

NEWSLETTER

NOVEMBER 2025



BRICS CHAMBER OF COMMERCE AND INDUSTRY

GEARING UP FOR THE FUTURE



NEWSLETTER

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MR. VIJENDRA NATH THAKUR

FOUNDER & DIRECTOR – LOTUS ENTERPRISES

We are pleased to welcome Mr. Vijendra Nath Thakur, Founder & Director of Lotus Enterprises, as an Individual Life Member of BRICS CCI.

With over eight years of experience in the Makhana (Fox Nut) industry, he is widely recognised for his expertise in processing technologies, supply chain management, and farm-level sourcing.

Under his leadership, Lotus Enterprises has built a strong PAN India presence, supplying premium-quality Makhana to retailers, wholesalers, and FMCG companies. He has also contributed to strengthening the organised Makhana sector through his role at Vedamoksha Foods Pvt. Ltd. His work has earned national recognition, including the Best Quality Makhana Award from ICAR, Government of India.

Mr. Thakur's commitment to sustainable farming and industry development aligns closely with BRICS CCI's vision. We look forward to his valuable contributions to our growing community.

BRICS CCI HOSTS RUSSIAN MULTI-SECTOR BUSINESS DELEGATION IN NEW DELHI



The BRICS Chamber of Commerce & Industry (BRICS CCI) hosted a **multi-sector Russian business delegation on November 13, 2025 at Hyatt Regency, New Delhi**, strengthening India–Russia economic cooperation. Delegates from **technology, healthcare, manufacturing, media, fashion, and cultural tourism** explored synergies with Indian companies.

The meeting was attended by senior BRICS CCI leadership, including **Dr. BBL Madhukar (Director General & Co-Chairman)**, **Mr. Ashok Kumar Singh (Vice Chairman)**, **Ms. Ruby Sinha (President, Women Empowerment Vertical)**, and **Mr. Rajesh Mehta (President, NRI Vertical)**.

Russian organisations presented innovations in AI, AR/VR, film production, cosmetic diagnostics, cultural fashion, and early cystic fibrosis testing. **Three MoUs** were signed across pharma, diagnostics, technology, and distribution. The delegation also **visited key Indian manufacturing and export units**. The engagement concluded with positive follow-ups and a shared commitment.

BRICS CCI HOSTS HIGH-IMPACT B2B NETWORKING MEET IN JALANDHAR, PUNJAB



The BRICS Chamber of Commerce & Industry organized an exclusive B2B Meetings & Networking Event on **November 14, 2025 in Jalandhar**, bringing together prominent manufacturers, exporters, and industry leaders from Punjab and nearby regions. The event aimed to enhance regional business collaboration, promote international trade opportunities, and strengthen MSME engagement.

BRICS CCI representatives—**Mr. Deepak Shukla, Regional President (Chandigarh Chapter), Ms. Ankita Sachdev, Joint Director, and Mr. Durgesh Kumar Jha, Deputy Director**—highlighted the Chamber’s role in enabling global market access, cross-border partnerships, and structured networking for businesses.

The meet saw enthusiastic participation from companies including Victor, Gripwell, Delite Industries, and others across manufacturing, engineering goods, sports, textiles, and consumer products. Participants appreciated the platform for meaningful engagement, with the event concluding on a strong note of new business connections and promising future collaborations.

BRICS CCI PARTICIPATES IN AUSTRALIAN EDTECH & SKILLS DELEGATION MEET



BRICS Chamber of Commerce & Industry participated in a weeklong the **Australian EdTech and Skills Delegation meeting held on November 17, 2025 and November 21, 2025 at the High Commission of Australia.** The session aimed to connect Indian institutions with leading Australian ed-tech and vocational training organisations to explore collaboration opportunities.

The Australian delegation showcased diverse solutions, including live project modules, skill development programs, assessment platforms, STEM learning tools, coding courses, and higher education pathways. Representatives discussed partnership models, joint program delivery, and cross-border academic engagement.

The Indian side expressed strong interest in future collaborations. The meeting concluded with an informal networking session, enabling deeper discussions and identifying potential areas for joint initiatives in the education and skills ecosystem.

BRICS CCI 51ST GOVERNING BODY MEETING



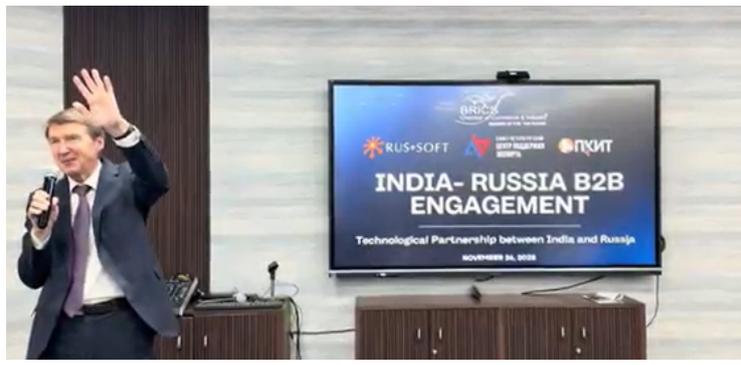
The 51st Governing Body Meeting of BRICS CCI was convened on **November 17, 2025**, bringing together distinguished Governing Body members.

The session reviewed the Chamber's recent initiatives across its key verticals—Young Leaders, Healthcare, Start-ups & innovation, Sustainability, Skill development, Women entrepreneurship, and International cooperation—and assessed their alignment with national priorities and evolving BRICS+ agendas. A strong emphasis was placed on deepening BRICS+ engagement, fostering youth leadership, and expanding India's global economic presence through collaborative programmes, strategic dialogues, and high-level sectoral initiatives.

Members also deliberated on upcoming flagship events, new strategic partnerships, and focused policy advocacy themes aimed at strengthening BRICS CCI's role as a catalyst for international trade, innovation, and entrepreneurial growth.

