



BRICS CHAMBER OF COMMERCE AND INDUSTRY

Gearing up for the Future



NEWSLETTER

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BRICS CCI CHANDIGARH CHAPTER: INDIA-SOUTH AFRICA TRADE & COLLABORATION MEET



On March 7, 2026, BRICS CCI- Chandigarh Chapter hosted a Meet & Greet to strengthen business collaboration between India and South Africa.

The event was graced by **H.E. Dr. Anil Sooklal, High Commissioner Designate- High Commission of the Republic of South Africa**, along with **Ms. Nelistra Sooklal** and **Mr. Cedrick C. Crowley, Chargé d'affaires- High Commission of the Republic of South Africa**. Distinguished attendees included **Shri Sanjeev Vashisht- District President, BJP Mohali**; **Shri Charanjit Singh Brar- Senior Leader, BJP Punjab**, **Shri Simranjeet Singh Sodhi- Member BJP Punjab** and **Shri Rajanvir Singh Kapur (IAS)**

The session focused on fostering dialogue, exploring trade and investment opportunities in Punjab, Haryana, and Himachal Pradesh, and encouraging engagement with South Africa's markets.

The interaction concluded with a commitment to strengthening long-term partnerships and trade ties between both nations.

BRICS CCI WE ANNUAL WOMEN SUMMIT & FELICITATIONS 2026



The BRICS CCI WE Annual Women Summit & Felicitations 2026 was successfully organized from March 21–23 2026, centered around the theme “Women in Innovation, Science & Entrepreneurship – Inspiring Change, Shaping Tomorrow.”

The first day at Software Technology Park of India, Gurugram, featured engaging panel discussions, including “Igniting Change: The Role of Women in Shaping the Future of Entrepreneurship,” along with a roundtable conference for delegation heads and experts focusing on challenges and opportunities in innovation, science, and entrepreneurship. The day also included B2B networking meetings, fostering collaboration and partnerships.

On the second day, international delegates were on a cultural trip to Agra, gaining insights into India’s rich cultural heritage, history, and natural beauty.

Third day marked the grand felicitation ceremony, honoring outstanding women through the BRICS CCI WE Trailblazers – Women Icon Felicitations and Women Leaders Felicitations. The day also featured panel discussions, keynote addresses, and recognition of distinguished personalities, including eminent leaders such as Smt. Raksha Khadse– Hon’ble Minister of State for Youth Affairs and Sports, Smt. Meenakshi Lekhi– Former Minister of State for External Affairs, Govt. of India; Global Chair, Mission ShakthiSAT , Ms. Bhumi Satish Pednekar– Actress Smt. Shabana Azmi– Actress and Socialist, among others.

The summit concluded on a high note, celebrating women’s leadership.

Day 1 Highlights: B2B Networking & Trailblazers Roundtable



On 21st March 2026, the B2B Networking & Trailblazers Roundtable was held at the STPI Office, bringing together international delegates, industry leaders, and entrepreneurs for a day of meaningful dialogue and collaboration. The event commenced with an engaging panel discussion on “Igniting Change: The Role of Women in Shaping the Future of Entrepreneurship,” moderated by Ms. Shormishtha Ghosh, Governing Body Member, BRICS CCI. The session featured eminent speakers including from across BRICS nations, to embark on discussions on the future of women leadership.

This was followed by an important MoU signing with SEBRAE and a felicitation ceremony, recognizing key contributions to women empowerment and global collaboration. A mediation session conducted by Ms. Ana Lisboa further enriched the discussions. The day continued with B2B networking meetings, enabling delegates and BRICS CCI member entrepreneurs to explore partnerships and opportunities.

Later, delegates visited the NASSCOM CoE for IoT & AI, where they gained insights into India’s startup ecosystem, emerging technologies, and innovation landscape. The visit was followed by a roundtable discussion on “Women in Innovation, Science & Entrepreneurship: Challenges and Opportunities” for delegation heads and experts. The day concluded with a delegate dinner hosted by the BRICS CCI team, fostering stronger global connections and collaboration.

Day 2 Highlights: Cultural Visit to Agra

On 22nd March 2026, international delegates visited Agra, experiencing India’s rich cultural heritage and historical significance. The visit offered an opportunity for cultural exchange and informal networking among participants.



Day 3 Highlights: Felicitation Ceremony & Leadership Dialogues

The final day, 23rd March 2026, commenced with a welcome address by Ms. Ruby Sinha, President, BRICS CCI WE, followed by a traditional Ganesh Vandana and the ceremonial lighting of the lamp by BRICS CCI leadership. The day began with a panel discussion on “20-Year BRICS Retrospective and Reimagining the Next Decade for Women,” featuring distinguished speakers including Mr. Sanjay Bhattacharyya, Former BRICS Sherpa & Secretary to the Government of India, and Ms. Lebogang Zulu, National Chairperson, BRICS Women’s Business Alliance South Africa. This was followed by a special address by Mr. Sameep Shastri, Vice Chairman, BRICS CCI, and the felicitation of **Smt. Shabana Azmi** as a BRICS CCI WE Trailblazer – Living Legend, who also delivered a keynote address. The session also included the unveiling of the Commemorative Book, the Lifetime Achievement Felicitation of Ms. Debjani Ghosh, and recognition of several global women icons and inspiring leaders.



The program continued with the panel discussion on “Resilient Futures: Women-Led Development for Inclusive Growth,” featuring eminent speakers including Mr. Bibin Babu, Dr. Rupinder Brar, Ms. Geovana Quadros, Ms. Ana Lisboa, Ms. Julia Savinykh, and Ms. Bridgend Nkululeko Lubisi, highlighting the importance of inclusive growth and women-led development. This was followed by the BRICS CCI WE Trailblazers – Women Icon Felicitation and Women Leaders Felicitation, honoring distinguished achievers across sectors, along with organizational felicitations.

