BRICS Chamber of Commerce & Industry
GEARING UP FOR THE FUTURE

BRICS CHAMBER OF COMMERCE & INDUSTRY

NEWSLETTER
JUNE 2026

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INDIVIDUAL MEMBER

MR. VAIBHAV MITTAL

FOUNDER AND CEO, KARMIC BEAUTY
VICE PRESIDENT, LOVELY PROFESSIONAL UNIVERSITY

We are honoured to welcome Mr. Vaibhav Mittal - Founder and CEO, Karmic Beauty | Vice President, Lovely Professional University as an esteemed individual member.

Mr. Vaibhav Mittal is a business leader and entrepreneur who works at the intersection of legacy enterprise and modern innovation. He is the Vice President at Lovely Professional University (LPU) and part of the leadership of the Lovely Group, where he contributes to large-scale growth across education and diversified business sectors. He is also the Founder & CEO of Karmic Beauty, a sustainable and science-driven beauty and wellness brand.

He blends institutional leadership with entrepreneurship, focusing on building scalable and responsible businesses. His work spans education, consumer brands, and wellness, with an emphasis on sustainability, conscious capitalism, and long-term impact.

He has been recognized with several honors including an Honorary Doctorate (2025), Forbes India feature (2024), Startup India recognition (2026), and TEDx speaking engagements, reflecting his growing influence as a modern business leader.

We are delighted to welcome Mr. Vaibhav Mittal to the BRICS CCI community and look forward to his valuable guidance and contributions towards fostering collaboration, growth, and sustainable

INDIVIDUAL MEMBER

MR. ANGAD SINGH

DIRECTOR AND CEO, CREDORA PARTNERS PVT. LTD.

We are honoured to welcome Mr. Angad Singh - Director and CEO, Credora Partners Pvt. Ltd. as an esteemed individual member.

Mr. Singh is a Fellow Chartered Accountant (FCA) and Company Secretary (CS). He is also an IBBI Registered Valuer and an Executive Alumnus of the Indian School of Business (ISB). Mr. Singh has more than a decade of experience in corporate finance and capital markets, with expertise in IPO advisory, mergers & acquisitions, capital raising, valuations, financial modelling, and transaction advisory.

Prior to founding Credora Partners in 2025, he was part of the Merchant Banking division at Narnolia Group, where he worked on SME and Main Board IPO transactions. Earlier, he served as Vice President at Almondz Group, focusing on debt and equity syndication, strategic acquisitions, and financial structuring.

We are delighted to welcome Mr. Angad Singh to the BRICS CCI community and look forward to his valuable guidance and contributions towards fostering collaboration, growth, and sustainable development.

INDIVIDUAL MEMBER

MR. KARN SINGH TOMAR

CEO OF RATTAN ORGANIC FOODS PVT. LTD./ANANTA SVASTHA PVT. LTD./ NUTRIORG

We are honoured to welcome Mr. Karn Singh Tomar - CEO of Rattan Organic Foods Pvt. Ltd./Ananta Svastha Pvt. Ltd./ Nutriorg as an esteemed individual member.

Mr. Karn Singh Tomar is associated with Nutriorg, a leading Indian organic wellness brand dedicated to promoting healthy living through certified organic and natural products. With a strong commitment to sustainable agriculture and a farm-to-kitchen approach, he plays a key role in advancing the brand's mission of delivering high-quality wellness solutions while empowering farmers and encouraging environmentally responsible practices.

He is passionate about expanding the global reach of Indian organic wellness products through strategic partnerships and international collaborations. He is committed to exploring new markets, fostering sustainable trade opportunities, and strengthening business relationships across BRICS nations to drive innovation, knowledge exchange, and inclusive growth.

We are delighted to welcome Mr. Karn Singh Tomar to the BRICS CCI community and look forward to his valuable guidance and contributions towards fostering collaboration, growth, and sustainable

INDIVIDUAL MEMBER

MR. ASHISH JAIN

PARTNER AT ANKUR EXPORTS INDIA

We are honoured to welcome Mr. Ashish Jain - Partner at Ankur Exports India as an esteemed individual member.

Mr. Jain is a Partner at Ankur Exports India, a leading manufacturer and exporter of premium stainless steel utensils. Established in 2001, the company has earned a strong reputation for delivering high-quality stainless steel kitchenware to domestic and international markets, with a focus on innovation, quality, and customer satisfaction.

He is committed to expanding global business opportunities by strengthening international partnerships and fostering meaningful collaborations. Through his participation, he aims to explore new export markets, engage with global industry leaders, and contribute to enhancing trade, investment, and economic cooperation among BRICS nations.

We are delighted to welcome Mr. Ashish Jain to the BRICS CCI community and look forward to his valuable guidance and contributions towards fostering collaboration, growth, and sustainable development.

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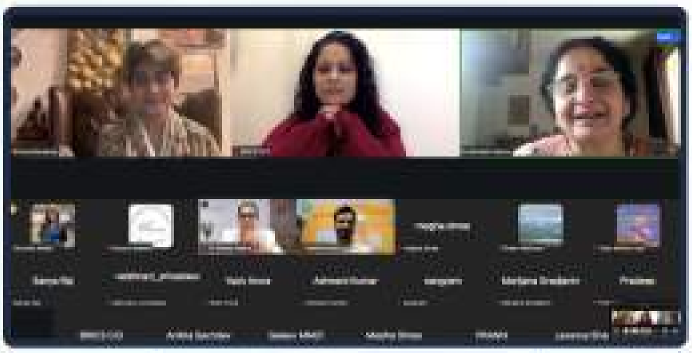
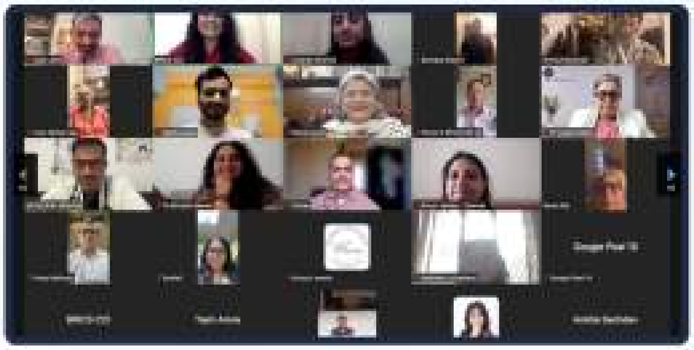
EVENTS