The meeting concluded with a collective commitment to build upon recent milestones, drive impactful collaborations, and advance a forward-looking vision—marking yet another significant chapter in the Chamber's journey of global cooperation and leadership.

BRICS CCI FACILITATES ENGAGEMENT WITH RUSSIAN MULTI-SECTOR BUSINESS



The BRICS Chamber of Commerce & Industry (BRICS CCI) **facilitated a focused India-Russia business interaction on November 26, 2025 at FORE School of Management, New Delhi**, further advancing bilateral trade and sectoral collaboration. **Leading Russian companies—Bastion Group, Infotel, Across Lab, Solvo, and RBI Concept—engaged with Indian enterprises** to explore partnerships in technology, cybersecurity, logistics, pharmaceuticals, and digital solutions.

The meeting saw the presence of senior BRICS CCI leadership, including Mr. Harvansh Chawla (Chairman), Dr. BBL Madhukar (Director General & Co-Chairman), Mr. Ashok Kumar Singh (Vice Chairman), Mr. Sameep Shastri (Vice Chairman), and Ms. Ruby Sinha (President, Women Empowerment Vertical).

Russian delegates showcased advancements in AI-driven security systems, enterprise communication technologies, medical innovations, and logistics optimisation tools. Indian companies shared domestic market insights and potential collaboration models. The session led to promising discussions on joint ventures, technology transfer, and distribution partnerships, with both sides agreeing to continue structured follow-ups.

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MS.PRITI GOEL

**FOUNDER & CEO OF PRISHA WEALTH
MANAGEMENT PRIVATE LIMITED
PARTNER & CEO OF AVINAV CONSULTING
AUTHOR – DHANAISHA, CHERISHED WEALTH**

WHY A FINANCIAL ADVISOR MATTERS TODAY

Navigating Market-Cap Cycles, Wealth Complexity and Long-Term Stewardship

In today's hyper-connected financial world, market trends shift faster, global risks are more intertwined, and investor behaviour is more challenged than ever. The rise of do-it-yourself (DIY) investing has empowered many, but it has also exposed investors to behavioural biases, misallocation, and inconsistent performance.

Across BRICS markets, now more volatile, globally

linked and policy-sensitive; the role of a financial advisor has never been more valuable.

A skilled advisor is not just an investment manager. They are a strategist, risk-mitigator, behavioural coach, and steward of your long-term financial well-being.

The Market-Cap Reality: Leadership Rotates, Volatility Doesn't

A decade of performance data across Micro, Small, Mid, and Large Caps (as per the enclosed chart) highlights one undeniable truth:



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No market-cap category remains the leader for long.

- Micro Caps dominate in some years, fall sharply in others.
- Small Caps swing between exceptional gains and deep drawdowns.
- Mid-Caps show consistency but not always leadership.
- Large Caps defend capital when smaller caps correct sharply.

The table shows dramatic year-on-year rotation, a pattern that defeats prediction and scares inconsistent investors.

This is precisely where a financial advisor adds irreplaceable value.

25 Powerful Reasons to Work with a Financial Advisor

1. Navigate Market-Cap Cycles with Expertise

Advisors understand when Micro/Small Caps are overheated, when Mid-Caps offer value, and when Large Caps provide safety, preventing costly mistiming.

2. Goal-Based Financial Planning

Investments aligned to life goals, not market noise.

3. Strategic Asset Allocation

Given the cap-rotation cycles, diversified allocation is the true driver of long-term returns.

4. Risk Profiling & Suitability

Ensuring you are never unintentionally overexposed to high-volatility pockets.

5. Behavioural Coaching

Preventing panic selling in years like Small Cap – 29.9% or Micro-cap –24.8%.

6. Systematic Portfolio Rebalancing

Capturing gains from outperforming caps and reallocating to undervalued ones.

7. Tax Efficiency

Optimising capital gains, dividend strategies, and tax-efficient products.

8. Access to High-Quality Products

Funds, ETFs, PMS/AIF, bonds; curated with institutional-grade research.

9. Insurance and Protection Planning

A holistic shield for family and wealth.

10. Retirement Planning

Inflation-adjusted income design for long-term sustainability.

11. Estate & Legacy Advisory

Trusts, wills, nominations, inheritance structures.

12. Debt & Cash Flow Management

Optimising liabilities and improving financial stability.

13. Research-Led Market Insights

Sector, macroeconomic, and global trend intelligence.

14. Avoiding Costly Mistakes

Especially chasing last year's top-performing market-cap category.

15. Peace of Mind

Confidence that your finances are professionally managed.

16. Accountability & Discipline

Ensuring entering at dips/ SIPs, protection, emergency funds, and goals stay on track.

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17. Emergency Preparedness

Liquidity buffers and contingency strategies.

18. Financial Education

Empowering you to make informed, confident decisions.

19. Time Savings

You focus on life; your advisor handles complexity.

20. Customised Strategies

Tailored to your family, goals, and risk appetite.

21. Wealth Preservation

Managing concentration, volatility, inflation and sequencing risk.

22. Network of Specialists

Tax, legal, estate, and investment experts integrated into one ecosystem.

23. Support Through Life Transitions

Retirement, relocation, entrepreneurship, inheritance handled smoothly.

24. Long-Term Partnership

Your advisor walks with you through changing markets and changing goals.

25. Higher Probability of Wealth Creation

Global evidence is clear: advised investors create more wealth with less stress.

Why Market-Cap Cycles Demand Expert Guidance

- The decade-long performance chart demonstrates extreme variability:
- The best-performing cap one year becomes the worst another.
- Long-term winners like Micro and Small Caps also carry the deepest falls.
- Large Caps rarely lead but protect capital during shocks.
- Mid-Caps balance growth with stability yet still swing.

