



KESHAV PAREEK

Designation: Partner

Keshav.Pareek@sarafpartners.com

Expertise: Corporate and Commercial, Mergers & Acquisitions, Private Equity, Regulatory, TMT, Fintech & Financial Services

Education: B.A./ B.Sc. LLB (Hons.), West Bengal National University of Juridical Sciences, Kolkata

Bar Admission: Delhi Bar Council

Awards & Recognitions:

- Winner of BW Legal 30 under 30 Award for 2023.
- Recognized as 'Recommended Lawyer' in Fintech & Financial Services Regulatory by Legal 500 Asia Pacific Rankings 2024.
- Recognized as 'Recommended Lawyer' in Fintech & Financial Services Regulatory by Legal 500 Asia Pacific Rankings 2026.

Overview:

Keshav Pareek is a Partner at Saraf and Partners, advising leading Indian corporate houses and multinational companies on complex transactional, regulatory and commercial matters. A trusted advisor to his clients, he is known for his solution-oriented approach and innovative thinking, delivering commercially practical advice that helps clients achieve their business objectives while navigating regulatory considerations. His pragmatic and facilitative style ensures transactions close smoothly and successfully while protecting his clients' key interests.

Keshav has acted on numerous M&A and private equity transactions, representing domestic and international corporations across mergers, acquisitions, joint ventures and private equity investments. His experience spans diverse sectors including pharmaceuticals & life sciences, automobiles, fintech, healthcare, technology, e-commerce, data centres, semiconductors, retail, insurance broking and financial services, covering buy-side and sell-side mandates, control acquisitions, minority investments, growth-capital rounds and exits. He has particular expertise in cross-border transactions, both inbound investment into India and outbound investments by Indian groups.

Keshav has developed significant regulatory expertise, advising on structuring issues spanning foreign exchange laws, company law, and technology and financial services regulation. He has secured complex approvals including Press Note 3 approvals for land-border country investments, FDI approvals across various sectors, and RBI approvals for outbound investment transactions.

Keshav has extensive experience in the fintech and TMT space, sectors that have witnessed rapid technological evolution and significant regulatory change in India. He regularly advises clients seeking to launch innovative product offerings navigating complex regulatory frameworks spanning payments regulation, digital lending, information technology, e-commerce, consumer protection, and financial sector laws.

Keshav has authored articles on emerging legal issues in leading publications, participated in government stakeholder consultations on FDI reforms, and conducted masterclasses on M&A deal making at business forums and undertaken contract drafting sessions at law schools.