A special address by Mr. Atul Bansal, Governing Body Member, BRICS CCI, and a keynote address by Smt. Meenakshi Lekhi, Former Minister of State for External Affairs, Government of India, further enriched the proceedings. The felicitation of **Ms. Bhumi Pednekar** as a Trailblazer Woman Icon, followed by an engaging fireside chat with Ms. Sonal Kalra, added a dynamic and interactive segment to the event.



The later sessions featured the third panel discussion on “Mind the Gap: Addressing the Global Gender Digital Divide,” moderated by Ms. Amrita Chowdhury, with speakers including Ms. Micala Lins, Ms. Glaucia Regina Alves, Ms. Noopur Jhunjhunwala, and Ms. Leena Abu Mukh Zoabi, focusing on bridging digital inequalities globally. The day also included a briefing on the BRICS CCI WE Global Women Leadership Program (GWLP) by Ms. Yashika Pokhriyal, followed by addresses from Mr. Sharad Malhotra and Mr. Sanjeeva Shivesh. A key highlight was the presence of Shri Abhishek Singh, IAS, Director General (NIC) & Additional Secretary, MeitY, who attended as the Chief Guest for the GWLP segment, delivered a keynote address, and felicitated the program winners, mentors, and mentees, recognizing emerging women leaders.



The event concluded with a keynote special address by **Smt. Raksha Khadse**, Hon'ble Minister of State for Youth Affairs and Sports, Government of India, followed by a thank you address by Ms. Ankita Sachdev, Joint Director, BRICS CCI. The summit ended with group photographs, networking interactions, and a gala dinner, marking a grand and memorable conclusion to the three-day event.

BRICS CCI CHANDIGARH CHAPTER'S INDIA–SOUTH AFRICA MEET & GREET 2.0



In continuation of the earlier India–South Africa engagement, the BRICS Chamber of Commerce and Industry, Chandigarh Chapter, on March 24, 2026, under the leadership of Mr. Deepak Shukla, hosted a special Meet & Greet with South African Coalition of Civil Society Organization to further strengthen bilateral trade and investment ties.

The session was graced by Mr. Mashudu Mamabolo; Counsellor for political and bilateral affairs, South Africa High Commission, Her Royal Highness Ms. Lebogang Zulu, BRICS WBA Ambassador; Dr. Asfar Imam, – Executive Director, Nacof ; and Mr. Parneet Sachdev, Chairman, HRERA and South African Counterparts.

The discussion focused on enhancing import–export linkages across Punjab, Haryana, and Himachal Pradesh, while bringing together industry leaders from sectors including Iron & Steel, Telecom, Petroleum, Infrastructure, Artificial Intelligence, and Renewable Energy.

Opportunity for a dedicated India–South Africa business delegation was discussed. The session concluded with a shared vision to build stronger trade corridors and long-term bilateral cooperation.

WORLD PUBLIC SUMMIT – INDIA 2026



The World Public Summit – India 2026 was held from 23rd to 26th March 2026, bringing together global leaders, policymakers, experts, and civil society representatives to advance international public and humanitarian dialogue. Aligned with the vision of “A New World of Conscious Unity,” the summit highlighted India’s philosophy of “Vasudhaiva Kutumbakam” (The world is one family) and its model of unity in diversity as a foundation for global cooperation.

The summit featured a series of panel discussions, speaker sessions, conferences, and high-level dialogues, addressing key global themes such as cultural and spiritual heritage, leadership, innovation, media, and public diplomacy. The program also included felicitation ceremonies, recognizing distinguished leaders and contributors, along with interactive sessions that encouraged knowledge exchange, collaboration, and partnership building among participants.

The event served as a dynamic platform for people-to-people diplomacy, cross-cultural engagement, and global networking, fostering meaningful discussions and actionable insights. It is expected to contribute to the adoption of the Delhi Resolution, outlining concrete initiatives and proposals for the upcoming World Public Summit “A New World: Values That Unite.”

World Public Summit – 25th March 2026 (In Association with BRICS CCI)

On 25th March 2026, the World Public Summit – India 2026, held in association with BRICS CCI at Hyatt Regency, New Delhi, commenced with the Plenary Session themed “New World: India in the Architecture of a Common Future.” The session opened with remarks by Mr. Sameep Shastri, Vice Chairman, BRICS CCI, and Mr. Andrey Belyaninov, Secretary General, World Peoples Assembly, along with greetings from distinguished global dignitaries. The plenary session on “India: Unity in Diversity – The Architecture of a Common Future. Esteemed Seakers shared insights on global unity, leadership, culture, media, and partnership-driven growth. The day further featured a panel discussion on “Peace through Culture: Shared Values as the Basis for a Common Future, with eminent panelists, focusing on cultural heritage, spirituality, and the role of values in building peace.



This was followed by the panel discussion on “Leaders of the New World of Conscious Unity, highlighting leadership, youth engagement, and inclusive development. The session concluded with the adoption of the Delhi Declaration, outlining key outcomes and future directions, followed by a Gala Award Ceremony recognizing winners of the International Contest “Leader of Public Diplomacy”, marking a significant milestone in strengthening global dialogue, cooperation, and people-to-people engagement.



International Youth Roundtable – 26th March 2026



On 26th March 2026, an International Youth Roundtable was held at Pragya Hall, FORE School of Management, New Delhi, organized by the World Peoples Assembly, BRICS Chamber of Commerce & Industry (BRICS CCI), the Confederation of Young Leaders of India, and partner institutions. The session aimed to establish an open platform for youth leaders and experts to exchange ideas, strengthen public diplomacy, and promote international cooperation and intercultural dialogue.

The session was moderated by Prof. Shallini Taneja and began with welcome addresses by Mr. Sameep Shastri and Mr. Himadrish Suwan. It featured a diverse lineup of global speakers including Mr. John Aggrey, Mr. Atul Banshal, Mr. Hassan Shafai, Mr. Chandraa Vijay, Mr. Christopher Helali, Mr. Nitin Agarwal, Dr. Renu Gulati, Mr. Nabil Belkass, Dr. Yash Gulati, Mr. Akil Mohammad, Mr. Rajesh Goyal, Mr. Hu Bufan, Mr. Keval Pavra, and Mr. Ajay Kumar, who shared valuable insights on youth leadership and global engagement.

