



## Tanu Banerjee

Partner

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### Practices:

Technology, Media & Telecom  
Corporate & Commercial

### Education:

B.B.A., LL.B., Symbiosis Law School  
(2008)

### Professional Affiliation:

Bar Council of Maharashtra & Goa

Tanu Banerjee is a Partner in the Corporate and Commercial practice group in the Mumbai office. She focusses on technology, media, entertainment, corporate and commercial laws.

Tanu has advised several technology and media clients, such as OTT platforms, digital media companies, technology companies, production houses, and filmmakers on a range of commercial arrangements including commercialisation of technology and media content, technology collaborations and licensing, content licensing, acquisition of content rights, production of original content, film financing, advertising and branding deals, and talent engagements.

Tanu also has experience in advising both domestic and foreign clients on a range of corporate transactions, such as joint venture transactions, corporate restructuring, business transfers, commercial contracts, and routine advisory on legal and regulatory compliances in India.

### Representative Matters:

In her areas of expertise, some of the clients Tanu has advised and represented, include:

#### Technology, Media & Entertainment

- **Times Internet** and **MX Player** on various content partnerships (in AVOD and SVOD revenue models), original productions, platform integrations with other large OTT platforms, API integrations, integration of linear TV channels, technology collaborations, advertising deals, and regulatory compliance advice;
- **MX Player** on international expansion of the OTT video streaming platform including in the USA and South Asian countries; and launch of other verticals like MX TakaTak (a short video application), and MX Games (an online gaming platform);
- **Zee Entertainment Enterprises Limited** on monetisation of digital rights in the sound recordings of Zee Music;
- **MX TakaTak** in drafting and negotiating multiple music licensing contracts, and celebrity and influencer engagements;
- **Unacademy** on strategic partnerships with renowned



celebrities, and brand sponsorship arrangement with BCCI for IPL 2020;

- **TVF Play** on licensing of content to Audible (an Amazon subsidiary) and Netflix and film financing deals;
- **Mitron TV** on business structuring, rights acquisitions, music licensing, advice on legal and regulatory compliances, and pre-litigation advisory;
- **The producers of the film 'Wild Karnataka'**, being the first Indian wildlife documentary film to have released in theatres, in relation to its theatrical release in PVR Cinemas, and structuring and negotiating overseas distribution of the film with *ITV Studios*;
- **Bluestone Jewellery** on negotiating celebrity endorsement arrangements;
- **The Kanakia Group** on its endorsement arrangement with a French footballer for the real estate project 'Kanakia Paris';
- An **Indian technology company** on acquiring rights from Hanson Robotics (makers of the humanoid robot *Sophia*) to develop an AI platform and manufacture humanoid robots;
- A **renowned audio platform** on restructuring of their business in light of FDI norms for the digital media sector; and
- A **renowned vernacular social media platform** on compliance with the FDI norms for digital media companies and restructuring the platform's services.

#### Corporate & Commercial

- **Times Internet** on transfer of their digital videos business to an offshore subsidiary and related business structuring between group companies;
- **Nexus Venture Partners** on several of its venture capital investments in technology start-up companies;
- An **overseas fin-tech company** on its joint venture with the Future Group in India;
- A **renowned foreign celebrity engagement platform** on its India entry and setting up business in India; and
- A **renowned investment fund** on the acquisition of a minority stake in the fin-tech company, MSwipe Technologies.

#### Dispute Resolution

In the past, Tanu has also been part of some high-profile corporate litigation matters as an instructing counsel and has practical experience in litigation. Some of her notable litigation matters include:

- **Sahara India** in its landmark litigation against the Securities Exchange Board of India (SEBI); and



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- **Sahara Airlines Limited** in its dispute against Jet Airways Limited.