

## About CIRC

CUTS Institute for Regulation and Competition (CIRC) ([www.circ.in](http://www.circ.in)) provides advisory and capacity building solutions to public and private sector enterprises, governments, multilateral institutions in the areas of competition law & policy, economic regulation, and consumer issues. It is governed by a board, comprising eminent professionals and headed by Mr. Nitin Desai. Dr. C Rangarajan, Chairman, Prime Minister's Economic Advisory Council, is the President Emeritus of the institute. A large number of capacity building programmes have been conducted by CIRC in India as well as abroad.



### Competition Learning @ CIRC

<p><b>Diploma / Certificate in Competition Policy and Law</b></p>	<p><b>CIRC Competition Law Workshops</b></p> <p><b>Leverage your competitive strength</b></p>	<p><b>Customized Training Programmes</b></p>
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### Registration & Payment Process

For registration please send the following details to [execed@circ.in](mailto:execed@circ.in)

[1] Name of Participant [2] Company/ Organisation Name [3] Contact No. & E-mail ID of Participant [4] Training Location [5] Course [6] Course Date/s [7] Fee Details [8] Postal address of participant  
(all details are mandatory for registration)

Payment Options	Deposit Cash / Cheque / Demand Draft / Online In any Axis Bank Branch across India in favor of	CUTS INSTITUTE FOR REGULATION & COMPETITION
	Bank Account No. ( Axis Bank )	268010100153690
	For Online Transfer	MICR - 110211030, IFSC CODE - UTIB0000268, Axis Bank - Greater Kailash - II, Delhi - 110048
Fee	INR 10,000 per participant in favour of "CUTS Institute for Regulation and Competition, New Delhi".	
Group Discount	10% per person group discount will be admissible for 4 or more people sponsored by an organisation.	

# CIRC Competition Workshops

## Competition Law Workshop for Marketing Professionals

*"Facing Competition While Staying Within Boundaries"*

Friday, 6<sup>th</sup> July 2012  
New Delhi

Friday, 14<sup>th</sup> December 2012  
Mumbai



### For Further Details / Registration

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## Competition Law for Marketing Professionals

### Why a marketing staff needs to know competition law?

Marketing staff drive sales & revenue and face competition most directly in a market. They take market facing decisions related to product, pricing and sales and distribution. Being closest to the market they act as “market sensors” for a company while countering competition in the market, they must remain compliant vis-à-vis their own conduct.

Since the enforcement of Indian Competition Act, 2002 (as amended) in 2009, there has been an alarming increase in the number of infringement cases across the industries. Thus, companies are required to develop a competition law compliant culture and see all competitive decisions through the lenses of competition law. Effective response to competition related challenges does not just rest on the legal team's understanding of the competition issues, but on all company departments, and especially on sales and marketing staff. They must understand what behaviour is in violation of law and what the legal consequences may be both for the company and for individuals.

In a hyper competitive market, an improved understanding of competition law will be advantageous in not only identifying the anti- competitive conducts of the competitors but also to take competition law compliant decision. In a nutshell, through this workshop, the marketing professionals will develop understanding of (a) the relevant areas of competition law applicable in the field of marketing and (b) anti-competitive conducts of competitors and respond appropriately within the ambit of the Competition Act 2002.



Are you aware of competition law and its provisions affecting your business?

Are you able to identify anti-competitive conducts at the market place?

Are your business actions falling within the framework of competition code of conduct?

### Agenda:

09:00 - 09:30 am - Networking Tea

09:30 - 10:00 am - Overview of Competition Law

10:00 - 10:45 am - Marketing Decisions and Competition law

- Marketing decisions and abuse of dominance
- Circumstances leading to dominance
- What constitute dominance?
- What amounts to abuse of dominance?

10:45 -11:15 am - Group Work/Case study on Abuse of dominance (AoD)

11:15-11:30 am - Tea Break

11:30 -12:15 am Marketing decisions and anti competitive agreements

- Anti- competitive horizontal agreements
- Anti- competitive vertical agreements

12:15 - 13:00 pm -Group Work/Case study on anti- competitive agreements

13:00 - 14:00 pm - Lunch

14:00 - 14:45 pm - Mergers & Acquisition (M&A)

- Current trends and practices in the Indian industry
- Overview of the merger regulation and broad outline of issues involved
- Acquisitions by emerging market firms in developing markets: some evidence from Indian M&As in developing countries

14:45 -15:00 pm - Tea Break

15:00 -16:00 pm -Group Work/Case study on Mergers& Acquisition (M&A)

Feedback

### Who should attend?

Senior and middle level executives in marketing and other commercial functions, who are concerned with corporate strategy and market facing decisions.

### What you gain?

Through the workshop the participants will develops the

- i) understanding of competition law and its impact on / relationship with marketing activities/decisions;
- ii) ability to identify anti-competitive conducts at market place;
- lii) understanding of competition law compliant marketing decisions; and
- iv) preparedness in responding to specific competition issues.

Also, the participants will get a compilation of competition cases and industries papers along with a toolkit, authored by eminent competition expert, Mr. Pradeep S Mehta, on Competition Law in India.

### To Register:

Only 30 participants will be admitted in the workshop, on first come first serve basis. Interested professionals / companies may register themselves / nominate executives for the workshop, as per the details mentioned overleaf. The registration fee includes a copy of resource material, competition law toolkit, workshop lunch and tea.

## Past Competition Law Workshops



“Both the sessions was fruitful for having experience about competition law”

Mr. Pranov Kumar Saurabh  
Dy. Manager - OE Sales  
TVS Srichakra Limited



“Learning of competition law and their applicability in business scenario can be put into practice”

Mr. Sunil Kumar Sharma  
Assistant General Manager  
(Power Mgmt. & Corporate Commercial), NDPL



Some of the past participants