Only a disciplined, advisor-led framework can:

- ✓ Decide the right weighting between market caps
- ✓ Identify valuation-driven opportunities
- ✓ Reduce exposure when pockets overheat
- ✓ Maintain diversification to avoid concentration risk
- ✓ Rebalance systematically instead of emotionally

This disciplined approach outperforms impulsive, cap-specific investing every time.

Dhanaisha: Cherished Wealth: The Philosophy Behind This Thinking

My book Dhanaisha: Cherished Wealth is rooted in the same principle that defines effective advisory: Wealth is not just created, it is nurtured, protected, and stewarded responsibly across generations. A financial advisor embodies this stewardship: balancing growth with preservation, discipline with adaptability, and returns with long-term purpose.

For Advisory Services

*Prisha Wealth Management Private Limited SEBI Registered Investment Adviser (INA000019202)
Email: info@prishawealth.com*

Disclosures

• Investment in securities market are subject to market risks. Read all related documents carefully before investing. • Securities mentioned are for illustration only and not recommendatory. • Registration with SEBI, BASL membership, or NISM certification does not guarantee performance or returns.

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MR. KARAN BINDRA
FOUNDER & PARTNER
KIAA LLP

CROSS-BORDER DATA FLOWS IN BRICS NATIONS: TOWARDS A HARMONISED PRIVACY AND CYBERSECURITY FRAMEWORK

Cross-border data flows have become a central theme in BRICS cooperation, but the political and legal landscape surrounding them is considerably more complex than in other areas of economic integration. Data governance touches questions of sovereignty, national security, industrial strategy, and geopolitical alignment. As a result, the BRICS nations find themselves aligned on broad principles yet sharply divergent in their regulatory models. This article examines whether a meaningful privacy and cybersecurity framework can emerge in such conditions and what that framework may ultimately look like.

1. A Political Consensus Built on Sovereignty

In recent years, BRICS declarations from Beijing in 2022 to Kazan in 2024 and Rio in 2025 have consistently reiterated that national data sovereignty is the foundation of any collective framework. These documents also express support for “mutually agreed” cross-border data flows and enhanced cooperation on cybersecurity. Ministers across the bloc have endorsed the idea of a principle-based, interoperable model for data governance that allows each state to retain strategic authority over sensitive datasets while avoiding unnecessary barriers to digital trade.

Although this language does not create binding obligations, it signals a clear political intention.

BRICS is attempting to develop its own vocabulary of data governance, one that resists what member states often describe as “data colonialism” while still encouraging innovation, investment and cross-border digital services. This shift reflects a growing confidence among BRICS countries in shaping global norms rather than importing them.

2. Divergent National Models and the Limits of Classical Harmonisation

The greatest barrier to a unified BRICS framework lies in the diversity of its national regulatory systems. Brazil’s LGPD closely mirrors the GDPR model, emphasising individual rights, independent oversight and explicit safeguards for international transfers. South Africa’s POPIA adopts a similar rights-based approach, including strict conditions for data sharing outside national borders.

India presents a hybrid model. The Digital Personal Data Protection Act, together with sectoral rules from financial, telecommunications and cybersecurity regulators, reflects an attempt to balance constitutional privacy principles with strategic localisation in sensitive sectors. India remains open to cross-border digital trade but has shown increasing interest in tighter control over

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financial, government and critical-infrastructure data.

China and Russia take a markedly different approach. China's PIPL, Data Security Law and Cybersecurity Law impose substantial localisation requirements, extensive security assessments before outbound transfers, and broad state access mechanisms. Russia's longstanding localisation regime also requires domestic storage of its citizens' data and affords regulators significant discretion in supervising compliance.

These foundational differences create structural constraints on harmonisation. Brazil and South Africa prioritise rights; China and Russia prioritise state control; and India attempts to straddle both impulses. Any shared BRICS framework must therefore accommodate divergent philosophies that cannot realistically be reconciled through a single, codified instrument.

3. The Rise of Soft-Law Mechanisms and Cybersecurity Cooperation

Rather than negotiating a binding treaty, BRICS appears to be constructing a layered governance architecture. The "BRICS Data Economy Governance Understanding" adopted in Rio in 2025 outlines common principles for data collection, storage, processing, transfer and benefit-sharing. At the same time, the Working Group on Security in the Use of ICTs continues to develop cooperation channels between national CERTs, standardised incident-response protocols and joint capacity-building initiatives.

This gradual, soft-law approach mirrors earlier BRICS developments in areas such as financial stability and digital payments. It reflects a preference for flexibility, incremental alignment and state-led coordination rather than rigid supranational rules. Over time, these instruments may form an interoperability layer that national laws can plug into without compromising sovereignty.

4. "Managed Openness" as the Emerging Model for Cross-Border Flows

Businesses operating across BRICS borders must understand that data movement in this bloc is neither fully open nor entirely closed. Instead, a model of "managed openness" is taking shape. Sensitive sectors such as finance, defence, public infrastructure and government platforms typically face stringent localisation and outbound-transfer controls. More commercial sectors like e-commerce, digital marketing, cloud-based services, outsourcing continue to depend on cross-border flows enabled through contractual safeguards, technical standards and detailed security audits.

An important feature of this model is the repeated emphasis on "mutually agreed" transfers. Unlike the EU's adequacy regime, BRICS is evolving towards a system in which data flows are determined by political trust and bilateral or plurilateral agreements rather than assessments carried out by an independent regulator. This reflects both the sovereignty-first philosophy and the geopolitical realities of the bloc.

Another driver of convergence is the integration of privacy and cybersecurity requirements into trade, finance and digital-economy initiatives. The New Development Bank, BRICS e-trade platforms and regional digital logistics projects have begun embedding security, auditability and encryption standards as prerequisites for participation. These mechanisms may ultimately be more influential in driving harmonisation than formal legal instruments.

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5. What a Harmonised BRICS Framework Is Likely to Become

Given the breadth of divergence among national systems, BRICS will not produce a comprehensive GDPR-style code. Instead, the end-state is likely to be a principle-driven, sovereignty-respecting interoperability framework.

