



**Rachit Bahl**  
*Senior Partner*

Plot No. A7 & A8, Sector 4, Noida 201 301  
National Capital Region, India

T: + 91 120 417 9999  
F: + 91 120 417 9900  
@: [rachit.bahl@azbpartners.com](mailto:rachit.bahl@azbpartners.com)

---

*Rachit has 21 years of experience in advising clients on their India presence, strategy, and operations. He has extensively advised a wide range of clients, including Big Tech, several Fortune 500 companies, global NGOs on a host of issues related to e-commerce & retail, FinTech, data privacy, technology and media. Rachit has been involved in public policy representations and client trainings on several aspects including e-commerce landscape and data privacy framework.*

---

**Experience**

- Senior Partner, AZB & Partners (2013 – Present)

**Key Practice Areas**

- Corporate/ Mergers & Acquisition
- Data Privacy & Protection
- Employment, Labour & Benefits
- E-Commerce & Retail
- Financial Services
- FinTech & Digital
- Technology, Media & Telecommunications

**Recent Work Highlights**

- Amazon on its investment in and disputes with Future Group
- Online retail & wholesale marketplace on their India entry strategy and corporate structuring of entities
- Various data privacy matters including (i) Data privacy and processing, cross border transfer of information, data interception and archiving requirements including issues surrounding application ban under emergency powers; and (ii) Intermediary liability, safe harbour and implementation of notice and take down procedures with respect to news & current affairs published by online curators
- Various emerging tech issues on blockchain and cryptocurrency issues, electronic payment solutions, Payment intermediaries, structuring customer reward / loyalty initiatives
- Various HR matters including (i) Compensation re-structuring initiatives basis labour law reforms and judicial precedents, transfer of undertakings/employees & benefits, closure of undertakings, trade union & labour unrest issues; and (ii) Flexi-working models implementation, reduction-in-workforce & mass retrenchments, VRS, severance arrangements, appointment & termination of key personnel
- Coinbase on its investment in Coinswitch

**Memberships, Directorships & Affiliations:**

- Bar Council of India of Delhi (2004)

## **Professional Qualifications**

- Bachelor of Law (LLB), Indraprastha University (2004)
- 

*Recognized as a ‘Recommended Lawyer’ for Data Protection (2022 – 2024), Labour & Employment (2021 – 2025) and TMT (2022 – 2025) by the Legal 500 Asia Pacific*

*Recognized as a ‘Distinguished Practitioner’ for Regulatory and Technology & Telecommunications by Asialaw Profiles (2024 – 2025)*

*Recognized as a ‘Litigation Star of the Year’ for Labor and Employment by Benchmark Litigation Asia Pacific (2025)*

*Recognized as a ‘Notable Practitioner’ for Technology & Telecommunications by Asialaw Profiles (2023)*

*Recognized as ‘Highly Regarded’ for Financial Services Regulatory, M&A and Technology & Telecommunications by IFLR1000 (2022 – 2025)*

---