Key discussions focused on the role of youth in advancing international cooperation and humanitarian relations, the importance of youth-led initiatives in public diplomacy, and the need for collaborative platforms, education, leadership, and social responsibility. The roundtable emphasized the significance of intercultural dialogue as a foundation for sustainable global partnerships and empowering future leaders.

A STRATEGIC ALLIANCE: BRICS CCI WE & SEBRAE FOR WOMEN EMPOWERMENT



A Memorandum of Understanding (MoU) was signed and executed on 21st March 2026 between the BRICS Chamber of Commerce & Industry – Women Empowerment Vertical (BRICS CCI WE) and SEBRAE – Brazilian Micro and Small Business Support Service, as a part of BRICS CCI WE Annual Summit & Felicitation 2026, marking a significant milestone in strengthening international collaboration. The partnership aims to leverage the mutual strengths of both organizations to promote women’s entrepreneurship, foster innovation, and enhance cross-border business opportunities across BRICS+ countries.

The MoU focuses on key areas such as the Global Women Leadership Programme (GWLP), development of alternative and inclusive financial models for women-led enterprises, and global recognition initiatives including awards and international business expos. It also emphasizes mentorship, leadership development, access to finance, and knowledge exchange, creating a strong ecosystem to support and scale women entrepreneurs globally.

With a structured implementation framework, including mentoring networks, pilot programmes, and regular impact assessments, this collaboration reflects a shared vision to drive inclusive growth, global partnerships, and sustainable opportunities for women in business and innovation.



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RECALIBRATING INTERMEDIARY LIABILITY UNDER THE PROPOSED DRAFT AMENDMENT OF IT RULES, 2026

The proposed draft amendment under The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Second Amendment Rules, 2026, released by the Ministry of Electronics and Information Technology on 30 March 2026, represents a significant inflection point in India's digital regulatory landscape. While presented as a clarificatory and procedural update to the existing framework under The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, the proposed amendments, in substance, signal a deeper structural shift in how intermediary liability, content governance, and executive oversight are conceptualised and enforced.

The proposed amendments clarify that intermediaries^[1] must retain data not only under the IT Rules but also in line with all other applicable laws. This helps align different legal requirements and promotes a more consistent approach to data management. However, it also increases the compliance burden, as companies must deal with multiple laws at the same time. This may lead to retaining more data than necessary and could conflict with data minimisation requirements under the Digital Personal Data Protection Act, 2023.

The proposed new requirement for intermediaries is to comply with various government communications, such as advisories, guidelines, standard operating procedures, and directions, as mandatory. Importantly, following these directions becomes necessary to retain safe harbour protection under Section 79 of The Information Technology Act, 2000. This allows the government to act quickly on issues like misinformation, digital risks, and national security. However, this also creates uncertainty because there are no clear safeguards, such as mandatory publication, consultation, or appeal mechanisms. This could raise concerns about possible overreach and arbitrary enforcement as well.

Another, key proposed amendment is that regulation will now extend not only to intermediaries but also to users who post news and current affairs content. This blurs the distinction between platforms, publishers, and individual user's posts. While this may risk discouraging free speech, especially since there are no clear rules on what kind of user content will be regulated.

The role of the Inter-Departmental Committee (IDC) is also expanded. Instead of only handling complaints, it can now examine any "matter," and ministries can directly refer issues to it. This changes the IDC from a complaint-based body to a more proactive regulator. While this may improve efficiency and allow quicker action, it also raises due process concerns because there is no clear requirement for complaints or for giving affected parties a fair hearing.

The proposed amendments reflect a policy need. With rapid technological changes, increasing harmful content, and rising national security concerns, governments are looking for more flexible regulatory tools. These draft rules can be seen as India's attempt to balance innovation with accountability and strengthen control over the digital space. However, this must be done carefully to ensure that transparency, predictability, and fundamental rights are not compromised.

In conclusion, the proposed amendment marks an important shift in India's digital regulation. It improves the government's ability to respond quickly and strengthens oversight, but also creates risks of legal uncertainty, higher compliance burden, and constitutional challenges. As the draft is reviewed, it is important for all stakeholders to engage and help shape a balanced and rights-respecting framework. The effectiveness of these rules will ultimately depend on how they are implemented in practice.

For any queries, advisory, or assistance relating to these amendments or broader technology law and regulatory compliance matters, please feel free to contact us.

[1] In simple terms, “intermediaries” are entities /companies that receive, store, transmit, or provide access to information on behalf of users over the internet, without creating that content themselves.

Under The Information Technology Act, 2000, an intermediary is any person or company that acts as a middle layer between users and online content/services.

Common examples of intermediaries:

- Social media platforms (e.g., Instagram, X, Facebook)
- Messaging services (e.g., WhatsApp, Telegram)
- E-commerce platforms (e.g., Amazon, Flipkart)
- Internet service providers (ISPs)
- Search engines (e.g., Google)
- Cloud storage and hosting services
- Online marketplaces and app stores



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OIL, ENERGY & GEOPOLITICS: INVESTMENT IMPLICATIONS FROM THE US – ISRAEL–IRAN CONFLICT

Executive Summary

The US–Israel–Iran conflict has triggered a sharp repricing in global energy markets, reinforcing oil’s central role in macroeconomic stability. However, beyond price volatility, the conflict signals a **structural disruption in Middle Eastern energy reliability**, forcing BRICS nations to reassess supply dependencies, inflation risks, and long-term investment strategies.

For investors, this is not a transient shock, it is a **geopolitical inflection point** reshaping energy flows, capital allocation, and portfolio construction across emerging markets.

The Oil Shock: Systemic, Not Cyclical

Crude oil markets have reacted sharply, with Brent prices rising significantly amid fears of supply disruptions, particularly around the Strait of Hormuz, which accounts for nearly 20% of global oil transit.