Such a model would include a common set of baseline principles, including legality, purpose limitation, security-by-design and accountability, as well as some recognition of access, correction and erasure rights. These principles, however, will continue to coexist with broad public-interest and national-security exceptions that limit the scope of individual rights compared to European models.

Cross-border data transfers are likely to rely on a suite of shared tools, such as model contractual clauses, interoperable certification schemes, and potentially a BRICS “adequacy club” that recognises trusted jurisdictions. Parallel to this, the development of secure digital public infrastructure—including identity systems, payment rails and consent-management tools—may strengthen technical interoperability even where legal systems differ.

Finally, BRICS states are already coordinating their positions in global governance such as the UN, ITU and G20. As these coalitions deepen, BRICS may increasingly act as a counterweight to extraterritorial application of Western data rules and advocate for a multipolar order in which Global South states have a significant voice in shaping international data norms.

6. Strategic Implications for Policymakers and Businesses

The emerging BRICS architecture presents opportunities as well as challenges. For policymakers, the task is to maintain sovereignty while reducing friction for trusted data flows. For India in particular, the combination of its DPDP Act, its leadership in Digital Public Infrastructure and its

constitutional privacy jurisprudence positions it as a bridge between rights-centric and state-centric approaches within the bloc.

For businesses operating across BRICS jurisdictions, compliance requires a forward-looking approach. Enterprises must design data architectures that anticipate localisation requirements in several member states, implement modular contractual mechanisms that satisfy the strictest regulatory environments and build real-time compliance and cybersecurity systems that can adapt to evolving standards. Companies should also expect more joint audits, greater incident-reporting obligations and increased cooperation between law-enforcement agencies across BRICS.

Conclusion

Harmonisation in BRICS will not mean uniformity. Instead, it will take the form of a pragmatic, sovereignty-first interoperability framework built through political agreements, cybersecurity cooperation and technical standard-setting. This approach acknowledges deep regulatory differences while creating pathways for trusted and secure cross-border data flows. Although imperfect, the emerging model reflects the reality of a multipolar digital order, one in which BRICS aims not only to participate but to help shape the global rules of engagement.

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MR. GAURAV MAHAJAN
PARTNER- THE PERCEPTS LAWS

LEGAL RECKONING OF SANCHAR SAATHI PRELOAD: CONSENT, EXEMPTIONS AND ROLLBACK

On 28 November 2025, the Department of Telecommunications (“DoT”) issued directions requiring all manufacturers and importers of mobile handsets to pre install the Sanchar Saathi app on all smartphones intended for sale in India, and to push the app via software updates to devices already in the supply chain, with a 90 day implementation period and a 120 day compliance reporting deadline. Following widespread criticism over privacy and consent the Government formally revoked the order on 3 December 2025 and made installation optional.

The Sanchar Saathi directive functioned not as a typical intermediary due-diligence measure (e.g., content takedown or traceability) but as a device-level software mandate on manufacturers. While DoT may invoke telecom-security regulations, it raises statutory competence issues and overlaps with MeitY’s domain over digital services and data protection. Such directives, lacking clear legislative backing and interfering with IT-law-governed platform/app-store frameworks, risk being struck down as ultra vires.

The Digital Personal Data Protection Act, 2023 (“DPDP Act”) governs digital personal data processed by Data Fiduciaries determining its purpose and means.

It mandates lawful processing via valid consent (free, specific, informed, unconditional, and unambiguous via clear affirmative action) or Section 7 “legitimate uses,” including State functions under law or public-interest purposes. Data Principals hold rights to withdraw consent and seek erasure, while Fiduciaries must ensure purpose limitation, data minimisation, and reasonable security.

The Government has publicly asserted that Sanchar Saathi collects only the minimum personal information necessary for its fraud prevention and device tracking functions. Some commentators have argued that the mandate could be located within Section 7 legitimate use grounds and that Section 17(2)(a) exempts certain State processing in relation to security of the State and public order, thereby relaxing specific DPDP obligations. However, the Digital Personal Data Protection Rules, 2025 (“DPDP Rules”) (including standards similar to those outlined in schedules governing exempt State processing) continue to require that processing for exempt purposes be confined to the stated objective, supported by accuracy, deletion once purpose is served, reasonable security, and traceable accountability of officials determining the purpose and means of processing.

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From a doctrinal standpoint, a non removable preloaded app sits uneasily with the DPDP Act's core architecture:

1. The absence of meaningful choice undermines the requirement of consent as a clear, affirmative act by the Data Principal, particularly where the app is installed before the user first powers on the device and cannot be removed. Even if the State relies on legitimate use grounds, the design choice of making the app non removable and omnipresent on the device raises questions of necessity and proportionality.
2. The right to withdraw consent "with ease comparable to how consent was given" and the corresponding obligation to cease processing and erase data when the purpose is exhausted are difficult to reconcile with an app that cannot practically be uninstalled or disabled by the user.
3. Purpose limitation and data minimisation require that only data strictly necessary for anti fraud and device tracking functions be collected and processed; embedding a mandatory app at the system level risks scope creep, especially where technical capabilities could evolve or permissions expand over time.

The broader constitutional privacy framework, crystallised in *K.S. Puttaswamy v. Union of India*, demands that any State intrusion into privacy satisfy legality, necessity, and proportionality. Commentators have noted that while cyber fraud prevention is a legitimate aim, the same objectives could be pursued through opt in deployment of Sanchar Saathi, backend telecom operator obligations, and awareness campaigns, without forcing a State app on every handset.

The Aadhaar judgments examined compulsory linkage of a State digital identifier with private services, emphasising limits on compelled technological architectures where they risk disproportionate surveillance or exclusion;

; those proportionality and data minimisation standards readily transpose to a scenario where a State app is embedded on all personal devices. More generally, IT law and privacy jurisprudence has treated smartphones as intimate personal spaces, where State access or mandated functionality demands especially strong justification because of the volume and sensitivity of information accessible through such devices.