WEBINAR ON MENTAL HEALTH & WORKSPACE RESILIENCE

The BRICS Chamber of Commerce & Industry successfully hosted its webinar on **Mental Health & Workplace Resilience,** bringing together distinguished leaders, renowned healthcare professionals, and mental health experts for an insightful discussion on building **healthier and more resilient workplaces.**

The webinar was graced by **Mr. Sameep Shastri, Chairman**, BRICS CCI; **Mr. Prann Sharma, Director General**, BRICS CCI; and **Dr. Moumita Nandy, Senior Clinical Psychologist and esteemed members of BRICS CCI**. The expert panel featured **Mr. Yashvardhan Azad, Dr. Roma Kumar, Dr. Manas Kalra, Dr. Ushy Mohandas, Dr. Alok Chopra, Dr. Arvind Krishnamurthy, Dr. Rajeev Kumar Mishra, Dr. Sweta Adatia, Mr. Issac Mathew John, and Dr. Vineet Malhotra.**

The session explored practical strategies to promote psychological safety, prevent burnout, strengthen emotional well-being, and foster resilient organizational cultures. Through meaningful dialogue and expert insights, the webinar reinforced BRICS CCI's commitment to advancing mental health awareness and creating sustainable, people-centric workplaces across the BRICS ecosystem.

EVENTS

54TH GOVERNING BODY MEETING

The **54th Governing Body Meeting** of the BRICS Chamber of Commerce & Industry (BRICS CCI) was successfully convened on **19th June at the Hyatt Regency, New Delhi**. The meeting brought together the Chamber's leadership to deliberate on strategic priorities, strengthen institutional governance, and chart the course for upcoming initiatives.

A key highlight of the meeting was the appointment of the **Vertical Presidents and Executive Directors,** who will lead their respective domains and drive BRICS CCI's vision of fostering economic cooperation, innovation, and sustainable growth across the BRICS+ nations.

The meeting reaffirmed BRICS CCI's commitment to collaborative leadership, organizational excellence, and advancing impactful partnerships that contribute to stronger international business and policy engagement.

EVENTS

Fostering New Horizons of Collaboration: BRICS CCI Leadership Meets Ambassador of Kazakhstan

Mr. Sameep Shastri, Chairman, BRICS Chamber of Commerce & Industry; Ms. Shabana Nasim, Vice Chairperson, BRICS CCI; Mr. Prann Sharma, Director General, BRICS CCI; and Ms. Ruby Sinha, Executive Director, BRICS CCI, held a cordial meeting with H.E. Mr. Azamat Yeskarayev, Ambassador of Kazakhstan, along with embassy representatives.

The discussions focused on enhancing institutional engagement, exploring opportunities for collaboration, and building stronger economic and business linkages between India and Kazakhstan. The meeting concluded on a positive note with a shared commitment to fostering future partnerships and mutually beneficial initiatives.

BRICS CCI Leadership Meets Ambassador of Cuba to Explore New Avenues of India–Cuba Economic Cooperation

Mr. Sameep Shastri, Chairman, BRICS CCI, Mr. Prann Sharma, Director General, BRICS CCI and Ms. Ankita Sachdev, Joint Director, BRICS CCI held a productive meeting with H.E. Mr. Juan Carlos Marsán Aguilera, Ambassador of Cuba.

The discussion focused on unlocking new opportunities for collaboration in trade, investment, healthcare, pharmaceuticals, biotechnology, education, tourism, and sustainable development. Both sides expressed optimism about deepening economic engagement, fostering business-to-business partnerships, and advancing initiatives that contribute to shared growth and prosperity.
A promising step towards stronger India–Cuba relations and enhanced global cooperation.

EVENTS

BRICS CCI Leadership Meets High Commissioner of Nigeria to Strengthen India–Nigeria Economic Cooperation

Mr. Sameep Shastri, Chairman, BRICS Chamber of Commerce & Industry, and Mr. Prann Sharma, Director General, BRICS CCI, held a productive meeting with His Excellency Mr. Ubong Akpan Johnny, Acting High Commissioner of Nigeria to India.

The discussion focused on enhancing India–Nigeria cooperation across trade, investment, energy, agriculture, healthcare, education, technology, and sustainable development. Both sides exchanged views on fostering stronger business linkages, promoting bilateral economic engagement, and identifying new avenues for mutually beneficial partnerships.

BRICS CCI Leadership Meets Chargé d'Affaires of the Republic of Indonesia to Foster Greater Economic Collaboration between India and Indonesia

Mr. Sameep Shastri, Chairman, BRICS Chamber of Commerce & Industry, along with Ms. Shabana Nasim, Vice Chairperson, BRICS CCI and Ms. Ankita Sachdev, Joint Director, BRICS CCI, held a productive meeting with Mr. Yudho Sasongko, Chargé d'Affaires of the Embassy of the Republic of Indonesia.

The discussion focused on introducing the new leadership of BRICS CCI and exploring opportunities to enhance cooperation in trade, investment, business networking, and sectoral partnerships. Both sides expressed a shared commitment to strengthening engagement and advancing economic collaboration between India and Indonesia.

EVENTS

BRICS CCI Holds Meeting with Ministry of Commerce to Strengthen Trade Facilitation under India's BRICS Presidency

BRICS CCI Leadership held a fruitful meeting with Shri Yashvir Singh, Additional Secretary, Department of Commerce, Ministry of Commerce, Government of India in the context of India's BRICS Presidency and strengthening institutional collaboration for trade facilitation.