Oil, in this context, acts as a global **transmission mechanism**:

- Raises input costs across sectors
- Fuels inflation across fuel, food, and logistics
- Compresses margins and slows growth

For BRICS economies, this translates into **inflationary pressure, currency stress, and fiscal trade-offs**.

Middle East Disruption: From Price Risk to Supply Risk

A defining feature of this cycle is the **disruption of Middle Eastern energy partnerships**.

Historically, BRICS economies, especially India and China have depended on stable oil flows from the region. The ongoing conflict alters this dynamic:

- Supply chains face **uncertainty and fragmentation**
- Long-term contracts face **execution and logistics risks**
- Shipping routes, insurance premiums, and delivery timelines are increasingly volatile

This shifts the paradigm from **price sensitivity to supply reliability**, making energy security a strategic priority.

Divergent Impact Across BRICS

India & China: High Vulnerability

- Rising oil prices widen trade deficits and pressure currencies
- Inflation accelerates across consumption baskets
- Fiscal strain increases via subsidies and tax adjustments
- Supply disruption from the Middle East forces diversification

Implication: Growth-inflation trade-off intensifies; policy flexibility narrows.

Russia: Strategic Energy Anchor

- Higher oil prices support export revenues
- Becomes a critical alternative supplier to BRICS nations
- Strengthens geopolitical and energy positioning within the bloc

Constraint: Sanctions limit full monetization and global market access

Brazil: Partial Insulation

- Benefits from higher energy-linked revenues
- Faces moderate inflationary spillovers
- Currency remains sensitive to global risk sentiment

Advantage: Diversified energy mix including biofuels

South Africa: External Shock Sensitivity

- High import dependence drives currency and inflation pressure
- Fiscal stress and growth slowdown risks rise

Implication: Among the most exposed in a prolonged disruption scenario.

Market Response: Volatility, Not Uniform Safety

Financial markets are reflecting classic late-cycle geopolitical stress:

- Energy and commodity-linked sectors outperform
- Broader equities face volatility and risk-off sentiment
- Bond yields react to inflation expectations
- Gold, while traditionally a safe haven, has shown **non-linear and volatile behavior**, declining at times amid dollar strength and liquidity dynamics

Investor takeaway: Traditional hedges are not behaving uniformly. **Asset allocation must be more tactical and dynamic.**

Macro Pressures: Inflation, Rates, Currency

The oil shock introduces **stagflationary tendencies**:

- Inflation rises while growth moderates
- Central banks face tightening vs. growth trade-offs
- Currency depreciation pressures intensify in import-dependent economies

Additionally, second-order effects via fertilizers and food supply chains amplify inflation across emerging markets.

Strategic Realignment: Energy Security at the Core

BRICS nations are accelerating a multi-dimensional energy strategy:

1. Diversification of Energy Sources

- Renewable, nuclear, and alternative fuels gain strategic importance
- Energy transition aligns with energy security

2. Intra-BRICS Energy Trade

- Increased reliance on Russia and aligned partners
- Expansion of non-dollar settlement mechanisms

3. Strategic Reserves & Infrastructure

- Expansion of petroleum reserves
- Investment in logistics and storage capabilities

4. De-Dollarization of Energy Trade

- Growing use of local currencies
- Strengthening of BRICS financial systems

5. Geographic Diversification of Supply

- Reduced dependence on Middle Eastern corridors
- Increased sourcing from Russia, Africa, and Latin America
- Development of resilient, multi-origin supply chains

Investment Implications: A Structural Shift

Key themes for BRICS investors:

- Energy security becomes central to capital allocation
- Commodities remain structurally supported but volatile
- Renewables and battery ecosystems attract long-term capital
- Supply-chain diversification becomes a core investment strategy
- Geopolitical risk becomes a permanent overlay in portfolio construction

Conclusion: From Shock to Structural Reset

The US–Israel–Iran conflict marks a transition from **globalization–led energy efficiency to geopolitics–driven energy security.**

For BRICS nations, the implications are dual:

- **Short-term:** Inflation, currency pressure, and growth moderation
- **Long-term:** Strategic opportunity to redesign energy dependence and financial architecture

For investors, this environment demands:

- Tactical agility
- Diversified exposure to real assets
- A forward–looking approach to geopolitical risk

BRICS is no longer a passive participant in global energy markets, it is emerging as a **key architect of a more diversified, multi–polar energy order.**

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



MR. RAHUL BAGGA

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HOW INDIA DEALS WITH INTERNATIONAL MARKS BEING MISAPPROPRIATED IN THEIR TERRITORY – A GUIDE FOR THE WORLD

Well for India, international marks can be either reputed or yet another mark trying to find its place, but protection is not taken as casually as this line suggests. Indian jurisprudence is quite vigilant when it comes to protecting the rights of individuals, be it citizen or non-citizen. The point of discussion in this article is restricted to non-citizens holding a mark which is foreign to India or, in other words, unregistered in India.

So, the story begins with the case of *N.R. Dongre v. Whirlpool Corpn.*[1], when Whirlpool was an international sensation but yet to be introduced in India, and when the appellants registered the mark “Whirlpool” in respect of washing machines in India. The respondents, Whirlpool Corporation, filed a passing off suit in India which was held maintainable due to the very nature of passing off that it can lie even against a registered proprietor. Here, Whirlpool was associated with the respondents for a long time (prior user) and its reputation had spilled over to India, i.e., it had acquired transborder reputation. Hurray! the concept of Transborder Reputation is born. This concept continued to guide courts for decades, until it was succeeded by the Doctrine of Territoriality in 2018 in *Toyota Jidosha Kabushiki Kaisha v. Prius Auto Industries*[2], which will be discussed in detail later.

In the *Whirlpool* case, the mark fell within the category of **reputed–unregistered–international (RUI)** marks due to spill-over reputation through advertisements in India. But what about a mark which is **non-reputed–unregistered–international (NRUI)**, such as “Beauty of Joseon”? Does Indian law leave such marks unprotected merely because they lack prior reputation within Indian territory? The answer is far more nuanced and reveals the layered approach of Indian trademark jurisprudence.