At the regulatory level, the controversy also mirrors debates around traceability mandates under the IT Intermediary Rules and proposals for device level spyware or lawful access mechanisms, where civil society and industry have argued that seemingly targeted anti crime measures can, if poorly designed, normalise generalised surveillance infrastructures. In this light, critics have characterised Sanchar Saathi as an experiment to see how far the State can go in embedding its own software in citizens' devices, warning of precedents for future, more intrusive apps.

The withdrawal of the directive has immediate and prospective legal implications:

1. It reduces the immediate litigation risk that would have accompanied enforcement, including potential challenges on grounds of violation of the right to privacy, lack of statutory backing, and inconsistency with the DPDP consent architecture. Courts may still be invited to examine the lawfulness of the original directive, but the urgency of interim relief is now largely diffused.
2. By reverting to an optional-installation model, the Government brings Sanchar Saathi closer to the DPDP baseline: users can now exercise genuine choice to install, deny permissions, or uninstall, and telecom operators can promote the app without coercion. This aligns more closely with consent, withdrawal, and erasure principles, while still allowing the State to pursue fraud-prevention through a combination of voluntary tools and backend coordination.

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3. The episode highlights the need for harmonisation between telecom security regulation and data protection law, suggesting that future device level mandates will have to be grounded in express statutory provisions, subjected to privacy impact assessments, and designed with uninstallability and user control as default features.

For device manufacturers and OS providers, the controversy underscores that compliance cannot be assessed solely against sectoral telecom directions; they must also consider DPDP obligations, platform policies, and global privacy norms. The reported opposition from major smartphone makers rested partly on internal policies against pre-installing non-core third-party or government apps and concerns that a non-removable app could expose them to privacy and data-protection liability. For telecom operators, the pivot suggests that partnering with State apps will increasingly require demonstrable DPDP-compliant consent flows, granular permissions, and clear user-facing disclosures.

For the State, the incident offers a cautionary precedent even where the DPDP Act gives broader leeway to State entities through legitimate-use and exemption provisions, device-level compulsion that effectively bypasses user autonomy is likely to face strong scrutiny under both statutory and constitutional privacy standards. Future regulatory design in areas such as cyber-fraud control, emergency alerts, or public-health apps will therefore need to prioritise opt-in architectures, limited-purpose backends, independent security audits, and transparent governance, rather than relying on blanket mandates that attempt to reconfigure the entire device ecosystem.

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MR. RAHUL BAGGA

FOUNDER - AUMIRAH

SHAPING IDENTITY: THE RISE OF NON-TRADITIONAL MARKS IN BRICS

Abstract

Non-traditional trademarks such as sounds, colours, product shapes, motion graphics, holograms, textures, and scents have become an essential part of modern brand identity. As companies increasingly engage consumers through sensory and experiential elements, these marks help create strong brand associations that transcend traditional logos and words. However, their legal protection remains complex, particularly in proving graphical representation, distinctiveness, and non-functionality. This article examines how BRICS nations recognize and regulate non-traditional trademarks. It analyses their statutory provisions, administrative practices, and judicial interpretations to assess progress and persistent gaps. The comparative study highlights emerging trends, identifies barriers to consistent protection, and offers insights for policymakers, practitioners, and brand owners navigating this evolving domain of trademark law.

Introduction

Introduction

The trademarks play a crucial role in separating the goods or services of one business into another[1]. Traditionally, they were identified as a word mark, a logo or a label design as visual

communication that are immediately recognized by the consumers.[2] However, as marketing approaches have changed and consumer psychology has been studied more, brand identity has shifted towards anything beyond traditional images. In the contemporary world, minor sensorial aspects such as specific sounds, colours, the form of the packaging, textures, animation or smell have significant influences on brand recognition.[3] These are non-traditional or non-conventional trademarks.[4] Non-traditional marks undermine the principles of trademark law although they have commercial significance.[5] Most of the systems were constructed to be static and visual in nature and are not susceptible to sensory or experiential identifiers.[6] The main concerns are the way to represent such marks in a graphic form, the level of distinctiveness and whether some of them are functional or source indicators.[7] These questions can be studied in the BRICS countries through an interesting background. Being the emerging economic forces, they are increasingly working on their intellectual property regimes in order to facilitate innovation, competition, and investment.[8] An examination of the practice of each jurisdiction in relation to non-traditional marks demonstrates the intersection of the practices in the international IP system, as well as the differences.

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[1] William Cornish, David Llewelyn and Tanya Aplin, *Intellectual Property, Patents, Copyrights, Trademarks and Allied Rights* (7th edn, Sweet & Maxwell 2010)

[2] J Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* (4th edn, 2000)

[3] Ilanah Calboli and Martin Senftleben (eds), *The Protection of Non-Traditional Trademarks: Critical Perspectives* (Oxford University Press 2018)

[4] Non-Traditional Marks, INTA, <<https://www.inta.org/topics/non-traditional-marks/>> accessed 11 November 2025

[5] Ilanah Calboli, 'Non-traditional trademarks as barriers to competition, innovation, and creativity: what if their protection could be effectively limited in practice?' in Guido Ghidini and V Falce (eds), *Reforming Intellectual Property* (Edward Elgar 2022)

[6] N Mishra, 'Registration of Non-Traditional Trademarks' (2008) 13 *Journal of Intellectual Property Rights* 43

[7] Rinu Raveendran Kurup and Nandan A Pradeep, 'Non-Conventional Trademarks in India: The What, The Why and The How' (2020) 1(1) *E-Journal of Academic Innovation and Research in Intellectual Property Assets* 131

[8] R C Bird and D R Cahoy, 'The Emerging BRIC Economies: Lessons from Intellectual Property Negotiation and Enforcement' (2007) 5(3) *Nw J Tech & Intell Prop* 1