The meeting was attended by Shri Sameep Shastri, Chairman; Ms. Shabana Nasim, Vice Chairperson; and Ms. Ankita Sachdev, Joint Director, BRICS CCI.

The discussion focused on enhancing engagement with government stakeholders and advancing BRICS-aligned trade and investment cooperation.

BRICS CCI Leadership Calls on Hon'ble Union Minister Dr. Jitendra Singh to Strengthen Innovation & Global Cooperation

BRICS Chamber of Commerce & Industry leadership had the privilege of meeting Dr. Jitendra Singh, Hon'ble Union Minister of State (Independent Charge) for Science & Technology and Earth Sciences, Government of India, to discuss strengthening trade, innovation, startups, AI, research, and entrepreneurship across the BRICS and BRICS+ ecosystem.

Together, we're fostering partnerships that drive innovation and sustainable growth.

EVENTS

BRICS CCI Shares Healthcare Summit 2025 Outcomes with Government

Mr. Prann Sharma, Director General, BRICS Chamber of Commerce & Industry and President, BRICS CCI Healthcare Vertical, along with Mr. Ajay Plaha, Advisor, BRICS CCI Healthcare Vertical, presented the BRICS CCI Healthcare Summit 2025 Report to Shri Prataprao Ganpatrao Jadhav, Hon'ble Union Minister of State for the Ministry of Health and Family Welfare and Union Minister of State (Independent Charge) for AYUSH, Government of India.

The discussion highlighted key outcomes of the Summit and reaffirmed BRICS CCI's commitment to advancing collaboration in healthcare, wellness, traditional medicine, innovation, and policy engagement.

Strengthening India's Trade Vision: BRICS CCI Leadership Meets Commerce Secretary

BRICS CCI leadership met with Commerce Secretary Shri Rajesh Agrawal to discuss trade facilitation, export competitiveness, and industry collaboration within the BRICS ecosystem. They committed to enhancing trade and investment for Indian businesses, explored technology transfer opportunities, and emphasized sustainability through green trade practices.

The dialogue concluded with an agreement to host workshops to equip Indian businesses for global market success.

EVENTS

BRICS CCI Chairman Shri Sameep Shastri Advocates Global Market Access For Startups and MSMEs At SAMPATTI Launch

BRICS CCI Chairman Shri Sameep Shastri attended the launch of SAMPATTI – The Mantra for Abundance in Bengaluru as the Chief Guest. He emphasized the significance of global partnerships, cross-border trade, and market access for entrepreneurs. BRICS CCI is dedicated to supporting startups and MSMEs through trade facilitation and strategic collaborations.

The event highlighted the need for a nurturing ecosystem for entrepreneurship and praised BRICS nations' collaborative spirit as vital for resilient economies and sustainable development. SAMPATTI aims to create new opportunities for businesses to explore new markets and leverage BRICS strengths.

BRICS CCI Chandigarh Chapter Engages with City Leadership For Regional Progress

Deepak Shukla, Regional President of BRICS CCI Chandigarh Chapter, met with Shri Saurabh Joshi, Mayor of Chandigarh, and Mr. Ajay Bangar to discuss enhancing collaboration and investment in the region. They focused on fostering innovation, improving infrastructure, and promoting skill development, highlighting the role of public-private partnerships for inclusive progress. The BRICS CCI proposed initiatives for knowledge exchange and technological advancements to make Chandigarh an economic hub. The meeting ended with an agreement to continue discussions and implement plans aligned with the region's economic vision for a sustainable future.

ARTICLES FROM BRICS CCI MEMBERS

MS. PRITI GOEL

Founder & CEO of Prisha Wealth Management Private Limited, a SEBI Registered Investment Adviser (INA000019202); and Partner & CEO of Avinav Consulting; and Author – Dhanaisha, Cherished Wealth

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

Women Are Reshaping the Future of Wealth Management

As women take control of more global wealth and participate more actively in investing, wealth management is undergoing a strategic reset.
The firms and advisors that will lead the next decade are those that recognize women not as a niche segment, but as one of the most influential forces shaping the future of capital.

The New Centre of Gravity in Wealth
One of the biggest transformations in finance is unfolding in plain sight.
Women are becoming one of the most powerful drivers of:

- Wealth creation
- Capital allocation
- Long-term investing
- Intergenerational wealth transfer

This is not a temporary trend; it is a structural shift.

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

Key Global Statistics

According to McKinsey (published in 2025):

- Women currently control around one-third of retail financial assets in the United States and European Union.
- This share is expected to increase to 40–45% by 2030.
- Between 2018 and 2023:
    - Global financial wealth grew by 43%
    - Women's wealth grew even faster at 51%
- As of 2023, women controlled approximately US$60 trillion in assets, representing nearly 34% of global Assets Under Management (AUM).

India Is Following the Same Path

The momentum is equally visible in India.
Recent data highlights a remarkable shift:
By May 2026

- Women investors held approximately ₹11.3 trillion in mutual fund assets.
- Women contributed 35% of mutual fund inflows during FY26.
- Women now represent nearly 25% of individual investors on the NSE.

(Sources: Mint, ANI, Women Entrepreneurs Review)
The transition from traditional household saving to active investing is accelerating rapidly.

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

Not More Cautious—More Intentional

The stereotype of the hesitant woman investor is becoming increasingly outdated.
Charles Schwab's 2025 Women Investors Survey found:

- 90% believe they are on track to achieve their financial goals.
- 89% feel confident in their investment strategy.
- 80% prioritize long-term goals over short-term gains.

When asked about their greatest investing strengths:

- 50% chose Patience
- 45% chose Discipline

These are not soft traits.
They are among the strongest predictors of long-term investment success.

