



AKSHAYY S NANDA

Designation: Partner

Akshayys.Nanda@sarafpartners.com

Expertise: Antitrust/Competition, Data Privacy

Education: LLM in European Competition Law and Economics, Brussels School of Competition, Belgium (BSC); ANSI-accredited Certified Information Privacy Professional/Europe (CIPP/E)

credential and ANSI-accredited designation of Certified Information Privacy Manager (CIPM), International Association of Privacy Professionals (IAPP).

Bar Admission: Bar Council of Delhi

Awards:

- Recognised as '**Recommended Lawyer**' for Anti-trust and Competition practice by the Legal 500 Asia-Pacific Rankings 2024
- Recognised as '**Notable Practitioner**' for Competition practice by Asialaw Profiles 2022-23 Rankings
- Recognised amongst **BW Legal World 40 under 40 Elite Club of Lawyers and Legal Influencers, 2022.**

Overview: Akshay is a Partner in the Competition Law and Data Privacy practice at Saraf & Partners. He advises clients on a full range of competition law matters including cartel enforcement, abuse of dominance, merger control, leniency applications, competition law audits and compliance. He regularly appears before the Competition Commission of India (CCI), the National Company Law Appellate Tribunal (NCLAT) and the Supreme Court of India.

He has an extensive experience in advising multinational and Indian clients on wide-ranging competition law issues including predatory pricing, tying and bundling, exploitative and exclusionary practices, price parity or MFN issues,

preferential treatment, loyalty inducing or fidelity rebates, price discrimination, refusal to supply, margin squeeze, unfair terms and conditions, exclusivity agreements and resale price maintenance.

He has a strong domain expertise across a range of industries, such as, stock exchange, cement, automobile, retail, financial services, telecommunications, e-commerce, music licensing, aviation, auto-parts etc., with experience in successfully navigating the rapidly evolving competition law landscape in India.

Media & Publications:

- [Paytm, Oyo, Swiggy, Zomato Et Al Summoned By House Panel | Startup Central - YouTube](#)
- [CCI Fines RS. 392 crore : MakeMyTrip, Oyo and Go Ibibo | NewsX - YouTube](#)
- [CCI lands second blow, Google fined Rs. 936 cr](#)
- [Phone cos may find it tough to look beyond Google store](#)
- [SC clears decks for CCI probe into WhatsApp's 2021 privacy policy](#)
- [Akshay S. Nanda On Proposed Amendments In Competition Act To Regulate M&A In Digital Economy](#)
- [Over ₹2,000 cr of M&As may come under CCI purview](#)
- [CCI tweak puts digital platforms in the line of antitrust fire](#)
- [Ambuja, ACC sale: UltraTech likely to bid, secures legal view](#)
- [Big M&As of digital businesses likely to come under CCI ambit soon](#)
- [Taking on Google, FB, Apple: CCI seeks more teeth to tackle Big Tech](#)
- [WhatsApp privacy policy: SC ruling won't affect CCI probe, says Delhi HC](#)
- [Views on Proposed amendments in Competition Act which seek to regulated M&A in digital economy](#)
- [Quoted in article 'CCI gives conditional nod to Zee-Sony merger, formal order awaited'](#)
- [Quoted in article 'Startups cheer CCI order penalising Google for abuse of dominant market position'](#)

Articles

- Digital Personal Data Protection Act to bring marketing overhaul: Pesky calls to personalisation [Read here](#)

-
- Future Of AI: Legal Challenges In The Era Of Digital Personal Data Protection Act, 2023 [Read here](#)
 - The Impact of the DPDP Act, 2023 on the Healthcare Industry: A Detailed Exploration [Read here](#)
 - From Crisis to Control: How the Digital Personal Data Protection Law Curbs Data Breaches [Read here](#)
 - The endless journey of Personal Data Protection Compliance [Read here](#)
 - Chaos to compliance: Data mapping critical for compliance with Digital Personal Data Protection Act, 2023 [Read here](#)
 - Why exempting startups from the personal data protection law may hurt more than help [Read here](#)
 - Children's Personal Data and Compliance with Digital Personal Data Protection Act, 2023: Not a Child's Play [Read here](#)
 - Pioneering Privacy: Understanding the Essence and Impact of Privacy by Design [Read here](#)
 - Data Privacy: An Important Non Price Parameter of Competition and A Competitive Advantage for Businesses [Read here](#)
 - Personal data protection and information security are different concepts [Read here](#)