



Shardul Amarchand Mangaldas

A DECADE YOUNG, A CENTURY STRONG

Aman Singh Sethi

Partner

Competition Law



Aman Singh Sethi is a Partner in the Firm's Competition Law Practice, with over 12 years of experience working on both contentious and non-contentious matters.

He advises clients across diverse sectors including high-tech and disruptive industries, seeds, agrochemicals and agricultural traits, cement, petrochemicals, media and entertainment, banking, financial services and insurance, and telecommunications.

On the enforcement front, Aman is involved in several litigious matters before the CCI, the National Company Law Appellate Tribunal (**NCLAT**) as well as the Supreme Court. He has also been involved in a number of challenges against the CCI before various Writ Courts seeking due process and the preservation of natural justice rights.

Aman has acted for a number of parties in obtaining landmark decisions against Google for abuse of dominance relating to Android (subsequently upheld in appeal) and, separately, Play Store payments practices (GCR - 'Behavioural Matter of the Year - Asia Pacific, Middle East and Africa' 2023). He is currently advising in a challenge to Google's alternate billing policy, where the CCI has commenced an in-depth investigation. Aman has previously represented Matrimony.com in its complaint against Google for alleged abuse of dominance (GCR - 'Behavioural Matter of the Year - Asia Pacific, Middle East and Africa' 2019), and continues to do so in appeal.

Aman has also successfully defended Uber against multiple complaints of alleged abuse of dominance and anti-competitive (including hub and spoke) agreements and Indian hospitality disruptor Oravel Stays Private Limited for alleged abuse of dominance. In addition, Aman has represented Monsanto Company (now Bayer), Ambuja Cements Limited, Abbott Healthcare in proceedings pertaining to alleged anti-competitive agreements and abuse of dominance. Aman recently secured a decisive win for the National Stock Exchange of India Limited (**NSE**) before the NCLAT which agreed with the CCI's threshold closure of allegations of abuse of dominance in the NSE's provision of co-location services.

Aman has been involved in several major mergers notified to the CCI and has advised on complex remedies cases and securing Phase I approvals. Notably, Aman advised Reliance Industries Limited in its USD 8.5 billion merger of entertainment businesses with Disney in India, which involved unique structural and behavioural modifications. He also advised JB Chemicals & Pharmaceuticals Limited and KKR in the USD 3 billion merger of JB Chemicals with Torrent Pharmaceuticals - this decade's largest deal in the Indian pharmaceutical

Location

- Delhi

Education

- Kings College London,
Symbiosis Law School, Pune

Practices

- Competition Law

Professional Membership

- Bar Council of Delhi

Awards & Recognitions

- **Future Leader – Partner** for Competition Law by Lexology Index Ranking 2025
- **Future Leader Partner** for Competition by Who's Who Legal India 2024 Report
- **Rising Stars Award Asia - Pacific**, by International Tax Review, 2022



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sector, requiring the structuring of a tailored remedy package involving divestiture, licensing, price-cap undertakings, and non-consolidation of manufacturing.

Aman recently advised Bajaj Group on the acquisition of sole control over its insurance and distribution businesses, marking the largest transaction ever in the Indian insurance sector. He also advised Emirates NBD in securing unconditional approval for its acquisition of RBL Bank, the largest ever FDI in the Indian financial services sector.

Other notable merger cases include advising GSK in obtaining clearance for its exchange of businesses with Novartis, DuPont in obtaining clearance for the Dow-DuPont merger, and Vodafone in obtaining a phase I clearance of the Vodafone-Idea merger. Aman also advised Microsoft on India merger control aspects in its acquisition of Activision Blizzard (GCR - 'Matter of the Year' 2024), and Skydance on its acquisition of Paramount.

Aman regularly contributes to international publications and reports and routinely writes and speaks on issues related to the interplay of competition law and intellectual property, as well as on digital markets. He has also been writing extensively on amendments to the Competition Act and critically evaluating the impact on industry. His article titled "CCI Penalties on Global Turnover - Relevant and Proportionate?" was nominated for the Concurrences Antitrust Writing Awards, 2024.