Why These Traits Matter

Patience helps investors:

- Stay invested during market volatility
- Avoid emotional decision-making

Discipline helps investors:

- Resist chasing market trends
- Avoid panic selling
- Remain focused on long-term objectives

Long-term thinking keeps investment decisions aligned with life goals rather than market headlines.

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

As Mary Ellen Iskenderian, President & CEO of Women's World Banking, observed: Women are often not risk-averse, but risk-appropriate. That distinction reflects judgment, not fear.

Why the Advisory Relationship Matters

As women become a larger force in wealth creation, the quality of financial advice becomes even more important.
For many women, choosing an advisor is not simply about gender.
It is about finding someone who understands the financial realities unique to different life stages.
These often include:

- Career breaks
- Caregiving responsibilities
- Entrepreneurship
- Divorce
- Inheritance
- Longevity planning
- Healthcare costs
- Succession planning
- Intergenerational wealth transfer

These are not side conversations. They are often the defining financial events of a lifetime.

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

What Women Often Seek in an Advisor

Many women investors value advisors who can combine:

- Technical expertise
- Fiduciary discipline
- Education without being patronizing
- Trust
- Empathy
- Long-term partnership

This explains why many women often feel a stronger sense of alignment with women financial advisors.
This is not because women advisors are inherently better than men.

Outstanding advice depends on:

- Competence
- Integrity
- Experience
- Ethical standards
- Commitment to client outcomes

However, lived experience often allows many women advisors to better appreciate issues such as:

- Returning to work after career breaks
- Balancing caregiving responsibilities
- Emotional complexity surrounding inheritance
- Financial independence alongside family responsibilities

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

A Real-World Planning Moment

Imagine a woman in her early forties who:

- Takes several years away from work
- Raises children
- Cares for ageing parents
- Returns to the workforce
- Begins investing independently

Her financial planning needs extend well beyond choosing investments.
She may need help with:

- Rebuilding retirement savings
- Reviewing insurance coverage
- Planning children's education
- Managing liquidity
- Restarting wealth creation
- Regaining confidence in financial decision-making

An advisor who recognizes these life transitions as central planning events not interruptions, is far more likely to build a lasting advisory relationship.
This is often where women advisors stand out.
Not because every woman has lived every client's story, but because many women clients feel more deeply heard in conversations that are holistic rather than transactional.

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

The Industry Opportunity Few Can Ignore

This shift is not only social. It is a massive commercial opportunity.
McKinsey estimates:

- 53% of assets controlled by women remain unmanaged.
- For men, the figure is 45%.

If women's managed assets reached the same level as men's, the wealth management industry could unlock approximately US$10 Trillion of additional opportunity by 2030

The Question the Industry Must Ask

If women are one of the fastest-growing sources of wealth worldwide,
Why does so much of that wealth remain outside the advisory system?
The answer is unlikely to be a lack of ambition, capability, or financial discipline.
Instead, the industry may still be struggling to earn women's trust.
Too many firms continue to:

- Treat women as a marketing segment rather than investors.
- Assume outdated attitudes toward risk.
- Oversimplify communication preferences.
- Underestimate women's financial decision-making.
- Focus on products instead of relationships.

These assumptions are no longer merely outdated.
They represent strategic blind spots.

ARTICLES FROM BRICS CCI MEMBERS

WOMEN ADVISORS FOR THE RISING WOMAN INVESTOR

The Future of Wealth Management

The future of wealth management will not be determined solely by:
- Better products
- Better forecasts
- Better market predictions

It will be shaped by advisors who understand the person sitting across the table.
They understand:
- Her ambitions
- Her responsibilities
- Her constraints
- Her aspirations
- Her fears
- The life events influencing every major financial decision

Because capital does not move only through markets.
It moves through trust.
And increasingly, the future of that trust will be shaped by women.

Disclosures:
- Investment in securities market is subject to market risks. Read all the related documents

carefully before investing
- The securities quoted are for illustration only and are not recommendatory
- Registration granted by SEBI, membership of BASL (in case of IAs) and certification from

NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors

ARTICLES FROM BRICS CCI MEMBERS

MR. RAHUL BAGGA

Founder - Aumirah
Member, BRICS CCI

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

Fashion is one of the most significant creative industries if we analyse the colossal impact it has on the global economy. The garments one wears are not a mere asset that one possesses but it is also significant in one's expression of themselves. As famously quoted by Miuccia Prada "What you wear is how you present yourself to the world, especially today when human contacts are so quick. Fashion is instant language", therefore apart from a commercial commodity fashion is a work of art, and a cultural statement. But unlike a novel pharmaceutical element or a brand logo, it rarely enjoys comprehensive legal protection that is required for its creative and economic value. It would not be a stretch to go ahead and say that fashion acquires a paradoxical position in intellectual property law, that regardless of the creative and original nature of fashion it is systematically under-protected.

In India, the stakes of this protection gap are exceptionally high. The rapidly growing Indian fashion industry is regulated via a medley of laws, i.e., the Copyright Act of 1957, the Designs Act of 2000, the Trade Marks Act of 1999, and the Geographical Indication Act of Goods Act, 1999. This fragmentation and lack of a definitive framework for fashion, results in the industry falling prey not only to technical inconveniences, but it also leaves the most commercially distinctive aspect of a fashion brand, its visual identity and aesthetic value almost entirely unguarded.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

This article maps the gaps in laws governing fashion, argues for the urgency, and proposes concrete legal framework to close the discussed gaps. It proceeds in six substantive parts: an examination of existing protections and their shortcomings; an analysis of how the luxury and fast fashion markets are differently harmed by the vacuum; a theoretical grounding in the distinction between brand-identifying visual parameters and purely aesthetic value; a survey of how global fashion hubs protect aesthetic identity; the case for legislative action; and finally, a set of concrete policy proposals for a comprehensive Indian fashion trade dress regime.

