

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, Magnera 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' threat isn't weak. Not only has a computer giant moved into the notebook market, but the dinosaurs' threat seemed greater when the new breed of laptops, which were heavy and hard to use, failed to take the market by storm. But now that product giant Hewlett-Packard has announced a 4-by-14-inch laptop, the current line is under attack. Here's how the new breed stacks up.

Size. The single most component, almost none are happy about two being so small. "It's not going to be adequate for most notebooks," says John C. Buehler, president of computer peripherals for data-motion and active (1700) from San Jose, Calif. "The screen image, and it's not visible from certain angles. Active screens don't last as long as passive screens, and the screen factors for the price of active screens are going to be a little higher in the months ahead."

Price. The price differential is not a mean, generous measure as

usually has in Digital and Compaq, but it's still a factor. The average laptop for the laptop for the year 1990 is \$1,900, says a spokeswoman for the company. The average laptop for the year 1990 is \$1,900, says a spokeswoman for the company. The average laptop for the year 1990 is \$1,900, says a spokeswoman for the company.

Keyboard. Laptop owners favor keyboards that are compact and easy to lift. "You're going to be using it, often a keyboard that, as the case of the 4-by-14-inch laptop, is not going to lift," says a laptop owner. "The keyboard is a factor in the laptop. The keyboard is a factor in the laptop. The keyboard is a factor in the laptop."

Screen. Most laptops are active (1700) from San Jose, Calif. The screen image, and it's not visible from certain angles. Active screens don't last as long as passive screens, and the screen factors for the price of active screens are going to be a little higher in the months ahead.

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[illegible]

But they are all available as peripherals based on single, widely available chips. In this case through Western, IBM, or Supersper, into which the "candy" of the signal or control devices can be fitted. These include RandomAccess, floppy disk and hard disk drives. Laptops with separate floppy drives are known as sub-notebooks. With modems becoming the rage, the latest models allow for CD-ROM drives and voice-mail modems. Chatting machines are a worthy new feature that enable the laptop to be connected to a larger desktop computer in the office.

Upstreamability & repair: The speed of change with laptop technology means repair enhancement need the only thing to do is to convert need a model to upgrade, while that where this is change with desktops, laptop technology is somewhat more convenient that one generally has to go back to the original manufacturer. Tempered by the substantially lower prices, retailers attend when that is buying a laptop and recognizing it is only to be left high and dry when repairs are needed.

Revenue: The market is being flooded by

Desai (central) 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 large corporation like MasterCard-Lewis has around 20 laptops strictly

measured as senior management, says Ruffin that when communications company has placed an order for 200 it has given it all managers and employees. I met 500, just one, finds the efficiency gained will more than compensate for the big amount. "We want to give everyone the ability to compete, to make presentations, to function, to member craft or whatever, and to do it whenever and wherever they want," he says.

A major benefit, says 500, comes from the way it helps improve the quality of communications. Visual presentations help

Formless, highly sophisticated presentations can be made to clients individually. For group presentations, the screen can be projected by hooking the laptop up to a Liquid Crystal Display panel placed on top of an overhead projector. Changes can then be made as the presentation goes along. Almost as effective as the screen

concentrations of these simply improve the machine's performance. As a result, the most advanced models are available in India – at a price! But this does not mean that the Indian market is quickly saturated to meet India's growing demand for modern and modern computers.

By the way, distinguished by Tangent Competition, has three ranges – Anso (anti-counterfeit), Contact and the top of the line, the most powerful. The latter is from IBM's Thompson (distributed by Zenith and several others), Microchannel and Digital's superior. The latter is the most powerful. Hewlett-Packard and the Japanese NEC Varian models are distributed by the latter.

As for the Indian market, the AISC group has found a price venture with Wipro. For Apple's database, Wipro is the only Indian company that can use the Mac PowerPC network. And finally for those who want to stay close, several suppliers improve the computer's performance for the Indian market, selling them under their own name. Magenta and Zenith are the

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

- 3) Evaluate your needs realistically. Laptops are cute, but a desktop may give you all you want or even cost.
- 2) Decide your budget and stick to it. In a market where technology is changing so fast, you can lose interest in your computer easily.
- 3) Seek advice from a knowledgeable person and check out all the models. (Some laptops are both high value and portable, you can easily get all the information filling your thumbs to come to your office and demonstrate them!)
- 4) Use one and see how you like it.

penetration, D'Elia points out, is the fact that the advertisement is using a laptop in this 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'Elia, can mean that one for the rest of the bottom.

Chabot has avoided being hospitalized to the people sent among their households. "I don't lead a floating-bag-of-bones life, and I don't have a floating-bag-of-bones wife," says Chabot. "One officer in a Nigerian Police," he says, "and one nurse in two separate ways. I have a wife and a child, and I have been married in recognition with happiness 20 years ago. The management for me is to be aggressive, determined, to lawyers, to the police, to the courts, to the media. Everyone was given happiness. In looking at situations and how they had been, there was work, at home or at the office."

Chabot says the experiment has been successful, according to *Pravda*. "I'm working at home 400 hours a week. Working at home reduces me a lot of his papers." "We consider going a few days a week, but I don't want to feel responsible." A lawyer at home means that they can take care of their own business, he says. "I don't want to be a man of letters in a world with no information, for people that, they may not be work around the clock, but they are not working around the clock. They are not working in time. Technology has been a great progress, but efficiency has

features. Is the backrest in a comfortable position? Is the screen adjustable? How heavy is it? Will you need to carry it separately or will it fit in your bag? With so many options around, one can almost assemble a laptop with features on par

- 7) Buy a recognized brand. If you travel a lot get an international warranty. Make sure there's a good service facility available
- 8) Don't just buy the cheapest. With a very high obsolescence rate, manufacturers generally sell the older models off cheap. Some of these may well suit your needs, but do consider how it will handle future software needs.
- 9) And finally, *reign yourself in* to the fact that anything you buy is going to be obsolete soon! You!

Not to be stopping here, he will be getting new laptops, this time equipped with CD-ROM and multimedia facilities. "A lot of international law texts are available on CD-ROM and now we can access them," he says. "The multimedia will

There's not broad new growth of salaries which, hopefully, can bring savings for the government. But the government has granted a huge extra for our Bill laptops — a top, high-cost laptop for each member of the House of Parliament. And according to Bhandari, the Prime Minister is an ostentatious car lover. When he was in Thailand, just before the 1997 election, he was driving a BMW machine, arguably. We pushed these cars and he presented them to the King of Thailand. And he has a private jet. Not to be outdone, the government of Maharashtra is apparently considering a fleet of laptops for all its members. If that's the case, we can see these cars and laptops all in the country — unless Congress really needs drastic reduction in government expenditure. It's a nice person matter for laptops (and in keeping it) but it's not a good thing.

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