The Indian Approach: Not One Rule, But a Spectrum :

India does not follow a one-size-fits-all approach while dealing with international marks. Instead, its legal framework identifies two broad scenarios:

- Transborder reputation of RUI marks and the application of territoriality doctrine, and
- Bad faith adoption by an Indian squatter leading to removal under section 57 of the Act[3].

RUI Marks: Protection Through Reputation Without Physical Presence

The doctrine of transborder reputation was a progressive judicial innovation. It recognized that in a globalized economy, reputation is not confined by borders. Through advertisements, magazines, and later digital presence, a brand could create goodwill even without actual commercial operations in a country.

Following *Whirlpool*, Indian courts consistently upheld this doctrine. The reasoning was simple yet powerful: if consumers in India associate a mark with a foreign proprietor, then allowing another party to use that mark would lead to deception. However, this doctrine had its limitations. It primarily benefitted well-known global brands with resources and visibility to establish such reputation while smaller or emerging foreign brands could not easily rely on this principle.

The Shift in Threshold: Toyota and the Rise of Territoriality

The landmark decision in *Toyota v. Prius* marked a significant shift from the concept laid down in *NR Dongre*. The Supreme Court introduced the Doctrine of Territoriality, mandating that reputation must be established in India or substantial goodwill needs to be proved in Indian territory.

In this case, Toyota failed to prove sufficient goodwill for the mark “Prius” in India at the relevant time, despite its global reputation. The Court held mere international reputation not sufficient and stressed on the requirement of evidence of actual spill-over into India. This decision recalibrated Indian law by restricting over-reliance on transborder reputation and requiring tangible evidence of presence or recognition in India. For RUI marks, this decision had increased the evidentiary threshold to prove substantial goodwill.

NRUI Marks: The Real Test of Indian Jurisprudence

The more complex category comprises NRUI (Non-Reputed, Unregistered International) marks. At first glance, such marks appear to be the weakest, lacking both registration and reputation within India. Neither they are registered in India nor they are entitled protection like RUI marks. Under a strict application of territoriality, they would be left without protection. However, Indian courts have somehow managed to grant protection to such marks in a particular case of ‘Trade Mark Squatting’, which is not expressly mentioned in the Act, but certainly amounts to ‘bad faith’ u/s 11(10)(ii)[4].

Trademark Squatting: India’s Strong Disapproval

Trademark squatting refers to the act of registering a mark by a person in India under the guise of bad faith before an international brand could enter a country and register their mark, typically to exploit or block the legitimate owner. Although Indian law does not explicitly define the term, it is considered to be done under bad faith liable to be rectified under section 57.

In *Goodai Global Inc. v. Shahnawaz Siddiqui*[5], the Delhi High Court dealt with the Korean skincare brand “Beauty of Joseon,” whose mark had been registered in India by a third party before the actual brand could do the same. Despite the brand not having a strong prior presence in India, the Court ordered removal of the mark, recognizing the respondent’s conduct as bad faith adoption. This case illustrates that even NRUI marks may receive protection when the defendant’s conduct is dishonest.

Bad Faith as the Equalizer

Bad faith has emerged as a powerful doctrinal tool in Indian trademark law. Courts interpret it broadly to include dishonest intention, knowledge of the original brand, attempts to ride on another’s goodwill, and efforts to block legitimate market entry.

Unlike transborder reputation or territoriality, which focus on the plaintiff's status, the doctrine of bad faith brings attention to the conduct of the defendant.

This requires the inquiry that whether the adoption of the mark was honest rather than whether the mark is famous in India. Such an approach ensures that justice is not denied merely because a brand is new to the Indian market or has not entered yet.

The Role of Prior Use: Section 34

Another critical safeguard is Section 34 of the Act, which protects prior users over subsequent registrants. Indian law accords primacy to use rather than registration, meaning that a genuine prior user can prevail over a registered proprietor, provided such use is continuous and not sporadic. In *Neon Laboratories v. Medical Technologies*[6], the rights of the prior user have given superior pedestal as compared to the rights of the subsequent user.

This provision strengthens the position of foreign brands that can demonstrate prior global use, particularly when coupled with evidence of bad faith on the part of the Indian registrant.

A Comparative Insight: India's Balanced Model

India's approach stands out in comparison to other jurisdictions. While the United States follows a strict territorial and use-based system, and the European Union provides strong protection for well-known marks, countries like China have historically faced challenges with trademark squatting, though reforms are underway. India, however, adopts a hybrid model that combines protection of reputation, enforcement of territorial limits, and strong deterrence against bad faith adoption.

This combination renders the Indian system both flexible and equitable, capable of adapting to the complexities of global commerce.

Practical Takeaways for International Brand Owners

For foreign entities seeking protection in India, the jurisprudence offers several clear lessons. Reliance solely on global reputation is insufficient as even well-known brands must demonstrate Indian goodwill and spill-over recognition.

Here early entry into the Indian market is crucial, as delays may weaken claims, particularly in light of the territoriality doctrine which requires sufficient evidence of goodwill. Even though remedy against bad faith adoption is present proactive registration on 'proposed to be used' basis remains an essential strategy to avoid disputes and reduce the risk of squatting. Continuous monitoring of the trademark registry is equally important, as Indian IP offices have continuously shown willingness to act against bad faith registrations, even in cases involving NRUI marks. Finally, most prior to all one can start building and documenting evidence of goodwill within India through advertisements, digital presence, and consumer engagement so that their position is concrete in case of any judicial scrutiny on goodwill.

Conclusion

India's approach to international trademarks reflects a careful balancing act. It neither blindly protects foreign brands nor permits domestic squatters to exploit legal loopholes.

Through doctrines such as transborder reputation, territoriality, and bad faith, Indian courts have developed a nuanced and adaptive framework. While RUI marks receive protection based on established goodwill, NRUI marks are not left remediless, as principles of equity and anti-squatting intervene where necessary.