THE CURRENT LEGAL FRAMEWORK AND ITS SHORTCOMINGS

Fashion is unarguably a language of appearances and trade dress is a brand's attempt to own that language. Where a trademark protects a name or logo, trade dress protects the visual vocabulary of a brand. In the fashion industry, trade dress is one of the primary IP routes by which a fashion brand can defend their identity and integrity of their goods. Therefore a lack of express trade dress framework in India is commercially and creatively consequential. The closest framework for trade dress protection is available under the umbrella of Trade Marks Act, 1999. As per Section 2(zb) of the Act, a "mark" is broadly classified and includes any combination of colours, the shape of goods or their packaging, which can form a product's identity. This has been interpreted judicially to include the overall appearance of a product that distinguishes the goods of one person from another, that is, the trade dress. Hence, to establish an infringement suit, the claimant must establish that the defendant's trade dress creates an impression which is visually similar to that of the plaintiff and is likely to cause consumer confusion.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

In practice, though, the judicial development of trade dress has been tapered and inconsistent. Previously, courts were more inclined to address trade dress as an ancillary argument in support of a trademark infringement (that is, copying a label or packaging was considered evidence of bad faith, not an independent cause for a finding of infringement). More recent decisions have exhibited greater sophistication, issuing injunctions in instances where the competing marks are very different, but the overall appearance of the product is similar. The change has been motivated by the understanding that consumer choice isn't just based on brand names, but the overall visual impression created by a product.

However, this judicial development takes place in the absence of any statute as, unlike USA's Lanham Act which grants protection to trade dress under Section 43(a) without any need for registration, India's Trademarks Act does not address trade dress specifically. There is no codified test for secondary meaning doctrine; the doctrine by which an aesthetic element, through commercial use, comes to identify the source of goods rather than merely describe them.

The absence of legislative guidance on assessing aesthetic functionality creates uncertainty in determining whether a design element serves a source-identifying function or merely performs a functional or aesthetic role. And critically, there is no provision for the protection of unregistered designs as the one provided under European Union's Community Design Rights, which gives the brands a three-year window for unregistered community designs (UCD).

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BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

The Designs Act 2000, grants a registered design a ten-year monopoly right for the appearance of an article, based on the aesthetics of shape, configuration, pattern, ornament or composition of lines or colours. However, registration is challenging, and is subject to a time lag and works already protected by the Copyright Act are expressly excluded from the Designs Act which leads to an overlap issue as some fashion designs are protected by the Copyright Act but not the Designs Act. At a more basic level, the Designs Act does not cover the collective or total 'look' of a fashion line or brand, it only covers the individual registered design, and it is precisely the 'cumulative look' that needs protection as it what constitutes the trade dress.

LUXURY GOODS, FAST FASHION, AND A DIVIDED MARKET

The legal vacuum of a trade dress framework affects different segments of the market in its own way, but every segment is affected, be it the luxury goods market, fast fashion brands or India's handloom and artisanal fashion communities.

Fuelled by rising disposable incomes, an expanding upper middle class, and entry of global luxury brands, there is a steady growth in Indian luxury apparel market. For brands such as Gucci, Chanel, Hermès, trade dress is not ancillary to the brand, but is the brand itself. Be it the Hermès Birkin Silhouette, Chanel's Quilted Pattern, or Gucci's Stripe Combinations; these trade dresses are in their purest form, functioning as brand source identifiers and whose values are inseparable from their distinctiveness. In the absence of a clear Indian trade dress framework, such brands are prey to high quality imitation, which cannot be tackled under trademark infringement claims.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

Whereas, India's fast fashion expansion has created a market where design-to-retail cycle is shorter than any legal process. International fast fashion brands such as Zara and H&M or Indian brands like Reliance Trends and Zudio compete on a trend velocity, by mass producing runway inspired apparels at mass-market prices. What this means for emerging Indian designers is that the distinct aesthetic identity created by them over the course of many creative years can be replicated, mass produced and sold by a fast fashion brand before any legal remedy is available.

And perhaps the most neglected segment is the Indian handloom and artisanal fashion communities. Weavers of Banarasi silk, Kanjeevaram, Chanderi, and Pashmina have developed visual aesthetics over centuries that are as distinctive and commercially valuable as any luxury brand's trade dress. Yet the legal toolkit available to protect these aesthetic identities is almost non-existent. G.I. tags offer some protection for the name and origin of these products, but they do not prevent visual imitation by non-GI products. For example, a synthetic textile woven in a pattern virtually identical to a Banarasi design, sold under a different name, is almost entirely beyond legal reach under current legal framework.

VISUAL PARAMETERS AND AESTHETIC VALUE

The question that needs to be addressed before we proceed with any trade dress statutory framework is that; when does aesthetic value become a brand identity, and when should the law protect one without monopolising the other?

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

The doctrine of aesthetic functionality provides the key principle; that a trade dress cannot be protected if the aesthetic feature in question is functional, i.e., if the protection would put competitors at a disadvantage by depriving them of a design element that is essential for effective competition in the market. Hence, trade dress protection is not independent of the issue; that its limitless application could allow brands to monopolise colours, shapes, or styles that other designers in the field need access to, which would in turn stifle creativity instead of promoting or incentivising it as the goal is.

The solution for this issue would be a dual-tract test that Indian law could adopt. The first track deals with the question of whether the visual element is distinctive, i.e., whether through use in commerce it has come to identify the source of goods in the minds of a significant section of consumers. This is the secondary meaning inquiry. The second track asks whether protecting that particular element would deprive competitors of something they need to compete effectively not for reputational reasons but for functional or styling ones.

