



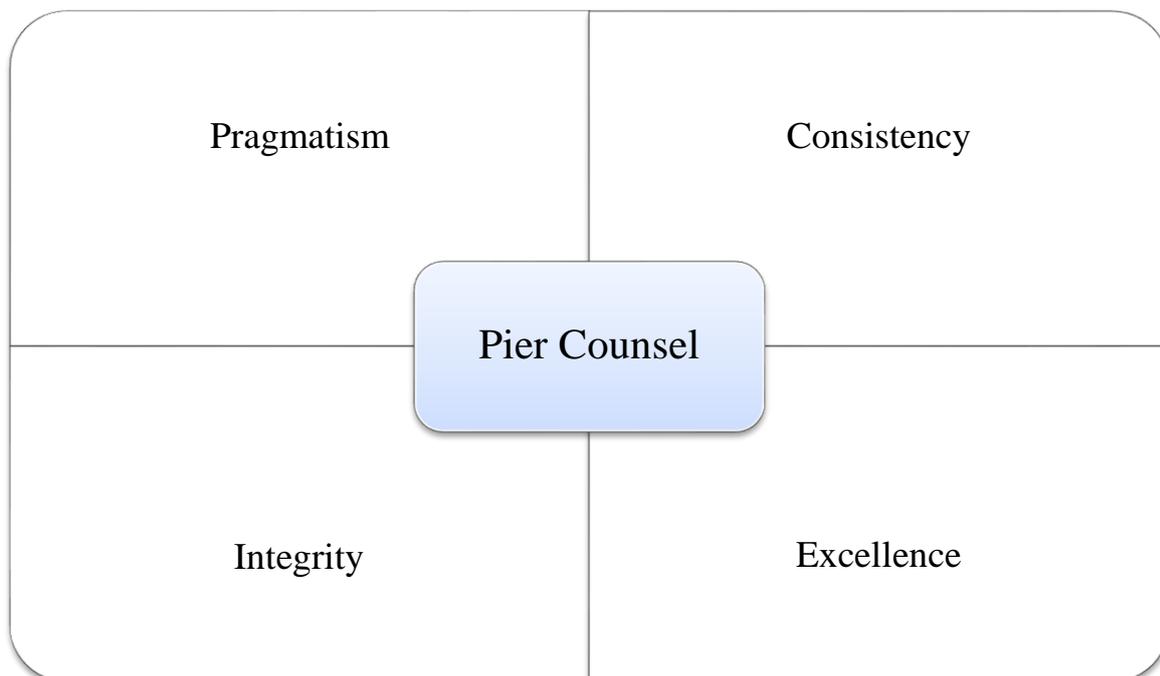
**PIER COUNSEL**  
**ADVOCATES AND SOLICITORS**

**FIRM PROFILE**

## ABOUT US

Pier Counsel is an award-winning boutique law firm consisting of seasoned professionals. The firm is adept in providing comprehensive legal services across the entire spectrum of transactional, advisory, litigation and regulatory matters. Pier Counsel areas of expertise include Corporate & Commercial, Private Equity, Venture Capital, Seed funding, Intellectual Property, Data Privacy, Media & Technology, Startup Advisory, Crypto-currencies and blockchain. In addition to this, the firm also acts as “outside general counsel” for many of its clients. The firm’s success is driven by its core values which form the very foundation in defining its cohesive culture and what it stands for as a team. It has a lean Partner to the Associate ratio which ensures the quality of services to the clients at all times. The firm provides a quick turnaround time, on-deck availability with quality, reliability and consistency for every client’s deliverable.

## OUR VALUES



## **PRACTICE AREAS**

### **GENERAL CORPORATE ADVISORY**

The firm advises on a range of corporate commercial issues, providing strategic inputs and structuring transactions to minimize the risk. We have advised corporates in transactions in multiple jurisdictions, and this experience enables us to anticipate issues and risks that will arise and advise our clients more aptly.

### **EMPLOYMENT**

The firm advises on employment contracts, code of conduct, non-discrimination, communications, internal disciplinary procedures, comprehensive employment law audits, reduction-in-force exercises, gratuity, leave and other internal policies, specific points of employment law, and assists human resource departments in their daily operations.