BRICS

BRICS which is a group of five emerging big economies of the world including Brazil, Russia, India, China, and South Africa constitute a substantial portion of the world trade, innovation and growth.[9] These countries have over the years grown to become serious stakeholders in the formulation of international intellectual property (IP) norms. Although their legal systems and economic systems vary, they have a common interest of enhancement of IP protection to encourage innovation, investment and improve global competitiveness.[10] A BRICS Intellectual Property Coordination Group (BIPCG) would provide a single venue where Brazil, Russia, India, China and South Africa can discuss IP matters and work towards a common regulatory practice regarding IP policy development, as well as tackling new issues like AI, biotechnology, traditional knowledge and non-traditional trademarks.[11] The group would enhance the global innovation ecosystems of the region and minimize inefficiencies in the procedures by exchanging information, building capacity and coordination on patent and trademark examination standards.[12]

It would also allow BRICS to take a coordinated position in international conferences such as WIPO and WTO which would ensure that international IP standards are conscious of the developing needs of the emerging economies. Such coordination might become shared IP databases, recognition mechanism and enhanced South to South collaboration in promoting inclusive and development-oriented intellectual property governance in the long run.[13]

[9] Michael Kritikos and Efstathios Chatzinikolaou, *Intellectual Property Rights and Development: Perspectives from the BRICS* (Edward Elgar Publishing 2020)

[10] Raj Kumar, 'BRICS and Intellectual Property Rights: Cooperation, Challenges, and the Future' (Pre-print, 2025) <https://doi.org/10.20944/preprints202510.0796.v1>

[11] R Kumar, 'BRICS and Intellectual Property Rights: Cooperation, Challenges, and the Future' (2025) *Preprints.org*

[12] Anand Sen, 'The Madrid Protocol in BRICS Countries A Comparative Analysis' (INTA 2014)

[13] China National Intellectual Property Administration, 'Review of BRICS Intellectual Property Cooperation' (CNIPA) <https://english.cnipa.gov.cn/transfer/news/officialinformation/1122886.html>

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The trademark regime of Brazil, being regulated by the Industrial Property Law (LPI) and controlled by the National Institute of Industrial Property (INPI), historically accepted only visually recognizable marks. Most recent reforms have however brought protection of three-dimensional (3D) and position marks, which indicates a slow change towards protection of non-standard shapes of products or packaging, as long as they are not utilitarian or ordinary.[14] In 2022, position marks were introduced, and address unique placement of the elements, e.g., stitching on jeans or the placement of stripes on shoes, should they be among the identifiers of the source.[15] Although the main aspect of INPI is on visual signs, there are non-visual categories of signs, such as sound, smell, taste, which are not registered. In order to beat this, corporations usually trademark written sound representations in the form of word marks.

Colour combinations and motion marks can be registered provided they are registered differently,

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but single colours and slogans are more vigorously examined. Slogans must be viable in the sense that they are a pointer to origin as opposed to being a marketing phrase. Collective and certification marks are also known in Brazil, which provides the brand with other opportunities to differentiate.[16] In countries where formal registration is not possible, the protection may come about through unfair competition and copyright law that protects the trade dress and ornamental features.[17] With the use of 3D and position marks, Brazil has taken a more stretchable method in terms of brand identity, as it takes cognizance of the understanding that brand identity depends more and more on visual and spatial signals beyond the use of words or logo identifiers.

[14] INPI, Manual de Marcas (2022)

[15] Ricardo Carapeto, 'A Reflection About the Introduction of Non-Traditional Trademarks' (2016) 34 Waseda Bulletin of Comparative Law 25

[16] A Santos and M G Cordeiro, 'Intellectual property and trademark legal framework in BRICS countries: A comparative study' (2017) (ResearchGate)

[17] Industrial Property Law 9.279/1996 (Brazil), art 122.

Russia

Russia is the BRICS country which has indeed made a progressive choice in recognition of non-traditional trademarks. Article 1482 of the Russian Civil Code[18] allows registration of designations of a verbal, pictorial, and three-dimensional nature and others; this allows registration of colour, sound, motion, hologram, and position marks as well. The basis of the system in Russia is uniqueness that can be innate or developed during the process of wide usage[19]. Colour marks have also made successful in registrations (such as, pink (Vanish) by Reckitt Benckiser, green and yellow by John Deere, corporate green by Sberbank and blue by Gazprom). Sound marks are also established, and the applicant can provide notations or audio files and popular marks such as the chime by Intel and melody of the company Deutsche Telekom are also protected. Motion and hologram marks are slowly becoming accepted especially in

entertainment/ technology whereby visual or video displays of movement and light patterns are involved. Position marks like the red sole of Christian Louboutin have been maintained because of the strong association of consumers. Although smell, taste and touch marks are in theory registrable, they are infrequent because of the difficulties with representation.[20] The 2015 Rules on Trademark Filing codified the practice of applying to unconventional marks although enforcement on this practice is complex, especially in determining distinctiveness or similarity.[21] The balanced strategy of Russia is the sign of willingness to adopt creative branding with the preservation of the evidentiary rigor which can be connected with the global tendencies that observe the increasing significance of sensory and experiential brand image.

[18] Civil Code of the Russian Federation, art 1482.

[19] Gorodissky & Partners, 'Non-traditional trademarks – a changing picture' World Trademark Review (2011)

[20] WIPO, 'Smell, Sound and Taste-Getting a Sense of Non-Traditional Marks' (2009) WIPO Magazine

[21] Gorodissky and Partners, "Non-Traditional Trademarks in Russia" (2016)

India

India's recognition of non-traditional trademarks has grown alongside its dynamic consumer market and creative industries. Governed by the Trade Marks Act, 1999 [22], and Trade Marks Rules, 2017, the Indian framework defines trademarks broadly enough to include shapes, packaging, and colour combinations. Yet, the requirement of graphical representation remains a significant obstacle for non-visual marks like scent or texture. Sound marks have advanced the most. Under Rule 26(5)[23], MP3 submissions with musical notation are accepted. Early registrations such as Yahoo's yodel and ICICI Bank's jingle established precedents for sound marks as valid source identifiers. Colour marks, especially combinations, are also protectable, though single colours must demonstrate distinctiveness.

