

## 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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## Audio

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April 01, 2025

## Lapping them up

Sanil Mukund, managing director, Spectrum Business Support, a Bombay-based software company, travels ten days a month. For him, his Compaq Aero is his office. "All that I need I've got on it," he exclaims. "Addresses, telephone numbers, notes, everything I make presentations on in it. I keep in touch with my office through it." The only problem he's ever had was when he went abroad and found the plug wasn't compatible with the sockets in his hotel room. But he found a way around that, too.

"I brought a power converter with me," he says cheerfully. "and I like toys!"

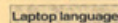
Personal assistant or executive toy? One way or another, these diminutive and portable personal computers are creeping into executive life. "People used to buy it for snob value," says V. Anantaraman, managing director of Wipro-Aero, "but now they are starting to realise its value." There are no formal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

Saurabh Soonawalla is about to buy a laptop and as director of the electronics company, Hinditron, he's sure to find a lot of practical use for it. But he doesn't have any compunction in admitting that a large part of its appeal is its novelty. "It's a toy," he says cheerfully, "and I like toys!"

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Laptops may be small, but their prices certainly are not. Prices can be almost double the cost of a desktop computer with equivalent features. Zenith, for example, sells its 486 DX-33 desktop model for a base price of Rs34,000, but its 486 SX-25 laptop sells for Rs65,000.

So why pay the premium? Iqbal Fazal, marketing manager, Magnerra 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



**L**aptops. There's no doubt. Not if you're a business owner. And if you're a business owner, you need to make sure you're getting the most out of your laptop. There are several things you can do to make sure you're getting the most out of your laptop. First, make sure you're using the right software. Second, make sure you're using the right hardware. Third, make sure you're using the right accessories. Fourth, make sure you're using the right settings. Fifth, make sure you're using the right maintenance. Sixth, make sure you're using the right security. Seventh, make sure you're using the right backup. Eighth, make sure you're using the right recovery. Ninth, make sure you're using the right troubleshooting. Tenth, make sure you're using the right support. Eleventh, make sure you're using the right training. Twelfth, make sure you're using the right documentation. Thirteenth, make sure you're using the right communication. Fourteenth, make sure you're using the right collaboration. Fifteenth, make sure you're using the right integration. Sixteenth, make sure you're using the right automation. Seventeenth, make sure you're using the right optimization. Eighteenth, make sure you're using the right performance. Nineteenth, make sure you're using the right reliability. Twentieth, make sure you're using the right availability. Twenty-first, make sure you're using the right scalability. Twenty-second, make sure you're using the right flexibility. Twenty-third, make sure you're using the right adaptability. Twenty-fourth, make sure you're using the right resilience. Twenty-fifth, make sure you're using the right robustness. Twenty-sixth, make sure you're using the right security. Twenty-seventh, make sure you're using the right privacy. Twenty-eighth, make sure you're using the right integrity. Twenty-ninth, make sure you're using the right confidentiality. Thirtieth, make sure you're using the right accuracy. Thirty-first, make sure you're using the right precision. Thirty-second, make sure you're using the right consistency. Thirty-third, make sure you're using the right repeatability. Thirty-fourth, make sure you're using the right reproducibility. Thirty-fifth, make sure you're using the right comparability. Thirty-sixth, make sure you're using the right compatibility. Thirty-seventh, make sure you're using the right interoperability. Thirty-eighth, make sure you're using the right portability. Thirty-ninth, make sure you're using the right transferability. Fortieth, make sure you're using the right reusability. Forty-first, make sure you're using the right modifiability. Forty-second, make sure you're using the right extensibility. Forty-third, make sure you're using the right configurability. Forty-fourth, make sure you're using the right customizability. Forty-fifth, make sure you're using the right adaptability. Forty-sixth, make sure you're using the right flexibility. Forty-seventh, make sure you're using the right scalability. 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**Upgradability & repair:** The speed of change with laptop technology versus rapid obsolescence and the only thing to do is to convert one's model to upgradeable. That while this is thought with desktops, laptop technology is so much more universal that one generally has to go back to the original manufacturer. Compared to the substantially lower prices, warranties almost often think of buying a laptop and upgrading it is really to be full high and dry when repairs are needed.

**Brand:** The market is being flooded

in the case of

### Still confused?

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

- 1) Evaluate your needs ruthlessly. Laptops are cars, but a thinking may give you all you want or less than.
- 2) Decide your budget and stick to it. Is a market where technology is changing so fast, you can lose interest of your costs easily?
- 3) Seek advice from a knowledgeable person and check out all the models. Good laptops are both high value and portable, you can easily get all the information facing your business to come to your office and demonstrate them.
- 4) Use our list as your best friend.

features, is the backrest in a comfortable position? Is the screen readable? How heavy is it? Will you need to carry it any, actively or not? Is it in your bag? With so many options around one can almost absolutely a laptop with features to suit one's needs.

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, major laptop brands generally sell the older models off cheap. Some of these may suit your needs, but to consider how it will handle future software needs.

9) Add lifestyle design yourself to the list that anything you buy is going to be

186," says Doran. —

Not that 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 help presentations, but more than that I wanted to let our people enjoy it." While a lot of lecture-demonstrations, saying they will just be used for games, Choue is one who encourages his people to do so. "If it doesn't affect their work, and if it enhances their lives," he asks, "why should I mind?"

They will be based on new types of sales which will, hopefully, use their laptops far more than playing games. The Central government has placed a huge order for 200 IBM laptops — 10 to each, high-cost IBM Thinkpads — for every minister of the Prime Ministry. And according to Bhudorn, the Prime Minister, it is an indicative case. "When we move to Thailand, just before he left, we got a call asking for two machines urgently. We rushed them across and they were presented them to the King and the President of Thailand," he recalls. Not to be outdone, the government of Maharashtra is apparently considering similar laptops for all staff.

If the laptop boom continues — there are over 4,000 PCs in the country — sales prospects may need drastic revision. But even in its absence, the growing corporate market for laptops ought to keep distribution swelling.

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There's one brand new group of nations that has been added to the list of nations that are not planning games. The Communist government has placed a ban upon the use of their athletes to play in the 1984 Olympic Games in Los Angeles. The 1984 Olympic Games will be held in Los Angeles, California, and the Communist government has placed a ban upon the use of their athletes to play in the 1984 Olympic Games in Los Angeles. The Communist government has placed a ban upon the use of their athletes to play in the 1984 Olympic Games in Los Angeles.

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

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The contents of this hotline should not be construed as legal opinion. View detailed disclaimer.

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