Ultimately, India's jurisprudence sends a clear message that it is not only the trademarks that are protected, but the integrity of trade also. For the global community, this represents a model that is both pragmatic and principled, being the one that acknowledges the realities of globalization while remaining firmly anchored in fairness and legal discipline.

[1] N.R. Dongre v. Whirlpool Corpn., (1996) 5 SCC 714.

[2] Toyota Jidosha Kabushiki Kaisha v. Prius Auto Industries , (2018) 2 SCC 1.

[3] The Trade Marks Act, 1999.

[4] BPI Sports LLC v. Ssurabh Gulati, 2023 SCC OnLine Del 2424.

[5] Goodai Global Inc. v. Shahnawaz Siddiqui, C.O. (COMM. IPD-TM) 81/2024.

[6] Neon Laboratories v. Medical Technologies, (2016) 2 SCC 672.

I& B Ministry issues notice to Telegram to remove pirated content under IT Act, 2000 : Govt sources

The Ministry of Information & Broadcasting (MIB) has issued a notice to Telegram under the Information Technology Act, 2000, to remove pirated content from its platform, according to government sources.

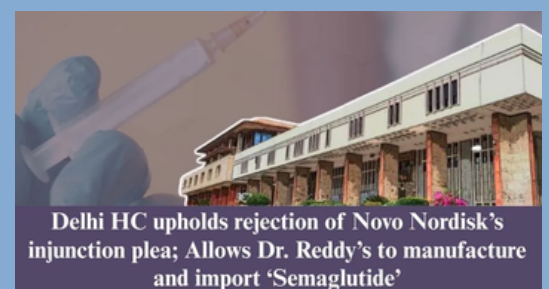
The sources informed that the action follows complaints received from OTT platforms, including JioCinema, Amazon Prime Video and others, alleging large - scale piracy of copyrighted content on Telegram.



Link: <https://economictimes.indiatimes.com/tech/internet/ib-ministry-issues-notice-to-telegram-to-remove-pirated-content-under-it-act-2000-govt-sources/articleshow/129468001.cms?from=mdr>

Delhi HC upholds rejection of Novo Nordisk's injunction plea; Allows Dr. Reddy's to manufacture and import 'Semaglutide'

Delhi High Court: While hearing a challenge against the judgment dated 2 December 2025 (impugned judgment), wherein the Single Judge had rejected the application for an interlocutory injunction restraining the respondents Dr. Reddy's from manufacturing or selling Semaglutide, an anti-diabetic, the Division Bench of *C. Hari Shankar and Om Prakash Shukla, JJ, held that the respondents had raised a credible challenge to the validity of the suit patent under Section 64(1)(e) and (f), Patents Act, 1970 (Patents Act) and hence, allowed Dr. Reddy's to manufacture and import 'Semaglutide'.



Accordingly, the Court upheld the impugned judgment and dismissed the present appeal.

Link: <https://www.scconline.com/blog/post/2026/03/12/delhi-hc-allows-dr-reddys-to-make-and-import-semaglutide/>

Adobe sued for trademark infringement over 'Foundry' AI tool

March 12 (Reuters) - British visual-effects software company The Foundry Visionmongers has sued Adobe (ADBE.O), opens new tab in California federal court, arguing Adobe's Firefly Foundry suite of generative artificial intelligence tools violates its trademark rights in the "Foundry" name.



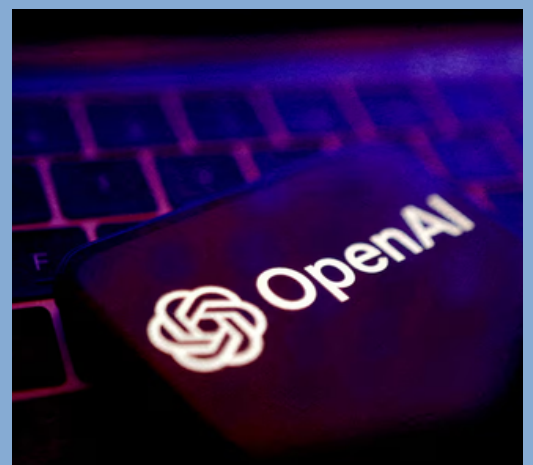
Foundry, owned by tech company Roper Technologies (ROP.O), opens new tab, said in the complaint, opens new tab filed Wednesday that Adobe's AI-based content creation software will create consumer confusion with its similar products.

Link:- <https://www.reuters.com/legal/litigation/adobe-sued-trademark-infringement-over-foundry-ai-tool-2026-03-12/>

Encyclopedia Britannica sues OpenAI over AI training

March 16 (Reuters) - Encyclopedia Britannica and its Merriam-Webster subsidiary have sued OpenAI in Manhattan federal court for allegedly misusing their reference materials to train its artificial intelligence models.

Britannica said in the complaint, opens new tab filed on Friday that Microsoft-backed OpenAI used its online articles and encyclopedia and dictionary entries to teach its flagship chatbot ChatGPT to respond to human prompts and "cannibalized" Britannica's web traffic with AI-generated summaries of its content.



Link:- [Encyclopedia Britannica sues OpenAI over AI training | Reuters](https://www.reuters.com/legal/litigation/encyclopedia-britannica-sues-openai-over-ai-training-2026-03-16/)

Delhi High Court Sets Aside Order Reviving Opposition To IBM's "TIVOLI" Trademark Application

The Delhi High Court has recently set aside an order of the Assistant Registrar of Trade Marks that permitted Tivoli Gardens to revive its opposition to International Business Machines Corporation's application for registration of the mark "TIVOLI". Justice Tejas Karia allowed IBM's appeal. The court held that the statutory timeline for filing evidence in support of opposition admits of no discretion.



The court ruled that under Rule 45 of the Trade Marks Rules, the two-month period for filing evidence is the maximum time limit. Once this period expires, the opposition stands deemed abandoned by operation of law.

