

Press Release

**The Competition Act and New Challenges to Industry**

*“Industry, regulator and legal fraternity must make a collective effort to promote fair trade practices” says Ashok Chawla, Chairman of Competition Commission of India*

**New Delhi, February 14, 2014:** Public Affairs Forum of India (PAFI), in association with J.Sagar Associates (JSA) and Genesis Burson-Marsteller (GBM), today organised a panel discussion on the analysis of the Competition Act and how it impacts the business environment.

Mr. Ashok Chawla, Honorable Chairman of Competition Commission of India (CCI), addressed the session and gave the audience a perspective on the CCI’s efforts at enforcing the Competition Act, both in terms of advocacy as well as resolution of cases. Amidst a gathering of industry leaders, he spoke about the opportunity that the industry has to promote a fair and transparent environment for businesses, as well as the challenges CCI faces in enforcement of the law.

Industry representatives, including Gopal Saxena, Director BRPL & BYPL, and Jyoti Vij, Deputy Secretary General, FICCI reiterated on the need for such a law in making the industry more ethical and fair, which will give more players a space to grow. They also highlighted the challenges the industry faces in the practical application of the law.

Renowned economist Geeta Singh, Partner, Genesis Economic Consulting, spoke about the importance of economic analysis in assessing competition contraventions, and the need for a rule-of-reason approach. Amitabh Kumar, Partner, JSA Advocates & Solicitors shared case studies to demonstrate both, the achievements of the CCI in enforcing the Competition Act as well as the journey that still needs to be made to make the provisions of the Act more relevant.

At a round table, a distinguished panel debated competition policy and regulation in India from the industry, economic, regulatory and legal perspectives. L Raja Sekar Reddy, DG, Competition Commission of India, also addressed some of the concerns raised by the other representatives on the challenges in front of CCI. The panel also included Abinash Varma, Director General, Indian Sugar Mills Association, acclaimed economist Dr Geeta Singh, Partner, Genesis Analytics, besides Mr Reddy and Mr Kumar.

Speaking on the occasion, Prema Sagar, President, PAFI and Principal and Founder, Genesis Burson-Marsteller said, *“It is the belief of Public Affairs Forum of India (PAFI), that public affairs will play an increasingly significant role in organizations as well as the development of India’s economy. PAFI will continue to arrange for such interfaces which will act as a bridge between corporates and the Government.”*

### **About Public Affairs Forum of India (PAFI):**

The Public Affairs Forum of India (PAFI), registered under Societies Registration Act XXI of 1860, is a non-partisan, not-for-profit Forum, comprising of organisations working in the field of Public & Corporate Affairs. PAFI is dedicated to raise and maintain standards of practice in public affairs to enable the Industry to attain recognition and credibility. Serving as a professional resource for the Public Affairs and Corporate Affairs professionals, PAFI provides members with the platform and opportunity to exchange information, share their knowledge and experiences in engaging with external stakeholders like the government, media, industry associations, multilateral agencies and think tanks.

### **About Genesis Burson-Marsteller:**

*Genesis Burson-Marsteller is today, South Asia's leading integrated communications consultancy. We provide clients with across brand and consumer, corporate and financial, telecom and technology as well as health and wellness practices use an evidence-based approach, combining data-driven strategy with creativity and strategic counsel and programme development across the spectrum of public relations, public affairs, corporate responsibility, digital, content and crisis communications services. Our integrated communication campaigns flexibility to offer effective and measureable programmes across industries, geographies and specialties. We have over 250 employees across seven of India's key metros – Gurgaon, Mumbai, Bangalore, Kolkata, Pune, Hyderabad and Chennai and affiliates in over 100 markets across India. Our South Asia footprint covers Bangladesh, Pakistan, Nepal and Sri Lanka. For more please visit: [www.genesisbm.in](http://www.genesisbm.in)*

### **About J.Sagar Associates (JSA):**

*J. Sagar Associates (JSA) is a leading national law firm in India comprising over 270 lawyers and consultants, including 70 partners with offices in New Delhi, Gurgaon, Mumbai, Bangalore and Hyderabad. For over two decades they have provided legal advice and services to international and domestic clients. The mission of the Firm is to provide outstanding legal solutions in the chosen practice areas with a strong emphasis on ethics. Clients benefit from the expertise and experience as a large firm while still enjoying the privilege of personal attention and responsiveness of a small firm. The advice is delivered by well-informed, accessible, partner-led teams, which strive to provide the highest quality of service to clients, by listening, understanding their needs, responding promptly and living up to the commitments that are made. The Practice Areas of the Firm are Banking & Finance; Capital Markets & Securities; Dispute Resolution; General Corporate Commercial; Mergers & Acquisitions and Private Equity; Projects; Tax, Customs & Trade; Regulatory & Policy; and Corporate Compliance, Anti-Corruption & Investigation. The Sectors include Agriculture & Plantations; Asset Management & Financial Institutions; Communications (Telecom & Broadcasting); Construction & Engineering; Defence & Internal Security; Education; Energy (Power, Oil & Gas); Hospitality & Leisure; Insurance; Knowledge Based Industries (IT / ITES / Life Sciences); Manufacturing, Consumer Products, Industrial Products & Durables; Media, Entertainment & Sports; Mining; Municipal & Developmental Infrastructure; Non-Government Sector; Real Estate; Retail & Franchising; Services; and Transportation (Aviation, Railways & Metro, Surface Transport and Ports).*

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