The landmark case Christian Louboutin SAS v. Nakul Bajaj (2018) [24] confirmed that Louboutin's red sole qualified as a single-colour mark.

ARTICLE

Similarly, *Colgate Palmolive v. Anchor Health* (2003) recognized the distinctiveness of specific colour schemes.

Shape marks are explicitly covered, provided they are not functional or essential to the product's nature. Motion marks, while conceptually accepted, remain limited due to the absence of video submissions in the registry. Nokia's "Connecting Hands" animation remains India's first registered motion mark. Position marks have also gained traction, as seen in *Levi Strauss & Co. v. Imperial Online Services Pvt. Ltd.* (2021) [25], where Levi's arcuate stitching was protected based on long-standing distinctiveness. Smell, taste, and texture marks remain largely unexplored due to representational limitations and lack of guidelines. However, *Louis Vuitton v. Malik*[26] demonstrated judicial openness toward recognizing distinctive textures. India's cautious yet evolving framework highlights both opportunity and constraint. The next step lies in adopting digital representation methods, issuing clear examiner guidelines, and enhancing awareness of sensory branding's commercial significance to keep pace with global practice.

[22] Trade Marks Act 1999 (India), s 2(1)(zb).

[23] Trade Marks Rules 2017 (India), r 26(5).

[24] *Christian Louboutin SAS v Abubaker*, Delhi High Court (2018).

[25] *Levi Strauss & Co. v. Imperial Online Services Pvt. Ltd.*, (CS (COMM) 657/2021 & I.A. 16736/2021).

[26] *Louis Vuitton v Malik*, (CS (OS) 1825/2003).

China

The Trademark Law of China (2013)[27] was a turning point as it introduced the protection of 3D shapes, colour combinations and sound marks, attributing to its increased focus on IP modernization[28]. Non-traditional marks continue to arise with high burdens of evidence and distinctiveness and non-functionality are still required. China Radio International station tune was the first registered sound mark in 2016.[29] On the other hand, the tone of Di Di Di by Tencent was turned down due to its lack of uniqueness. Famous 3D symbols such as the bottle of Coca-cola, the package of Ferrero Rocher and the Spirit

of Ecstasy on the Rolls-Royce car have been patented, but again only the shapes should not be mere lineaments of utility or decoration.

China is governed by a first-to-file system which has traditionally promoted bad faith registration. Reforms brought in a good-faith prerequisite and increased punishment in case of squatting and assisted legitimate rights owners in obtaining their marks. Also, renowned mark protection has been broadened, as it is illustrated in *Hermès v. HermesEpitek*, at which the anti-dilution postulates helped to avoid the abuse of the principle in the unrelated sectors. The legal and administrative development in China currently offers plausible protection to the sound, 3D and colour marks, but the execution flaws still exist. [30] Early registration and active commercial use continue to be significant to the brand owners in trying to find a way of navigating the competitive trademark environment in China.

[27] Trademark Law of the People's Republic of China (as amended 2014), art 8.

[28] Yuandong Guo, 'China's New Trademark Law: A Comparative Analysis' (2015) 18(3-4) *Journal of World Intellectual Property* 119

[29] Michael Roth, 'Something old, something new, something borrowed, something blue: A new tradition in non-traditional mark registrations' (2005) 27 *Cardozo Law Review* 457

[30] O V Lutkova, B A Shakhnazarov and L V Terent'eva, 'Some Aspects of Trademark Protection in BRICS Countries' (2025) 1(3) *Courier of Kutafin Moscow State Law University (MSAL)* 135

South Africa

South Africa has adopted a notably progressive approach, recognizing that brand identity often extends beyond visual symbols. The Trade Marks Act 194 of 1993 [31] defines a mark as any sign capable of graphical representation and capable of distinguishing goods or services, enabling protection for a wide array of non-traditional marks such as colours, shapes, sounds, scents, and motion, if they meet distinctiveness and non-functionality standards.

ARTICLE

Colour marks like Cadbury’s purple and Coca-Cola’s red are protected when they have acquired secondary meaning, while purely functional or decorative uses are excluded.

Shape marks enjoy explicit protection such as the registration of the Coca-Cola bottle, confirming that distinctive, non-functional shapes qualify as trademarks. Sound marks are registrable through musical notation and accompanying audio files. Scent and motion marks remain rare due to representation hurdles, though they are not excluded in principle. [32] As a use-based system, South Africa values evidence of market recognition, and passing-off law complements statutory protection by covering trade dress and get-up. Its flexible yet balanced approach ensures creativity without monopolizing functional features, placing South Africa among the more advanced BRICS jurisdictions in accommodating modern, sensory-driven branding.

[31] Trade Marks Act 194 of 1993 (South Africa), s 2.

[32] N K G Lauw, ‘Registration of Olfactory Marks as Trademarks: Insurmountable Problems?’ (2004) 16 Singapore Academy Law Journal 264

Conclusion

The evolution of non-traditional trademark recognition across BRICS nations demonstrates a clear shift toward aligning IP law with contemporary branding practices.[33] Brazil and Russia have made notable strides in recognizing 3D, colour, and position marks. India continues to refine its framework through judicial innovation.[34] China has integrated sensory marks into statutory reform and South Africa maintains one of the most adaptable systems.

