

Press Release

January 10, 2025

BUILDING BETTER WORKPLACES: NISHITH DESAI ASSOCIATES SETS THE STANDARD SINCE 1995

Mumbai (IN), January 10, 2025: In an era where debates around work-life balance and the nature of work culture dominate headlines, Nishith Desai Associates (NDA) stands as a case study firm among global law firms on how work-life harmony can drive operational excellence. Amid recent controversies surrounding the advocacy of long work weeks, NDA reflects on its long-standing commitment to create an environment where technology and empathy converge to improve professional productivity.

As far back as 1995, Dr. Nishith Desai, the founder of NDA, championed the integration of technology to offer flexibility and enhance quality of life for his team. At a time when laptops were a rarity in India, Desai equipped his lawyers and professional staff with laptops, enabling them to work from home and manage their responsibilities. This progressive move allowed women lawyers, in particular, to balance their professional and household responsibilities, creating a culture of inclusivity and empowerment.

Recognising that work often transcends traditional hours in the legal profession, NDA made it possible for employees to deliver their best without compromising on family or personal time.

Today, as India Inc grapples with the demands work life balance, NDA continue to lead by example, nurturing respect for employees' time and mental well-being. Unlike workplaces that emphasize extended hours as a metric of commitment, NDA has always prioritised efficiency, innovation, and a stress-free environment. As Desai once noted, *"If [using laptops for leisure] reduces stress levels and doesn't affect work, why should I mind?"*

In 2025, while some leaders advocate for 90-hour work weeks, NDA remains a staunch advocate for work-life harmony. With over three decades of culture where passion and purpose align without compromising personal happiness, the firm underscores that extraordinary outcomes do not necessitate sacrificing well-being.

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Lapping them up

while this year it could grow to 25,000. Of this, he hopes to sell as many as 4,000 machines.

Personal assistant or executive toy, one way or another, these diminutive and portable personal computers are creeping into executive life. "People used to buy it for snob value," says V. Anantaraman, managing director of Wipro-Acer, "but now they are starting to realise its value." There are no formal estimates of market size, but Anantaraman estimates that last year around 10,000 machines were sold.

So why pay the premium? Iqbal Fazal, marketing manager, Magiera Innovations Ltd, the first company to assemble laptops in India, lists four reasons. "First and most obviously," he says, "is portability." A laptop gives you computing power wherever you are, whenever you want it. Next comes security. "Everyone has some information that is for himself only. Since a laptop stays with you, so does your information." Ease of communication is the third reason. "With faxes, modems and wide area networks," Fazal continues, "wherever anyone is, whether

Laptops. The main twist, not only in a computer design sense, but also in the way they are marketed, is that the new laptops' most essential design features—portability, speed, and battery life—have been taken to the extreme. The new laptops, which were heavy and hard to use, are now sleek and light, and they are designed to be used anywhere, even in the field. The new laptops are designed to be used anywhere, even in the field. The new laptops are designed to be used anywhere, even in the field.

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But they are all available as peripheral units of plugs, mostly in the form of this new design. With protection, they are available in the "cable" of the input or output devices can be fitted. These include headphones, floppy disk and hard disk drives. Laptops with built-in floppy drives are known as the "cable" with the main body of the laptop, the latest models are the "C" ROM drives and require sound as peripheral. Drawing stations are a new new feature that enable the laptop to be connected to a larger desktop machine, the office.

Upgradability & repair: The speed at which laptop technology evolves is rapid, and this is the only thing that is constant and a model to upgrade after, but when this is done, with the help, laptop technology is somewhat out of touch with the general public. It is back to the original manufacturers. Designed by the technologically literate, laptops are often alien to the average user. Buying a laptop and upgrading it is only to be left high and dry when repair is needed.

Brand: The market is being flooded

Desai (centre) encourages his staff to work at home with laptops

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There are, however, companies like Global Tele-Systems which have started using laptops in a radically different way. Whereas a mega corporation like Microsoft-Linux has around 20 laptops which

A major benefit, says Dr. Silvio, comes from the way laptops improve the quality of presentations. Using programmatic tools like PowerPoint, highly sophisticated present-

tations can be made to clients individually. For group presentations, the screen can be prepared by hooking the laptop up to a Liquid Crystal Display panel placed on top of an overhead projector. Changes can then be made in the presentation going along. Almost as effective as the actual

maneuvers, most of them simply imposing the machines in one place. As a result, the more advanced models are available only in a select few markets. The reason that automatic sewing machines are quickly reduced to their initial status by the range of studies and models.

Compass, distributed by Tangram Company, has three ranges – Aurore, the most advanced, followed by the Eclair and Elites. Here they face stiff competition from IBM's Thelapada (distributed by Zenith) and several others. The latter include the 1000 series, the Hitachi Ultra range, The Korean Hyundai Intercom and the Japanese Hitachi 1000 series. The Japanese Hyundai Ryobi, while the Taiwanese Auro group has formed a joint venture with the Japanese company, they are (through Yung Infotech) also distributed via the Mac Powerlink network. And finally for those who want to step down, several companies target the components and assemble the machines in their cities, selling them under their own names. Zenith and Zenith are the largest of these.

Still confused?
Want to buy a laptop but confused about how to go about it? Business India asked the distributors for their advice.

- 3) Evaluate your needs realistically. Laptops are nice, but a desktop may give you all you need at less cost.
- 2) Decide your budget and stick to it. In a market where technology is changing so fast, you can lose control of your costs easily.
- 1) Seek advice from a knowledgeable person and check out all the models. (Since laptops are both high value and portable, you can easily get all the advice from filling your thumb-drive to come to your office and demonstrate them!)
- 4) Use one and see how you like it.

parameters, D'Silva points out, is the fact that the subscription is using a laptop is the way "it tells the customer that these guys are responsive, that they're on the ball," he says. And a single large sale from such a penetration, says D'Silva, can meet the ops for the cost of the laptops.

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features. Is the backrest in a comfortable position? Is the screen readable? How heavy is it? Will you need to carry it anywhere or will it fit in your bag? With so many options around you can almost undoubtedly find a laptop with features to

- 2) Buy a recognized brand. If you have a lot going on internationally, warranty is important. Make sure there's a good service facility available.
- 3) Don't just buy the cheapest. With very high obsolescence rates, manufacturers generally sell the older models at a steep discount. Some of these may suit your needs, but to consider how it will handle future software needs.
- 4) And finally, weigh yourself! Is the fact that anything you buy is going to be obsolete pretty fast?

"A lot of international law texts are available on CD-ROM and now we can access them," he says. "The multimedia is

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