online presence and advertisement in India.



TPG Capital on its acquisition and subsequent sale of Vishal Mega Mart, the wholesale and franchise arm of Vishal Retail.



TA Associates on its 32% acquisition in TCNS Clothing, manufacturer of the Indian women's ethnic clothing line, 'W.'

#### JCPenney

J.C. Penney with respect to setting up a wholly owned subsidiary in India and the related Indian law issues.



GAP in connection with its proposed franchise for the GAP brand in India.