

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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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

say," he says cheerfully, "and I like toys!"

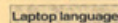
Personal assistant or executive toy? One way or another, these diminutive and portable personal computers are creeping into executive life. "People used to buy it for snob value," says V. Anantaraman, managing director of Wipro-Aero, "but now they are starting to realise its value." There are no formal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



Laptops. 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 up to date on the latest laptop technology. There are several things to consider when buying a laptop. First, you need to know how many hours you'll be using it. If you're using it for work, you'll need a laptop that can handle a lot of work. If you're using it for entertainment, you'll need a laptop that can handle a lot of entertainment. Second, you need to know how much you're willing to spend. Third, you need to know what features you want. And fourth, you need to know what brand you want. There are many different brands of laptops, and each has its own strengths and weaknesses. So, before you buy a laptop, you need to do your homework. You need to research the different brands and models, and you need to read the reviews. You need to know what you're getting into. And you need to know what you're getting out of it. Because, in the end, that's what it's all about. You're getting a laptop that will help you get your work done. And you're getting a laptop that will help you have fun. So, before you buy a laptop, you need to know what you're getting into. And you need to know what you're getting out of it. Because, in the end, that's what it's all about.

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But they are all available as peripheral devices of plugs, mostly attached to the main device with a cable. Others are separate units which the "caddy" of the input or output device can be fitted. These include faxmodems, floppy disk and hard disk drives. Laptops will contain floppy drives as known as external modems. With modems because the tape, the lower models allow for CD-ROM drives and superior sound as graphics. Drawing stations are a worthwhile investment that enables the laptop to be connected to a larger drawing monitor in the office.

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 left high and dry when repairs are needed.

Brand: The market is being flooded

Feature

[illegible][illegible]

Still confused?

Want to buy a laptop but could check how to go about it? Our *Index* asked the distributors for:

- ① Evaluate your needs realistically. Laptops are fast, but a desktop may be at your ease in most cases.
- ② Decide your budget and stick to it. The market where technology is changing fast; you can lose money if you're ready.
- ③ Seek advice from a knowledgeable person and check out all the models. Some laptops are both high value-for-money and have all the features falling over themselves to compete with each other.
- ④ Use one and see how you like generation. If it's a good one, it's the best software is using a laptop the way "It tells the customer that they are responsive, that they're on the ball," says Ando. And a strong laptop note means you've got the edge over competitors for the sale of the laptop.

Global has assisted living homes in the greater metro area using the same model. There, too, it's a 100-bed facility, but with a different focus. "We offer the services of a nursing home," says a spokeswoman. "Our staff are trained to help people with dementia, Alzheimer's, and end-stage cancer. We simply didn't have the space for people with other needs." In addition, she says, "We're not required to accept people with certain conditions, so we're able to accept those who are in need of services to supplement themselves to live and then simply didn't need it." Indeed, everyone was given laptops. "We're not required to provide them, so we do them much faster, at home or at a facility."

Daniel says the experiment has been "extremely successful." Franchisees in this past 2003 began working in homes exclusively near a city campus. "We simply didn't have space," says Daniel. "We have a hard time finding space in the city, so it means that they can take care of people while doing their office work. Some sort of their practice is with a hospital, so they can take care of people in work around the clock, but they needn't keep worrying about getting home at night." Technology, he says, is a key to success. "The biggest benefit is in the technology, and it's well integrated."

features. In the backseat is a comfortable place for the screen-watching? How heavy is it? Will you need to carry it constantly? Will it fit in your bag? With so many options around you, can almost anything happen with features not on your wish list?

- 7) Buy a microcassette player. If you travel a lot, you get an international warranty.
- 8) Buy a car stereo. It's a good security device, available.
- 9) Don't just buy the cheapest. With a very high replacement rate, manufacturers generally sell the older models off for less than they were sold for. You need, but be consider how it will handle future software needs.
- 10) Buy directly yourself to the fact that you're going to get in going to be absolute priority.

Use your time

Use it by shopping here. You will be getting new laptops, this time equipped with CD-ROM and multimedia facilities. "An IBM of computer and new ones are available," says the manager. "I can tell you, there," he says. "The multimedia is the

[illegible]

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

BUSINESS ENGLISH — June 19, July 6, 1994 — \$ 4.95

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