

About CIRC

CUTS Institute for Regulation and Competition (CIRC) (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>Diploma / Certificate in Competition Policy and Law</p> 	<p>CIRC Competition Law Workshops</p> <p>Leverage your competitive strength</p> 	<p>Customized Training Programmes</p> 
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Registration & Payment Process

For registration please send the following details to 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.	

For Further Details / Registration

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Competition Law Workshop for Marketing Professionals

"Facing Competition While Staying Within Boundaries"

Friday, 6th July 2012
New Delhi

Friday, 14th December 2012
Mumbai



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 - 09:30Hrs. -Registration &Networking Tea

09:30-10:00Hrs.-Inaugural Session: Overview of Competition Law

Dr. Geeta Gouri, Member*

Competition Commission of India

Mr. Hariprasad CG, Associate Fellow

CUTS Institute for Regulation & Competition(CIRC)

10:00-11:45 Hrs. -Session I: Marketing decisions and Anti-Competitive Agreements

The session is designed to throw light on how marketing decisions of tying, pricing, wholesaling, retailing, storage, exchange of sensitive information and etc. may raise competition concerns and hence infringements of Section 3 of the Competition Act, 2002.

Mr. Hariprasad CG, Associate Fellow
CIRC, (Moderator)

Mr. G.R.Bhatia, Partner Competition
Luthra&Luthra Law Offices

- Anti-competitive agreements
- What are the penalties for violating Section 3 (agreements) of the Competition Act?

Dr. Sanjay Pandey, Joint Director (Law)*
Competition Commission of India

- Exchange of Information in informal meetings
- Role of Trade Association (TA) in Marketing Decision and Anti-competitive Agreements
- Is refusal to deal a collective action?

Group Work/Case study on anti-competitive agreements
11:45-12:00Hrs.- Tea Break

12:00-13:45Hrs.-Session II: Marketing Decisions and Unfair Practices

The session is designed to throw light on how marketing decisions involving discriminatory conditions in commercial

transaction of dominant/ monopoly entities and/or platforms like TA may raise Competition concerns and hence infringements of Section 4 of the Competition Act, 2002.

Mr. Arnab Banerjee, Senior vice-president, Marketing*
CEAT International(Moderator)

Dr. Rajat Kathuria, Professor
International Management Institute

- What constitute dominance?
- What amounts to abuse of dominance?
- What are the penalties for violating Section 4 (abuse of dominance) of the Competition Act?

Mr. P. K. Singh, Advisor (Law)
Competition Commission of India

- Is Trade Association an Enterprise?
- Marketing Decisions at TA (being sole facilitator of trade) and Abuse of Dominance
- Is refusal to deal a collective abuse?

Group Work/Case study on Unfair Practices

13:45-14:45Hrs. -Lunch Break

14:45-16:15Hrs. -Session III: Panel Discussion- Simulations of Session I and Session II with Case Studies

The session is designed to make clear distinction of possible Section 3 and Section 4 infringements of marketing decisions by reviewing existing CCI orders.

Mr. MahendraSwaroop, President*
Indian Private Equity & Venture Capital Association

Mr. Manish Lamba, Head Legal & Regulatory
Bharti Reality Limited

Mr. C.V.Raghu, Senior Director
MaxIndia Limited

- Applicability of Section 3 & 4
 - Business - as - usual practices & possible violations
- 16:15-16:45Hrs. - Review of the Lessons learnt for Marketing Decision Making and Feedback

16:45 -17:00Hrs. -Close & Tea Break

* yet to be confirmed

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

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
- understanding of competition law and its impact on / relationship with marketing activities / decisions;
 - ability to identify anti-competitive conducts at market place;
 - 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.