### **CORPORATE AND MERGER & ACQUISITIONS**

The firm advises on a range of corporate and commercial matters including buyers, shareholders and targets on private and public acquisitions, business and asset transfers, carve-outs, creeping acquisitions, demergers, management buyouts, regulatory matters relating to the takeover code, slump sales, stock purchases and statutory mergers and amalgamation.

### **CROSS BORDER ADVISORY**

The firm advises foreign entities entering India by providing a structuring strategy and executing it through the incorporation of wholly-owned subsidiaries/subsidiary Indian companies, assisting in cross border IP licensing, advisory on their initial shareholding structures and on picking jurisdictions to incorporate a holding company, to enable the client to reap the maximum benefit of international treaties/ tax agreements between different countries.

### **INTELLECTUAL PROPERTY**

The firm has a very long-standing experience in relation to IP law. We actively advise and provide services in relation to IP transactions, protection, prosecution, administrative actions. With respect to transactional IP, we assist our clients with IP sale, IP purchasing, IP licensing, technology development agreements, use of IP as collateral, due diligence, among others. Our work in IP protection involves advisory for IP infringement, passing off and alternate dispute resolution. We also assist our clients with all kinds of IP registrations, grants, customs records, among others.

### **DATA PRIVACY**

Our team is deeply abreast with the evolving business, technological and legal issues relating to data privacy. We pride ourselves on having a specialized understanding of both, Indian and European data protection laws (Information Technology Act, 2000, Personal Data Protection Bill, 2019 and the General Data Protection Regulation). We assist our clients in their data privacy and security needs by structuring their terms of use, privacy policy, cookie policies,

agreements to comply with data protection laws, providing data localization compliance services, among others.

## **MEDIA AND TECHNOLOGY**

The Firm also has a comprehensive and innovative media and technology practice. We treat this practice area as a full-fledged and stand-alone one and our team approaches the practice as a means to navigate the interface between regulation and media & technology. We are therefore very well equipped to provide our clients with advice that not only addresses their specific legal requirements but also offers commercial alternatives. We also provide services in relation to over-the-top media platforms, cinema, all kinds of rapidly advancing technologies, among others.

## **BLOCKCHAIN TECHNOLOGY**

Blockchain technology has indeed created an attractive infrastructure that is revolutionizing the digital economy. It brings with itself several interesting legal questions, such as those related to cryptocurrencies, smart contracts, cybersecurity, securities laws, legal enforcement, among others.

We have advised our clients on the issuance of cryptocurrency in India, and have assisted them in drafting and structuring cryptocurrency listing documents on different crypto exchange platforms, a pre-sale token purchase agreement, a simple agreement for future tokens or equity. Our team is ever-ready to provide sharp regulatory, compliance, commercial and other services pertaining to blockchain and related technologies.

## **FINTECH**

With globalization, consolidation and diversification of the financial industry, the banking sector is becoming increasingly complex. Venture investing is the heart of the start-up innovation model in Fintech. Financial services firms are taking this route to try and generate innovation for their business. We advised a notable Fintech company on their employee stock options resolution documents, on obtaining an international payment services license, and on structuring a warrant subscription agreement and a simple agreement for future equity. Additionally, our team of expert lawyers and Chartered Accountants have advised some other top Fintech companies in India on their broad range of products in addition to their functioning as a platform, and on some of the most complicated questions that arise at the intersection of financial services, innovation and technology.

## **ONLINE GAMING**

Our dynamic team has a passion for and a deep understanding of the fast-moving and enticing online gaming industry. We provide services to online gaming start-ups and companies at all stages and have a very focused approach towards the nuanced requirements of each sport and game. We have advised a leading online gaming company on their cross-border IP licensing. Our other services include regulatory and compliance services, advising on setting up of companies in this sector, among others. Our specialized experience in

corporate and commercial transactions, technology licensing, IP, among others also enables us to serve a variety of needs of our clients within this industry.

