

Knowledge Walkthrough

After changing the understanding of the way a law firm operates, Nishith Desai Associates (NDA) has taken their never-ending innovative ideas to a new level: creating a website that is in actuality a portal of multidisciplinary information and research. In short NDA has created a knowledge site.

Landing Page

Every aspect of the knowledge site is readily accessible from this landing page – from just one click to access a portion of the site to the Google-like search space which can be used to find any information from inside; but you first must click 'agree' to the disclaimer to open up this world of knowledge.

Combining two sites into one, NDA provides one side for inspiration and another for information.

Inspiration

The portion of the site entitled inspiration, on the surface, has no relation to law. Rather it is a way to take a break from all the information, calm your mind, and find your motivation – perhaps simply by being inspired by some beautiful pictures. Regardless of where you are on nishithdesai.com there's always a way to get back to this site; just a click away on the top left corner to come back.

Information

Simply entitled information, this portion of the site creates a pool of knowledge waiting to be tapped with information not only about the firm but also about general information, for example on the Funds industry. It is a database of knowledge for everyone from trained lawyers to students to someone with no law training wanting to know a little bit more about the international tax practice in India.

At the top of the page are, the heart of NDA, the offices of Nishith Desai Associates. By clicking on each office you get a map along with the address, phone numbers and of course the NDA email address. A navigation panel on the left side provides easy access to the multitude of information split up for convenience and ease of access. And on the right, new articles, events, news and more provide beneficial up-to-date links to law and industry in India.

CONTENT

If at any point anything gets confusing, a breakup and outline of the website itself can be found by clicking 'Content'.

HOME

On this home page one can find the most relevant and the latest articles, videos, events, proud moments and more – all you



ABOUT US

By clicking on 'About Us', you can delve further into the philosophy, the vision and the expertise that drives NDA while learning about the Board of Trusted Advisors, Firm Members, Clients, Achievements, and more. In one click you'll be able to learn about this unique law firm, how it prospers and why.

NDA IN THE MEDIA

This chapter of the site provides the news articles and quotes, as well as video and audio links that feature NDA's experts providing insight into the news. This is a further indication of the demand for NDA's vast knowledge base that is rooted in the talent that thrives here – from news articles, selected links, and quotes to video and audio.

AREAS OF SERVICE

The areas of service page goes on to further describe and illuminate the practice areas of NDA as well as the Industries of India which impact these areas. Simply by clicking on an area of practice or of industry, a person can get the best resources and a quick overview.

The description of areas of practice goes beyond merely listing a variety of practice areas. Each area is advanced in a variety of ways: a description of the expertise of NDA in that particular area, the full scope of services, all accolades and recognitions, major clients they have represented and more. Thus, in just a brief exploration, a client is able to grasp how NDA works in international tax, for example, or joint ventures, or real estate and more.

Building further on this concept of a knowledge site, industry briefs are available as well for a wide variety of industries. Each brief allows the client and the public at large to gain not only a description of the industry in India but also delves into important laws that affect these industries and major players. Again in a brief moment without having to search online and research at all, a person is able to understand and gain more clarity about the Funds industry in India, or the Cleantec industry, or additionally the Sports industry and more.

RESEARCH AND ARTICLES

As a research-based law firm, the principles and philosophy behind research work at NDA is clearly represented. First and foremost through the numerous research papers and articles from experts in the field, the NDA approach to research provides a thorough understanding to certain relevant topics in a clear and precise manner. By reading just one paper on joint ventures in India for example, the NDA expertise and thorough research shines through.

Further on to the think tanks- for example a Think Tank on Arbitration which provides a forum for discussion and deliberation comprised of lawyers, academicians, general counsels, and arbitration institutions from all over the world.

And finally to the hotlines – brief newsletters for the public to stay up-to-date on current industry breakthroughs, discussions, and information.

As NDA continues to grow through their research-based approach to the legal and tax practice, they are establishing the NDA Center for Research and Strategic Thinking (CREST) in a state-of-the-art campus named Aligunjan. The CREST will become the hub for research activities involving our own associates as well as legal and tax researchers from world over. The purpose is to embed real-time research with practice. The CREST will also provide a platform to internationally renowned professionals to share their expertise and experience with our associates and select clients.



OPPORTUNITIES

In this section of the website learn how to become part of the team at NDA, whether through a full-time career or through internships. Regardless of which route one might take to become part of the firm, NDA looks for people who will enrich and grow the firm – not for mindless scaling.

And at all levels the firm acknowledges and welcomes new ideas, creativity, discipline, and learning. An example is the continuing education programs held almost every morning. These sessions not only expand members' personal knowledge but they allow these professionals to extend greater value to clients and provide creative solutions to complex problems.

Furthering a determination to use technology to their advantage, NDA intends to become a virtual law firm, looking for talent from all over the world to collaborate with on client matters, research projects, social initiatives and more.

Whether it's learning more about the continuing education program or other such initiatives in 'Innovation & Initiatives' to how NDA looks for members and interns in 'Careers & Talent' to the further nature of employment at NDA this section helps guide interested applicants to a better understanding of the firm and the application process.

CONTACT

Ever accessible, a list of all the offices of NDA, their contact details and yet again the NDA email. This is a quick and easy way to find the numerous ways to contact NDA without having to go through more than one page.

NDA CLOUD

The NDA Cloud offers a managed file transfer secure solution which enhances the ease and speed of communication with clients. With optimum security, this feature allows clients and associates to connect in a moment's notice without sacrificing confidentiality.

CLIENT ACCESS

A way to stay connected to ensure speed without risking security, these portals allow for NDA and clients to virtually connect regardless of location to share important information pertaining to their legal matters by offering a safe and secure central repository.

MEMBER ACCESS

By clicking and logging into 'Member Access', every individual firm member has a single point of access to the different knowledge data banks.

NDA OVERVIEW

A perfect stop on the website for an overview, by clicking this link people will be able to see a detailed presentation on the unique characteristics of this rather remarkable firm.

NDA CONNECT



PROUD MOMENTS

'Proud Moments' is a quick shortcut to the long and growing list of accolades, awards and accomplishments of NDA and its firm members.

NISHITH TV

Knowledge anywhere and anytime, this is the link to directly view all the videos that NDA TV has to offer. With four channels catering to four different needs (firm members, clients, students, and the public), NDA continues to create a database of information that anyone with an interest can benefit from.

DEAL CORNER

View and learn more about the major and often ground-breaking deals that NDA associates have been working on.

NDA HOTLINE

For ease of access, one can go to the direct link for the hotlines of NDA to quickly view up to date legal developments.

GLOBALISING INDIA INC

A guide for Indian multinational corporations.

M&A LAB

Case studies in M&A – mergers and acquisitions that provide relevant insight into law, industry or practice in India from the Ranbaxy-Daiichi deal to the Warburg-Future Capital deal.

NDA THINK TANKS

Once again a quick and simple way to connect directly to the NDA think tanks in just one click for ease of access to these forums for discussion and deliberation.

From shattering negative stereotypes about law firms to building a knowledge site of cross disciplinary information exchange, Nishith Desai Associates' revolutionary approach to the practice of law continues to amaze.

