



Rohan Bagai
Senior Partner

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With over 18 years of experience, Rohan Bagai is part of the Firm's Technology, FinTech & Data Protection practice. Rohan has a wide range of technology and financial services experience with a special focus on Payments, Virtual Digital Assets and Privacy & Data Protection. He regularly advises clients on legal, regulatory and compliance issues relating to the launch of digital, e-commerce, virtual digital asset and payment businesses, including the operations of payment systems and introduction of new age electronic payment methods. Rohan holds an LLM from New York University.

Experience

- Partner, AZB & Partners (2017 - Present)

Key Practice Areas/Sectors

- Data Privacy & Protection
- Financial Services
- E-Commerce & Retail
- FinTech & Digital
- Technology, Media & Telecommunications

Recent Work Highlights

- Advised one of India's biggest conglomerates on the launch of its digital super app, offering integrated services across shopping, travel, bill payments, financial products, and a unified loyalty program.
- Advised one of India's largest private sector banks on end-to-end compliance with the Digital Personal Data Protection Act, 2023, including implementation of consent frameworks.
- Acted for a rapidly scaling FinTech company on legal and regulatory issues related to its digital lending operations, including NBFC and RBI compliance, outsourcing, and customer redress mechanisms.
- Represented a multinational technology giant in connection with its operation of a payment system as a Payment Aggregator (PA) under RBI's regulatory framework, including licensing, governance, and payment settlement-related obligations.
- Advising a leading global cryptocurrency exchange and Web3 platform on their India entry strategy and legal and compliance matters relating to registration as VDASP, anti-money laundering (AML), consumer protection, offering of custodial wallet services and trading in virtual digital assets.
- Advised a global technology company on legal issues related to the deployment of proprietary AI models and integration of generative AI tools in its products and services, including risk mitigation and compliance strategies.

Directorships, Memberships & Affiliations

- Co-Chair, India Planning Committee, International Technology Lawyer's Association (ITECHLaw)
- Member, International Association of Privacy Professionals (IAPP)
- Member, Advisory Board, DPO Club

- Certified Information Privacy Professional/Europe (CIPP/E)
- Bar Council of Delhi (2007)

Professional Qualifications

- Master of Laws (LL.M.), New York University (NYU), USA (2008–09)
- Bachelor of Law (LL.B.), Amity Law School, Delhi (affiliated to Guru Gobind Singh Indraprastha University) (2007)

Ranked for Fintech in the Chambers Asia – Pacific Fintech Legal Guide (2024 – 2026)

Notable Practitioner for Fintech in the Chambers Fintech Legal Guide (2022)

Recommended for TMT (2023 – 2026), FinTech & Financial Services Regulatory (2026) and Data Protection (2022, 2024) by Legal 500 Asia Pacific

Recognised as 'Highly Regarded' for Financial Services Regulatory by IFLR1000 (2023 – 2025)

Named a Top Indian Lawyer (Fintech) in the Forbes Legal Power list (2020)