### **PRIVATE EQUITY**

Since the firm's inception, Pier Counsel has been privileged to help lay the groundwork for some of India's most innovative technology, life sciences, and growth companies. As the nation's leading law firm representing venture-backed companies, we have counselled thousands of entrepreneurs starting new businesses, advising on the formation of companies, equity structures, negotiations with investors, IP rights, and other issues vital to their success.

### **VENTURE CAPITAL**

Fund practice is one of the key practice areas and the practice has evolved with the opening up of the Indian markets. We acted as counsel to various offshore funds and have advised domestic venture capital funds which were introduced by SEBI (Venture Capital Fund) Regulations, 1996 for regulating domestic venture capital funds. We have also advised our clients in setting up Category 1, Alternate Investment Fund (AIF) pursuant to Securities and Exchange Board of India (SEBI) AIF regulations. This includes drafting of Fund related documents including the Private Placement Memorandum, Contribution Agreement, Trust Deed, Investment Management Agreement and filing the application/KYC for grant of certificate of registration as AIF.

### **START-UP ADVISORY**

We understand that start-ups face unique problems navigating the regulatory environment in India. Our start-up practice goes beyond drafting and advisory on venture capital and private equity transactions. We are continuously researching and analyzing new areas of business, the impact of regulation on business, and finding innovative ways to help start-ups effectively navigate the regulatory maze. Our services include pre-incorporation advisory, Department of Industrial Policy and Promotion registration, due diligence, Registrar of Companies compliance, externalization of start-ups to tax-friendly jurisdictions, structuring commercial, employment agreements and various other internal policies, IP and data privacy advisory, among others.

### **DISPUTE RESOLUTION**

The firm advises on a range of dispute resolution matters, from early-stage counselling and strategy to conciliation, arbitration, mediation and litigation.

### **RESTRUCTURING**

We leverage our experience across numerous practice areas to identify key issues arising in restructuring transactions across sectors, addressing concerns of all interested parties. We represent lenders and investors on a wide range of issues including exit strategies, refinancing, debt restructuring, distressed debt trading and investment in distressed assets.

## **THE TEAM**

### **MR. ANAND KUMAR, MANAGING PARTNER**

Mr. Anand Kumar, as the managing partner of Pier Counsel, has a holistic approach towards innovative and client-centric solutions. He is a widely recognised lawyer with expertise in private equity, venture capital, mergers and acquisitions, fund formation, cross-border transactions, intellectual property and general corporate laws. With over 20 years of experience, he is the go-to person for all legal solutions. In addition to this, he is recognised in the field of academia as well. He is invited by numerous business and law schools of India and enjoys the interaction. Furthermore, his love for innovative start-ups and budding innovators in IT, social media, gaming, internet bots, AI, AR/VR, e-commerce, financial technologies, digital technologies, mobile application and services is evident as he has mentored the founders in various aspects of strategy and growth. He has assisted various clients to strengthen their strategy, from launching a new start-up to selling business.

### **MR. ANISH VOHRA, ASSOCIATE PARTNER**

Mr. Anish Vohra is an Associate Partners at our firm and one of the initial team members. He is an alumnus of Symbiosis International University. He holds six years of work experience and has worked across a broad range of sectors advising domestics and international client. His practice focuses on the full spectrum of venture capital and private equity transaction, start-up/emerging company formation, corporation legal compliance, deal structuring, mergers and acquisition, licensing transaction, and leading key negotiations to close qualified rounds of financing through domestics or FDI route. Anish is an angel investor as well as an LP a few prominent entities and understand the starts-up ecosystem from a business and commercial standpoint. This gives him an edge in assisting entrepreneurs as well as investment funds in navigating the market.

### **MR. HARSHVARDHAN, PRINCIPAL ASSOCIATE**

Mr. Harshvardhan is a Principal Associate at our firm and one of the initial team members. He is an alumnus of Faculty of Law, Jamia Millia Islamia. He holds five years of work experience and has worked across a broad range of sectors advising domestic and international clients. His practice focuses on the general corporate, full spectrum licensing transactions, data privacy, venture capital and private equity transactions, start-up/emerging company formation. He has also been responsible deal structuring, mergers and acquisitions,

licensing transactions, and leading key negotiations to close qualified rounds of financing through domestic or FDI route.

