



ATUL DUA

Partner

Born: 1964; Admitted: 1988, New Delhi, Education: B.Com (Hons); LL.B; C.A.

Atul's professional experience spans more than 30 years with leading law Firms and multinational accounting & consulting Firms. Atul is presently the Equity Partner at Advaita Legal. He had founded Seth Dua & Associates as a partner in 1998 till 2017. He has headed the New Delhi legal and tax practice of KPMG and thereafter of Coopers & Lybrand (now PricewaterhouseCoopers). Atul's forte is anti-trust and competition laws, international trade & taxation and transaction structuring.

Atul's tax expertise ranges from International Tax Structuring, Domestic Tax Planning (in Direct and Indirect Taxes); Tax Litigation including Advance Rulings and representations with tax authorities for tax exemptions and reliefs. Atul also has extensive experience in Indirect Taxes including protectionist levies.

Atul's Competition & Anti-trust laws expertise includes advising clients in relation to dealer arrangements, pricing agreements, M&A proposals, etc. He has extensive experience in appearing before the Competition Commission of India in various anti-trust and competition matters including merger and cartel matters. Atul has also assisted companies in setting up their Competition Law compliance program.

In the TMT space, Atul has assisted leading TMT companies in setting-up operations in India; seeking foreign investment approvals from the Government, processing licence applications with the Ministry of Communications etc. Atul has also assisted large consulting enterprises, in the areas of engineering, environment, real estate, recruitment, management, information technology, law etc. in setting up operations in India, providing ongoing corporate, commercial and other legal services.

Atul has been recognized as a Leading Lawyer by Legal 500 as well as Asia Law in the areas of Competition Law, Telecom, Media and Technology (TMT), International Trade / WTO and Taxation.

Atul has been recognized as one of the top 100 lawyers in the publication of Lexis Nexis titled "100 Legal Luminaries of India". Atul has recently got an award titled "Leadership through Versatility and Exemplary Contribution to Law" by Legal League Consulting at the CXO & GC Leadership Summit & Excellence Awards 2018. Atul has recently been recognized as one of the Top 100 A-List Lawyers of 2018 by India Business Law Journal.