For instance, when applied to fashion this framework would protect Sabyasachi or Manish malhotra's signature bridal aesthetics and star studded bollywood glamour look such as the jewelry styling, colour palettes, handpainted fabrics that have become, through consistent commercial use a recognisable brand identifier, while leaving scope for use of the underlying techniques, colour combinations, etc in isolation by other designers. The legal question here is not if something is beautiful but if it speaks to a specific source.
This distinction is fairly important to India as here, fashion and craft traditions are deeply intertwined.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

GLOBAL FASHION HUBS AND THE ARCHITECTURE OF PROTECTION

The world's top fashion hubs have created complex, although not foolproof, systems for fashion IP, hence India does not have to start from scratch.
The global luxury industry is based in France where the protection is the most complete. The French Intellectual Property Code has clearly listed "Creations of seasonal clothing and finery industries" as copyrightable works (article L112-2), where fashion designs enjoy automatic copyright protection without any registration. In Vanessa Bruno v. Zara France (CA Paris, Oct. 17, 2012), designer Vanessa Bruno sued Zara for allegedly copying a dress design. The court ruled in favor of Bruno, reaffirming that fashion designs no matter how simple can be eligible for protection if they meet the originality threshold. French designers have been successful in relying on this protection for purposes of pursuing an international fast fashion retailer, as the Paris Court of Appeal has restated that even simple fashion creations count as original works of art.

The IP strategy in France is a mixed one, with trademark for brand indicators, registered design rights (INPI and EUIPO) for aesthetic aspects and copyright for original cuts/patterns, with few overlaps.

There is another layer of protection provided by the broader European Union framework, which includes the Community Design Right, where there is a distinction between registered designs (which last for up to 25 years) and unregistered designs (which are automatically protected for three years). The fashion industry has the protection benefit in situations that a design may become commercially obsolete before a registration process could be completed.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

While the Lanham Act does not provide as much direct fashion design protection as there is in Europe, the United States has the most mature trade dress case law in the world. The red sole case of Christian Louboutin had paved the way for a single colour to be protectable as trade dress if it had become linked to a particular brand origin (secondary meaning) and was not functional. Courts ruled that the red sole was not useful and clearly had developed secondary meaning as an identifier of Louboutin, establishing a precedent for colour to be a brand-identifying element in itself, rather than in conjunction with any mark or logo. There have been three attempts to extend the sui generis copyright protection to fashion designs in the United States: the Design Piracy Prohibition Act (2009), Innovative Design Protection and Piracy Prevention Act (2010), and Innovative Design Protection Act (2012). But none succeeded, and the United States has no specific fashion design law, but rather a well-known doctrine of trade dress; a warning about the use of litigation as a substitute for legislation.

The Unfair Competition Prevention Act of Japan also safeguards product configuration, including fashion trade dress, against unfair competition; and the trademark system in Japan recognizes three-dimensional marks, which enables brands to register the unique shape of bags, shoes and accessories. The Italian Codice della Proprietà Industriale offers overlapping protection for fashion goods in the area of industrial design and copyright protection, which is beneficial to the Italian luxury and ready to wear industry.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

THE CASE FOR LEGISLATIVE ACTION AND PROPOSED POLICY REFORMS

Judicial evolution in India, while encouraging, cannot substitute for legislative clarity. Courts respond to cases brought before them by parties who have the resources to litigate, which means large corporations and not indie designers, emerging labels, or artisanal communities. Every case decided without a statutory framework is decided on uncertain grounds which creates further litigation issues riddled with inconsistencies, unpredictability and high litigation costs. A clear statutory framework circumvents these issues and further incentivises creation of distinct visual brand identities by backing the stakeholder's trust in the legal system.

The following proposals are key to a complete Indian fashion regime of trade dress: They do not need to be mutually exclusive and could be phased in one by one or as a single law.

Firstly, the use of a consistent colour combination, as a brand identifier, should be included within an express statutory definition of "fashion trade dress" along with other relevant features, such as surface ornamentation, packaging and presentation aesthetics, and the accumulating visual appearance of a fashion line. This definition needs to be incorporated into the Trade Marks Act or into a new legislation.

Secondly, unregistered fashion design protection should be added for two-three years, starting from the first commercial appearance, without requiring formal registration. Protection should be automatic upon proof of originality and commercial disclosure, and the burden of establishing the prior rights on the rights-holder and the burden of establishing independent creation on the defendant.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

Third, the "total image test" must be established as the rule of infringement of trade dress in fashion. The courts should examine on an average consumer level the gestalt impression of the defendant's product rather than the similarity of the individual elements alone. This is how consumers really wear fashion – not in an analytical way.
Fourth, a special fast-track system should be set up before the Intellectual Property Office for the fashion industry, enabling fashion brands to get a formal declaration of acquired distinctiveness for particular visual elements (such as a colour combination, aesthetic signature or silhouette) without the need to litigate. This determination would establish a rebuttable presumption of protectability in the later proceeding.

Fifth, an IP Bench of specialist judges in the High Courts, composed of technical fashion industry experts appointed by the courts as amicus curiae, would save time and cost in enforcement and would foster better judicial reasoning.

Sixth, a Designer-Artisan Parity Clause is recommended to provide equal protection to handloom weavers and craft-based fashion producers as luxury products, irrespective of the price point and volume of business. It's not expensive to be visually distinct.

Seventh, a GI-Trade Dress Convergence mechanism should be established, in which a registered Geographical Indication for a textile (e.g. Banarasi silk or Kanjeevaram) would get protection against the visual imitation of its aesthetic features by non-GI products, thus extending protection from the name and origin of a craft to its look.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

Last but not least, India should explicitly extend fashion trade dress protection to digital representations, such as virtual garments on digital fashion platforms, brand aesthetics as expressed through social media presence, and fashion NFTs, given the fact that the Indian fashion industry is being run increasingly online, and fashion identity is as susceptible to digital mimicry as it is to physical copying.

CONCLUSION

India is on a crossroads. Its fashion industry is one of the biggest and fastest growing in the world; its creative traditions are among the richest; and its emerging designers are creating work of real global importance. Despite this, its IP system remains focused on other sectors and expects the fashion creators to bend their rights to fit into statutory categories that were not created for them.