**MR. KUMAR AKSHAY, ASSOCIATE**

Mr. Akshay is an associate and has been associated with us for more than a year. He is an alumnus of ILS Law College, Pune. He is a part of our general corporate advisory practice and is experienced in providing advice and assistance to the clients in drafting, vetting and negotiating commercial contracts, policies and matters relating to Intellectual property including trademark registration. Further, he also performs due diligence and advises clients on early stage deals, accelerators in compliance, regulatory and transactional work. In addition to it, he has also authored several papers and articles focusing on the intricacies of corporate law.

**MISS KANIKA GARG, COMPANY SECRETARY**

Ms. Kanika is a Qualified Company Secretary and a law graduate with over 3 years of experience of Corporate Laws. She is also pursuing a diploma in Intellectual Property Rights from Indian Law Institute (ILI) and a Certification Course in MSME conducted by Institute of Company Secretaries of India. She has extensive experience in a wide range of practice areas including Start-up, Corporate Compliance & Management, Foreign Direct Investment, Secretarial Audit, Due-Diligence, Private Equity, Approvals Services under the Companies Act, 2013 and Foreign Exchange Management Act, 1999. She is affluent in secretarial works. At Pier Counsel, she handles the secretarial compliances for funding round, ESOP, IPRs, preparation of various documents and forms for filings with ROC and RBI, rendering opinions on diverse subjects and general corporate advisory.

**MR. RAHUL SANGAL, CHARTED ACCOUNTANT**

Rahul is a practising Chartered Accountant and advises the Firm in various Domestic and Cross Border Financial Transactions.

**MR. SHANTANU SURPURE**

Shantanu is an advisor at Pier Counsel and primarily focuses on capital markets, renewable energy and Mergers & Acquisitions transactions and has extensive experience in venture capital and private equity financings, mergers and acquisitions, and public offerings. Shantanu has a special focus on cross-border transactions. Shantanu is admitted to practice law in California, Nevada, New York, India, England and Wales.

**MR. MREGANGA DUTTA**

Mreganga is an advisor and of-counsel at the Firm. Mreganga represents Pier Counsel in the firm's litigations before the Hon'ble High Court of Delhi and the Hon'ble Supreme Court.

**MR. ANAND SHANNU**

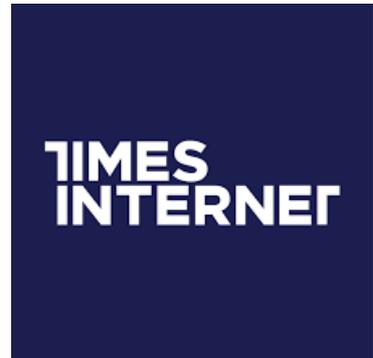
Anand is an advisor and of-counsel at the Firm.

He represents Pier Counsel in the firm's litigations before the Hon'ble District Courts of Bangalore and the Hon'ble High Court of Bangalore.

**MR. RAVINDRA REDDY**

Ravindra is an advisor and of-counsel at the Firm. Ravindra represents Pier Counsel in the firm's litigations before the Hon'ble District Courts of Hyderabad and the Hon'ble High Court of Hyderabad.