Link:- <https://www.livelawbiz.com/trademark/delhi-high-court-sets-aside-order-reviving-opposition-to-ibms-tivoli-trademark-application-525116>

US Supreme Court declines to hear dispute over copyrights for AI – generated material

WASHINGTON, March 2 (Reuters) – The U.S. Supreme Court declined on Monday to take up the issue of whether art generated by artificial intelligence can be copyrighted under U.S. law, turning away a case involving a computer scientist from Missouri who was denied a copyright for a piece of visual art made by his AI system.



Plaintiff Stephen Thaler had appealed to the justices after lower courts upheld a U.S. Copyright Office decision that the AI-crafted visual art at issue in the case was ineligible for copyright protection because it did not have a human creator.

Link:- <https://www.reuters.com/legal/government/us-supreme-court-declines-hear-dispute-over-copyrights-ai-generated-material-2026-03-02/>

Delhi High Court Quashes Registration of 'Naukriyan.Com' Being Deceptive To 'Naukri.Com'

The Delhi High Court has held that where a proposed trademark incorporates the entirety of a prior, well-known, and registered trademark as its dominant and essential feature, the mere addition of a suffix that renders the new mark a plural form of the original mark is insufficient to create distinctiveness.



The Court clarified that such a mark is deceptively similar and likely to cause confusion, especially when the services offered under both marks are identical and targeted at the same consumer base. In such cases, the anti-dissection rule does not apply, and the focus must be on the dominant part of the mark.

Link:- <https://thebarbulletin.com/delhi-high-court-trademark-deceptive-similarity/>

DoT Launches Bharat 6G Alliance to Drive Innovation and Collaboration in Next-Generation Wireless Technology

On July 3, 2023, the Department of Telecommunications (DoT), Ministry of Communications (MoC) launches Bharat 6G Alliance (B6GA) to propel India's technological progress in the telecom sector. In this regard, the B6GA website (<https://bharat6galliance.com>) was also launched.



- The formation of B6GA was announced by Union Minister Ashwini Vaishnaw, MoC, in the presence of Devusinh Chauhan, Minister of State (MoS) for Communications.

Link:- <https://shorturl.at/Kwx3i>

Katie Perry vs Katy Perry: Australian designer wins trademark over popstar

Sydney-based fashion designer Katie Perry had always dreamed of starting her own clothing brand. She never imagined a global pop star would be her biggest obstacle.

But on Wednesday Australia's highest court ruled that Perry, who now goes by her married name Katie Taylor, has the right to sell clothes under her own name.

It's a major victory for the underdog small business owner, who more than 15 years ago received a letter from the other Katy Perry – yes, that one.



Link:- <https://edition.cnn.com/2026/03/11/australia/katy-perry-katie-perry-australia-trademark-intl-hnk>

Nifty50 ends above 22,900; BSE Sensex rises over 1,300 points as US – Iran war tensions ease (STOCK MARKET)

Stock market today: Nifty50 and BSE Sensex rallied in trade on Tuesday on hopes of easing tensions in the Middle East. While Nifty50 went above 23,000, BSE Sensex rose over 1,600 points intraday. Nifty50 closed the day at 22,912.40, up 400 points or 1.78%. BSE Sensex ended at 74,068.45, up 1,372 points or 1.89%. Stock markets



ended sharply lower on Monday as escalating tensions in the US-Iran conflict, rising crude oil prices and the rupee hitting fresh record lows weighed heavily on investor sentiment.

Link:- <https://rb.gy/53llvt>

BPCL-Sembcorp JV secures green hydrogen supply deal with Numaligarh Refinery

New Delhi: NeuEN Green Energy Pvt. Ltd, a 50:50 joint venture between Bharat Petroleum Corporation Limited and Sembcorp Green Hydrogen India Private Ltd, has secured a contract to supply 10,000 tonnes per annum (10KTPA) of green hydrogen to Numaligarh Refinery Ltd (NRL).



Under the contract, NeuEN will develop a green hydrogen production facility at NRL's refinery in Assam, supported by a long-term offtake arrangement, according to a company statement.

Link:-https://m.economictimes.com/industry/renewables/bpcl-semcorp-jv-secures-green-hydrogen-supply-deal-with-numaligarh-refinery/amp_articleshow/129771362.cms

Economists are 'loath' to call a recession, but the odds just hit 49% for the next 12 months according to Moody's top economist

With alarming headlines coming out of the Middle East, economists will be wary of sharing forecasts that might unnecessarily spook consumers or investors. Nonetheless, while Wall Street has remained calm(ish) about the disruption to global oil and energy supplies, Moody's Mark Zandi warns that the longer-term macroeconomic picture has taken a turn for the worse.



Link:- <https://fortune.com/2026/03/18/economic-recession-odds-increasing-iran-oil-prices-moody/>

India proposes changes to companies law to allow more buybacks, fast-track mergers

NEW DELHI, March 23 (Reuters) – India has proposed amendments to its companies law to allow some firms to undertake two share buybacks in a year from only one earlier, and to simplify procedures for "fast-track" mergers and acquisitions.



Finance Minister Nirmala Sitharaman on Monday presented the Corporate Laws (Amendment) Bill, 2026 in the lower house of the parliament, that aims to promote ease of doing business and simplify compliance and regulations. The bill will become a law after it is approved by both houses of the parliament.

Link:-<https://www.reuters.com/world/india/india-proposes-changes-companies-law-allow-more-buybacks-fast-track-mergers-2026-03-23/>

ONGC \$20 Billion Deepwater Rig Tender 2026: India's Largest Offshore Exploration Programme

Mumbai, March 25, 2026: Oil and Natural Gas Corporation (ONGC), India's largest oil and gas producer, has launched a massive global tender to hire deepwater drilling rigs worth up to \$18-20 billion. This ambitious move marks the company's largest oil exploration programme to date and is expected to significantly boost domestic hydrocarbon production and strengthen India's energy security.