The necessary framework is not a complicated or new one. It is found in France, the European Union, the United States, Italy and Japan, in various forms. It is not about whether India can create such a framework, it is about whether it has the political will to do so before another generation of designers, weavers and brand builders are left with no solution. If the fashion industry is not able to defend the images it produces, then it is an industry always paying for its copy cats.

ARTICLES FROM BRICS CCI MEMBERS

BEYOND THE LABEL: TOWARDS A SUI GENERIS TRADE DRESS REGIME FOR INDIA'S FASHION INDUSTRY

The solutions presented in this article do not involve radical measures: the proposed definition of fashion trade dress, the unregistered design protection, the new codified test for the existence of a visual parameter, the secondary meaning fast-track, the new judicial structure, the parity of artisans and the convergence of GIs and fashion trade dress, as well as the extension of the protection of GIs into the digital sphere. They are the minimum required architecture of a modern, fair and creative-economy-friendly IP system. This is all that India's fashion deserves.

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LAW DIGEST

India's Industrial output growth accelerates to 4.9% in April, driven by manufacturing and capital goods

India's industrial production growth accelerated to 4.9% year-on-year in April 2026, supported by a robust performance in manufacturing, capital goods and infrastructure-related sectors, according to official data released on Monday.

Source

Alstom gets €107 mn loco maintenance contract renewal from Railways

French rolling stock manufacturer Alstom was awarded a five-year maintenance services contract on Friday for 250 locomotives of Indian Railways, valued at €107 million. The locomotives will be maintained at the company's Nagpur depot.

Source

LAW DIGEST

Byju's lenders seek nearly 30% stake in Aakash under settlement talks

Byju's global lenders are in talks to take a roughly 30 per cent stake in one of its partly owned education firms and drop all legal action against the Indian company's founder, Byju Raveendran, two sources with direct knowledge of the matter said.

Source

Foxconn Singapore acquires stake in India subsidiary for $37.2 million

Hon Hai Precision Industry Co has said that its subsidiary, Foxconn Singapore, acquired around 351.73 million common shares in its India subsidiary, Foxconn Hon Hai Technology India Mega Development Ltd, amounting to $37.2 million (₹351 crore), a stock exchange filing said.

Source

LAW DIGEST

Zydus, Sunshine Healthcare form $20-million JV for Sri Lanka pharma plant

Indian drugmaker Zydus Lifesciences has partnered with Sri Lanka's Sunshine Healthcare to establish a pharmaceutical manufacturing facility in the neighbouring country with an investment of over $20 million.

Source

Amazon investment in India hits $48 billion with $13 billion fresh bet

Amazon's Chief Executive Officer (CEO) Andy Jassy, who is currently on a visit to India, has announced an additional $13 billion investment in the country. The announcement, which came after Jassy met Prime Minister (PM) Narendra Modi in the national capital on Thursday, takes the company's total planned investment in India to nearly $48 billion by 2030.

Source

LAW DIGEST

Panasonic's battery manufacturing unit fears shutdown over waste rules

Battery maker Panasonic Energy India Company, a subsidiary of Japanese major Panasonic Energy, may be forced to shut its sole plant in Madhya Pradesh amid rising compliance costs and challenges in implementing the government's Battery Waste Management Rules (BWMR), its Chairman and Managing Director Akio Fujita told Business Standard in an interview.

Source

CoinDCX user base rises 16% in H1CY26 as trading value declines 37%

Crypto exchange platform CoinDCX's registered user base grew 15.8 per cent from 19 million in the first half of calendar year 2025 (H1CY25) to 22 million in H1CY26, data from its half yearly report shows.

Source

LAW DIGEST

Delhi HC orders Meesho to take down products violating Jockey trademark

The Delhi High Court recently directed e-commerce platform Meesho to remove listings of innerwear products sold under names such as "JOYKE", "JOYEBEE", "JOYESS" and "JOJOKE". The court found that they are prima facie deceptively similar to the registered "JOCKEY" trademark, Bar and Bench reported on Friday.

Source

Nvidia sued by music company Jamendo over AI training

June 23 (Reuters) - Luxembourg-based music company Jamendo has sued chipmaking giant Nvidia (NVDA.O), opens new tab in California federal court for allegedly misusing its music and data to train audio-related AI systems

Source

LAW DIGEST

PPL India gets statutory backing for licensing sound recording rights

Phonographic Performance Ltd (PPL India), which represents around 500 music labels, has been granted registration as a copyright society under the Copyright Act, 1957, by the government, the organisation said on Friday.

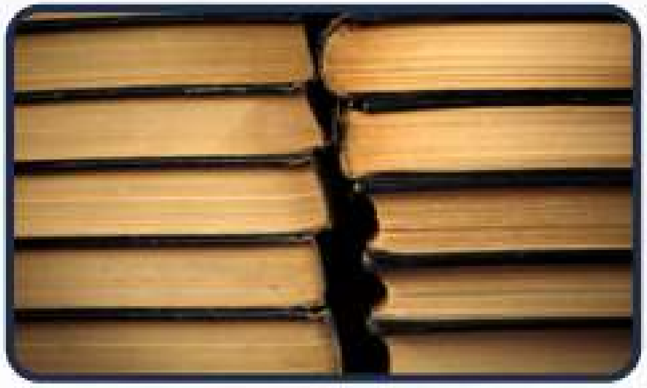
Source

Swatch seeks $170 million in damages from Samsung over trademark infringement

June 26 (Reuters) - Swiss watchmaker Swatch is seeking $170 million in damages from Samsung in what it says is the largest-ever trademark case of its kind in the UK, accusing the South Korean electronics group of allowing digital replicas of Swatch timepieces on its smartwatches, court documents show.

