



Tanu Banerjee

Partner

Mumbai

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Practices:

Technology Media & Telecom
Corporate & Commercial

Education:

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

Professional Affiliations:

Bar Council of Maharashtra &
Goa

Recognitions & Accomplishments:

- Legal500 Asia Pacific recognised as 'Next Generation Partner' in 2024 and 2023
- Ranked by Asia Legal Business in their Super 50 lawyers in India in 2022
- Ranked by Business World Legal in the list of Top 40 under 40 lawyers in India in 2021

Sectors:

Media & Entertainment
Technology, IT and IT Services
Sports and Gaming
E-commerce

Tanu Banerjee is a Partner in the Corporate & Commercial Practice Group and Technology, Media and Telecom Practice Group in the Mumbai office. Her practice focusses on commercial contracts, transactions, corporate commercial & regulatory advisory in the Technology, Media & Entertainment sector.

Tanu has experience in advising several new age technology and media clients, such as technology and AI companies, OTT platforms, digital media, production houses, on a range of arrangements including technology collaborations, software licensing, outsourcing arrangements, commercialization of intellectual property, licensing and acquisition arrangements, content distribution, production of original content, advertising and branding deals, talent engagements and celebrity partnerships. She also advised both domestic and foreign clients in setting up new age businesses in India, and on a range of corporate transactions, such as mergers and acquisitions, joint ventures, corporate restructuring, business transfers, commercial contracts, and advisory on legal and regulatory compliances in India.

Representative Matters

In her areas of expertise, Tanu has advised and represented the following key clients:

Technology Services Sector

- **Olam Technologies (Mindsprint)** on a global technology outsourcing services agreement, for outsourcing services such as technology infrastructure, customer support, business processes and software development, to its client based on various international jurisdictions;
- **L&T Infotech** on technology services arrangements, software licensing, software subscription arrangement, reseller arrangements etc;
- **Rakuten** on various software as a service (SaaS) arrangements and software product licensing;
- **NABARD** on procurement of outsourced technology services, software infrastructure support and services, and setting up of a data warehouse;
- **Machani Group** on technology transfer and acquisition of rights from Hanson Robotics (makers of the humanoid robot Sophia) to develop an AI platform and manufacture humanoid robots;
- **Quantiphi Analytics** on technology licensing and intra-group structuring of technology services and IP in respect of AI and ML services.

Technology, Media and Entertainment

- **Times Internet and MX Player** on various original productions, content licensing and partnerships (in AVOD and SVOD revenue models), platform integrations with other large OTT platforms, API integrations, integration of linear TV channels of broadcasting companies, technology collaborations, advertising deals, and regulatory compliance advice;
- **Meta Platforms** in advising regulatory and compliance framework for NFT platforms in India;
- **Reliance Jio and Jio Studios** on compliance with IT Rules and other regulatory matters in respect of various digital media platforms; and in relation to various media and entertainment acquisitions including acquisitions of media businesses in India;
- **Samsung** in relation to regulatory and compliance framework in India with respect to publishing of content in India through their digital platform Samsung TV;
- **Maddock Films** in relation to a high-stake content partnership with one of the largest distribution studios in India, as also licensing of films to a digital platform for direct release; and on other strategic partnerships with distributors across different mediums, in respect original films produced by Maddock;
- **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);
- **MX TakaTak** and other short video platforms in structuring the platform terms, acquisition of music licensing and synchronisation rights, influencer engagements and regulatory advice;
- **CNN International** in structuring advertising deals for their satellite channels and other platforms;
- **Unacademy** on partnership with Sachin Tendulkar for developing cricket coaching content for the platforms "Unacademy" and "Graphy"; and sponsorship arrangement with BCCI for IPL 2020;

Corporate Commercial

- **Reliance Industries and Viacom18** in their proposed merger with Star India, and acquisition of Disney's entire media business in India including TV channels, film distribution, Disney+Hotstar platform, film studio etc.
- **A leading global music label** in their expansion in India, acquisition and investments in several regional music companies in India, and music licensing, distribution and recording deals with Indian platforms and artists.
- **Times Internet** on transfer of their digital videos business to an offshore subsidiary and related business structuring between group companies;
- **Zee Entertainment Enterprises Limited** on monetisation and licensing of digital rights in the sound recordings of Zee Music;
- **Dena Ltd**, a Japanese entity operating the global live streaming app 'Pococha', on entry in India by launch of its streaming app in India;

- **Yahoo India** on restructuring the business, platform's terms of use and compliance with FDI norms and IT Rules for digital media companies;
- **Nepean Capital** in its acquisition of a significant stake in UFO Moviez and in its investment in Collective Artist Network;
- **NewQuest Capital** in their acquisition of a majority stake in the animation company - Cosmos Animation and its India arm Maya Digital;
- **Crazy Labs Ltd.**, an Israeli gaming and digital publishing company, in its acquisition of an Indian gaming company, Firescore Interactive;
- **Maddock Films** in their strategic partnership and joint venture with Nepean Capital;

Dispute Resolution

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

- Sahara India vs. SEBI, representing Sahara entities against the Securities Exchange Board of India (SEBI); and
- Sahara Airlines Limited Vs. Jet Airways Limited, representing Sahara Airlines against its dispute regarding an indemnity claim from Jet Airways Limited.

Publications and Presentations:

Tanu is very active in the publication space and is regularly quoted in leading national newspapers. Her recent publications include:

- **TMT India Chapter** published by Legal500
- **The Digital India Act : Overhauling India's Digital Technology Law** published by Mondaq
- **New Rules of Game | Online Gaming** published by Mondaq