OUR CLIENTS





## MARQUEE TRANSACTIONS OF THE FIRM

- Pier Counsel advised BAMS, a private charter flight company in transferring its business to FBW for a sum of INR 5 Crores.
- Pier Counsel is exclusive legal advisor to Rario, an online platform which transacts in NFTs of athletes from various games.
- Pier Counsel acted as the legal counsel to Incubate Fund in their investment in Leading Bird Web Services. The Company raised INR 13,50,00,000. The Company is a digital health platform that facilitates management of healthcare industries.
- Pier Counsel acted as the legal counsel to Artha Ventures Fund in their investment in Toroi Technology. The Company raised INR 1,80,00,000. Toroi is an online platform that assists the user in learning the intricacies of financial markets and provides them with options to invest under one screen.
- Pier Counsel acted as the legal counsel to Beyond Next Ventures in their investment in Muse Diagnostics Private Limited. The Company raised INR 3,88,23,840. The Company designs and manufacture medical devices.
- Pier Counsel acted as the legal counsel to Unicorn India Ventures in their investment in Rare Bits Technology Private Limited. The Company raised INR 2,19,98,900. Company help small businesses and solopreneurs build their online store in under two minutes by converting their Instagram page into an online store.
- Pier Counsel acted as the legal counsel to Artha Venture Fund in their investment in Eduk8 Learning Labs Private Limited. The Company raised INR 3,00,09,199.
- Pier Counsel acted as the legal counsel to Happy Jars in their fund raise of USD 400,000 from multiple investors. The Company deals in manufacturing of healthy nut butter.
- Pier Counsel acted as the legal counsel to Happy Jars in their series A financial round raise of USD 11 Million from multiple investors. The Company operates a e-commerce website.
- Pier Counsel acted as the legal counsel to Oziva in their series A financial round raise of USD 12 Million from multiple investors. The Company operates a e-commerce website to sell healthy natural products.
- Pier Counsel acted as the legal counsel to Artha Venture for their investment in Lemnisk. The Company raised USD 300,000 in the round. Lemnisk is a hybrid customer data platform which aggregates data from different sources.

- Pier Counsel acted as the legal counsel to AET Fund for their investment in Kutuki, a edu-tech startup. The Company raised USD 2.2 million in the round.
- Pier Counsel acted as the legal counsel to Doubtnut, edu-tech startup, in their financial round raise of USD 31 Million from multiple investors.
- Pier Counsel acted as the legal counsel to Incubate Fund for their investment in Saveo Healthcare. The Company raised USD 4 Million in the round. Saveo provides high quality multi-disciplinary care by competent caring and well trained professionals.
- Pier Counsel acted as the legal counsel to Beyond Next Venture for their investment in Faunatech. The Company raised USD 700,000 in the round.
- Pier Counsel acted as the legal counsel to Artha Ventures Fund for their investment in LenDen Technologies, a fin-tech company.
- Pier Counsel acted as the legal counsel to Unicorn India Ventures for their investment in Genrobotic. The Company raised USD 350,000 in the round. Company is involved in developing a fully automated manhole cleaning robots that goes by the name of Bandicoot.
- Pier Counsel acted as the legal counsel to Artha Ventures for their investment in Hobspace, an online platform for extra-curricular activities for kids, in their financial round raise of INR Five Crores from multiple investors.
- Pier Counsel acted as the legal counsel to Incubate Funds for their investment in Gourmet Garden in their financial round raise of USD 1 Million from multiple investors.
- Pier Counsel acted as the legal counsel to Artha Ventures for their investment in Daalchini, a food-tech startup, in their financial round raise of INR Five Crores from multiple investors.
- Pier Counsel acted as the legal counsel to Incubate Fund for their investment in Plum HQ, an online platform which provides group health insurance policy, in their financial round raise of USD 1 Million from multiple investors.
- Pier Counsel acted as the legal counsel to Incubate Fund for their investment in GigIndia, in their financial round raise of USD 1 Million from multiple investors. GigIndia empowers businesses to scale effectively by providing on-demand work completion at scale via 1Mn+ gig workforce across 500+ cities in India.
- Pier Counsel acted as the legal counsel to CoinDCX in their financial round raise of USD 2.5 Million from multiple investors. The Company operates in the field of cryptocurrencies.

- Pier Counsel acted as the legal counsel to Artha Venture Fund for their investment in Agnikul Cosmos, in their financial round raise of INR 23.40 Lakhs from multiple investors. AgniKul is involved in the design, manufacture, test and launch of orbital class rockets for micro and nano satellites.
- Pier Counsel acted as the legal counsel to Incubate Fund for their investment in WizKlub, in their financial round raise of USD 1 Million from multiple investors. WizKlub is an Innovation platform designed for kids to learn advanced skills and technologies like Machine Learning, Artificial Intelligence and IoT.

## **OUR OFFICES**

### **GURUGRAM**

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