Source

LAW DIGEST



Publishers sue to shut down alleged pirated book site WeLib

June 16 (Reuters) - A group of major book publishers including the "Big Five" English-language book publishing houses — Hachette (ALHG.PA), opens new tab, Penguin Random House, HarperCollins, Macmillan and Simon & Schuster — sued an alleged pirated book website for copyright infringement in New York federal court on Tuesday.

Source

Bacardi loses US appeal in long-running 'Havana Club' trademark dispute

June 16 (Reuters) - A U.S. appeals court ruled against Bacardi [RIC:RIC:BACLTD.UL] on Tuesday in the company's long-running dispute with the Cuban government over the trademark rights to "Havana Club" rum in the United States.

Source

LAW DIGEST

India's TCS to take $70 million hit after US Supreme Court rejects appeal

June 16 (Reuters) - Tata Consultancy Services (TCS.NS), opens new tab will book a one-time exceptional charge of $70 million after the U.S. Supreme Court rejected its appeal in a trade secrets case, bringing its total exposure in the matter to $220 million, the firm said on Monday.

Source

BRICS & BEYOND NEWS

NDB Board of Directors Convenes 51st Meeting in Shanghai

The New Development Bank's board met in Shanghai to review lending progress and strategic priorities for the rest of 2026. The session reinforced the bank's push toward its 30% local-currency lending target.

Source

Uzbekistan Joins the NDB

Uzbekistan formally moved to join the BRICS-founded New Development Bank, expanding the bank's membership beyond the core BRICS states. The move reflects growing interest from Central Asian partner countries in BRICS financial institutions.

Source

BRICS & BEYOND NEWS

Zimbabwe Bets on BRICS Bank to Unlock Alternative Markets

Zimbabwe is pursuing NDB membership as a way to access development financing outside traditional Western-led institutions. The move follows Harare's formal negotiations launched in late May.

Source

NDB Approves Up to $1 Billion Loan for South Africa Urban Infrastructure

The New Development Bank greenlit financing of up to $1 billion to support urban infrastructure projects in South Africa. The loan is part of the bank's broader push to fund development across member states.

Source

BRICS & BEYOND NEWS

Telemedicine an Essential Part of Healthcare in BRICS

BRICS health officials highlighted telemedicine as a growing pillar of healthcare cooperation across member states. The push ties into wider efforts to address non-communicable diseases and expand access in underserved regions.
Source

India to Host 11th BRICS Energy Ministers' Meeting in Gurugram

India convened energy ministers from all BRICS states in Gurugram to advance cooperation on energy security, sustainability, and innovation under its 2026 chairship. The meeting followed preparatory sessions on AI in energy and carbon capture technology.
Source

BRICS & BEYOND NEWS

Fourth Meeting of BRICS Senior Energy Officials Held in Gurugram

Senior energy officials from BRICS nations met ahead of the ministerial meeting to hammer out cooperation priorities. Discussions fed directly into the agenda for the Energy Ministers' Meeting later that week.

Source

Bengaluru Hosts BRICS Heads of Space Agencies Meeting

Space agency chiefs from BRICS nations gathered in Bengaluru to discuss joint satellite and space cooperation initiatives. The meeting laid groundwork for a proposed BRICS Remote Sensing Satellite Constellation

Source

BRICS & BEYOND NEWS

India Pitches "BRICS Space Economy" Framework

India's Jitendra Singh proposed a collaborative "BRICS Space Economy" framework at the space agencies meeting, aimed at deepening joint research and commercial space cooperation. The proposal includes a suggested BRICS Space Council for long-term policy coordination. Source

BRICS University Ranking System to Launch via India-Russia Partnership

India and Russia are jointly developing a BRICS university ranking system to boost academic cooperation across the bloc. The initiative is meant to strengthen people-to-people and educational exchange.

Source

BRICS & BEYOND NEWS

China-Russia Trade Payment Frictions Raise De-Dollarisation Questions

Analysts flagged ongoing friction in China-Russia trade settlements as a sign of the practical limits BRICS faces in reducing dollar dependence. The frictions highlight gaps between de-dollarization rhetoric and operational reality.

Source

Why Central Banks Are Buying Gold Again

A wave of central bank gold purchases is being linked to BRICS-driven de-dollarization trends and shifting confidence in global reserve currencies. The piece ties gold demand to the bloc's broader push for alternative payment systems.

Source

BRICS & BEYOND NEWS

Russian Border City Becomes Trade Hub with China

A Russian city on the Chinese border is emerging as a hub for cross-border trade and cultural exchange. The growth reflects deepening bilateral economic ties between two founding BRICS members.

Source

Brazil and Russia Want to Build a Financial Bridge

Brazil and Russia are exploring new financial links to facilitate bilateral trade and settlement outside dollar-based systems. The initiative builds on growing Brazil-Russia trade in energy and agriculture.

Source

BRICS & BEYOND NEWS

China Ready to Work with BRICS Members on Global Challenges

Chinese officials reaffirmed Beijing's commitment to collaborating with BRICS partners on shared global issues, from trade to technology. The statement comes amid continued US-China trade tensions.

Source

Stronger Green Ties Key to China-Russia Cooperation

China and Russia are looking to deepen collaboration on green energy and climate initiatives as part of broader BRICS sustainability goals. The push aligns with India's 2026 chairship sustainability theme.

Source

BRICS & BEYOND NEWS

Russia Seeks to Expand Nuclear Power Cooperation with Brazil

Russia's Rosatom is exploring opportunities to expand nuclear power projects in Brazil, building on its broader push for nuclear partnerships across BRICS nations. This follows similar nuclear cooperation efforts with India and the UAE.
Source

Lula Adviser: Latin America and Europe Are Bystanders in US-China AI Race

A senior adviser to Brazil's President Lula warned that Latin America and Europe risk being sidelined in the global AI competition between the US and China. The comments reflect Brazil's push for BRICS nations to build independent AI capacity.
Source

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