Link:- <https://www.psuconnect.in/psu-news/ongc-20-billion-deepwater-rig-tender-2026-india-largest-offshore-exploration-programme>

JK Lakshmi Cement emerges preferred bidder for New Umrangso limestone block in Assam

JK Lakshmi Cement announced that it has participated in the e-auction conducted by the Government of Assam and has been declared the 'Preferred Bidder' for the mining lease of the New Umrangso Limestone Block in Assam.



The limestone block spans an area of 200 hectares, the company said.

The official announcement was made on 13 March 2026 on the BSE after market hours.

Link:- https://www.business-standard.com/markets/capital-market-news/jk-lakshmi-cement-emerges-preferred-bidder-for-new-umrangso-limestone-block-in-assam-126031600341_1.html

Adani Enterprises' arm to acquire Punj Lloyd's MP unit, hike Air Works stake to 99.98%

Adani Enterprises' arm, Adani Defence Systems and Technologies Ltd (ADSTL), has executed a business transfer agreement with Punj Lloyd Ltd for the acquisition of its defence unit located in Malanpur, Madhya Pradesh.



The agreement involves the transfer of Punj Lloyd's Malanpur-based defence manufacturing facility to ADSTL through a slump sale. ADSTL is a wholly owned subsidiary of Adani Enterprises.

Link:- <https://www.thehindubusinessline.com/companies/adani-enterprises-arm-to-acquire-punj-lloyds-mp-unit-hike-air-works-stake-to-9998/article70691164.ece>

Presidents of Brazil and Bolivia agree on cooperation across 53 areas, including energy and agriculture

Brazil and Bolivia agreed to expand cooperation across 53 areas, including energy, agriculture, trade, and infrastructure, aiming to strengthen regional integration and economic ties.

The partnership focuses on boosting investment, improving connectivity, and enhancing collaboration in key sectors to drive sustainable growth in both countries.

Source :

<https://tvbrics.com/en/news/presidents-of-brazil-and-bolivia-agree-on-cooperation-across-53-areas-including-energy-and-agricultu/>



BRICS Bank to Strengthen Local Currency Financing



The BRICS-backed New Development Bank (NDB) is planning to issue its first Indian rupee-denominated bonds by March 2026, aiming to raise up to \$500 million. This move supports local currency trade and financial independence, boosting liquidity in India's bond markets and advancing BRICS' push toward reducing reliance on the US dollar.

Source :

<https://www.reuters.com/business/finance/brics-backed-bank-plans-first-indian-rupee-denominated-bond-by-end-march-sources-2025-09-26/>

India–Brazil Trade Pact Strengthens BRICS Economic Ties

India and Brazil have signed a strategic agreement to enhance cooperation in mining, technology, and industrial development, with a goal to increase bilateral trade to \$20 billion in the next five years. The partnership also promotes local currency trade and innovation-driven sectors, reinforcing BRICS economic integration.

Additionally, this agreement is expected to open new avenues for joint ventures and private sector participation, boosting cross-border entrepreneurship and investment flows.

Source

<https://www.reuters.com/world/americas/india-brazil-sign-mining-pact-modi-targets-20-billion-trade-five-years-2026-02-21/>



BRICS Expands Opportunities in Critical Minerals & Industry



Brazil and India are deepening collaboration in critical minerals and rare earth resources, essential for clean energy and advanced manufacturing. The partnership is expected to drive industrial growth, supply chain security, and new business opportunities across BRICS nations, especially in energy transition sectors.

This cooperation will also support sustainable industrial ecosystems and reduce dependency on limited global suppliers, strengthening long-term economic resilience.

Source :

<https://elpais.com/america/2026-02-21/brasil-y-la-india-acuerdan-cooperar-en-la-explotacion-de-minerales-criticos.html>

India proposes cooperation with Belarus in traditional medicine

India has proposed expanding cooperation with Belarus in traditional medicine (AYUSH), focusing on joint research, academic exchange, and institutional partnerships.

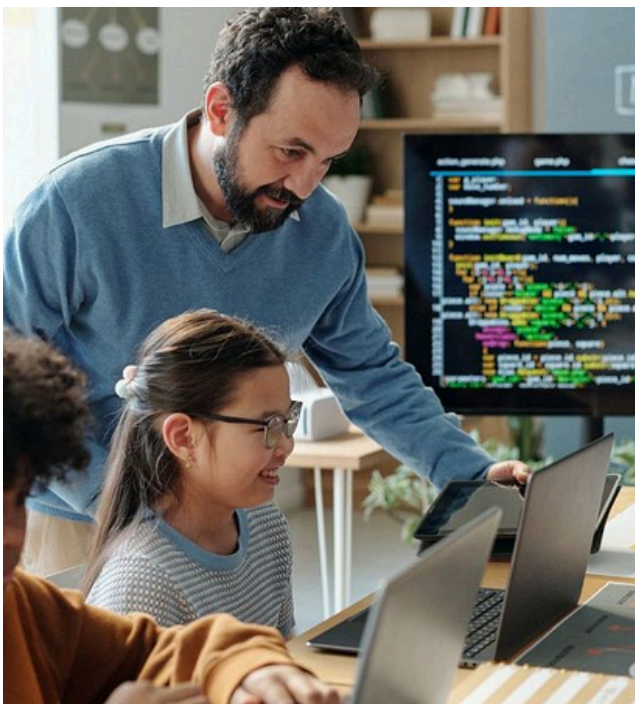
The collaboration aims to promote holistic healthcare, integrate traditional practices with modern systems, and explore opportunities in pharmaceuticals, wellness, and capacity building. It also reflects India's efforts to globalize AYUSH and strengthen healthcare ties with partner countries.

Source :

<https://tvbrics.com/en/news/>



BRICS Promotes Green Economy & Sustainable Business Growth



BRICS nations, during March engagements, reinforced their commitment to green economy initiatives, including renewable energy investments and sustainable industrial practices. India is playing a key role in driving collaboration in clean technology and climate-friendly businesses.

This shift is set to open new investment avenues and encourage sustainable entrepreneurship, especially in sectors like energy, mobility, and infrastructure.

Source :

<https://tvbrics.com/en/news/>