Despite progress, shared challenges persist and chief among them being representation standards, distinctiveness assessment, and examiner training. Graphical representation requirements often limit non-visual marks, while proving acquired distinctiveness remains demanding.[35]

To strengthen protection, BRICS countries should consider adopting digital and multimedia submissions, uniform examination guidelines, and specialized training for trademark officers. Enhanced inter-BRICS cooperation could further harmonize standards and foster cross-border recognition. As branding increasingly engages multiple senses, the future of trademark law will depend on its ability to protect not just what consumers see but also what they hear, feel, and even smell.[36] Expanding the legal imagination to embrace these dimensions will not only safeguard creative identity but also promote innovation, consumer trust, and fair competition within the rapidly evolving global marketplace

[33] David Kerly, Law of Trade Names and Trademarks (14th edn, Sweet and Maxwell 2005)

[34] Dev Gangjee, ‘Non Conventional Trade Marks in India’ (2010) 22(1) National Law School of India Review 4

[35] A Ghosh, ‘Registrability of non-conventional trademarks: A critical analysis’ IJRAR (2021)

[36] Martin Lindstrom, Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight and Sound (Kogan Page Publisher 2005)

LAW DIGEST

NCLT MUMBAI REJECTS INDO GLOBAL EMPLOYEES' CLAIMS FILED 18 MONTHS LATE, SAYS STAKEHOLDERS MUST BE VIGILANT



The National Company Law Tribunal (NCLT) at Mumbai has recently stressed that stakeholders must act within statutory timelines during a corporate insolvency resolution process, dismissing six applications filed by former employees of Indo Global Soft Solutions and Technologies Private Limited.

Read More on: [LiveLaw.in](https://www.livelaw.in)

IBC | TERMINATED CONTRACT NOT CORPORATE DEBTOR'S ASSET; MORATORIUM WON'T REVIVE EXTINGUISHED CONTRACTUAL RIGHTS: SUPREME COURT



The Supreme Court has held that a contract which has been lawfully terminated before the initiation of insolvency proceedings cannot be treated as an “asset” or “property” of the corporate debtor, and therefore does not enjoy the protection of the moratorium under Section 14 of the Insolvency and Bankruptcy Code. The Bench observed that “once a contract stands lawfully terminated,...

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LAW DIGEST

LIQUIDATOR MUST RECOVER ASSETS EVEN IF ATTACHED BY THIRD PARTIES, ATTACHMENT CANNOT OVERRIDE IBC: NCLT BENGALURU



The National Company Law Tribunal (NCLT) at Bengaluru has recently held that a liquidator must assume custody and control of all assets of a corporate debtor even when those assets have been seized or attached by third parties including investigating agencies, stating that such seizure cannot override the Insolvency and Bankruptcy Code.

Read More on: [LiveLaw.in](https://www.livelaw.in)

IBC DOES NOT OVERRIDE STATUTORY FIRST CHARGE UNDER STATE VAT LAW; BOTH FRAMEWORKS CO-EXIST HARMONIOUSLY: NCLAT



The National Company Law Appellate Tribunal (NCLAT), Delhi has held that the Insolvency and Bankruptcy Code, 2016 does not override a statutory first charge created under Section 48 of the Gujarat Value Added Tax Act, 2003 (GVAT Act), where such charge qualifies as a “security interest” under the Code. The Tribunal clarified that the overriding clause under Section 238 of the IBC applies only when an inconsistency exists, and where the statutory charge fits within the Code’s own framework, both legislations operate harmoniously. Read Full: [24Law.in](https://www.24law.in)

LAW DIGEST

CHANDIGARH CONSUMER COMMISSION ORDERS BMW INDIA TO REFUND ₹1.32 CRORE FOR DEFECTIVE BMW X7



The State Consumer Disputes Redressal Commission, UT Chandigarh, comprising Justice Raj Shekhar Attri (President) and Rajesh Kumar Arya (Member), has held BMW India Pvt. Ltd. and its senior management liable for selling a defective luxury vehicle (BMW X7 xDrive40d M Sport) and for deficiency in service. The Commission has directed the manufacturer to refund ₹1,32,90,000

Read Full: [LiveLaw.in](https://www.livelaw.in)

IMPORTER NOT LIABLE TO PAY CUSTOMS DUTY ON GOODS NOT RECEIVED BY HIM: BOMBAY HIGH COURT GRANTS REFUND



The Bombay High Court has held that an importer cannot be made liable to pay customs duty on goods that were never cleared for home consumption and were never received by the importer. The Court observed that, under Sections 13, 23 and 27 of the Customs Act, 1962, duty paid in anticipation of clearance becomes refundable once it is established that the goods were short-landed or lost...

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LAW DIGEST

DELHI HIGH COURT REJECTS PHILIPS' PLEA FOR PERJURY ACTION AGAINST EX-EMPLOYEE IN SOFTWARE PIRACY CASE



The Delhi High Court has refused to initiate perjury proceedings against a former Philips employee, holding that Philips had not produced the kind of clear and unquestionable evidence required for criminal action.

The ruling came in a copyright and trade secret

dispute involving Philips' medical imaging software "IntelliSpace Portal" (ISP). In a judgment dated November 24, 2025,.

Read Full: [LiveLaw.in](https://www.livelaw.in)

INDIAN ARMY SECURES EXCLUSIVE IP RIGHTS FOR NEW DIGITAL-PRINT COMBAT COAT



The Indian Army has secured exclusive intellectual property rights over its newly introduced 'Coat Combat (Digital Print)' after registering the design with the Controller General of Patents, Designs and Trademarks, Kolkata.

The Army on Wednesday said that the registration gives it exclusive ownership of both the design and the camouflage pattern, providing statutory protection under the...

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LAW DIGEST

DELHI HIGH COURT RESTRAINS WEBSITES ENABLING ILLEGAL DOWNLOADS OF SAREGAMA INDIA'S COPYRIGHTED MUSIC



The Delhi High Court has recently restrained several online sites that facilitate “stream-ripping” (illegal downloading) of music, barring them from downloading, reproducing, or distributing copyrighted songs and recordings owned by Saregama India Limited. The injunction will remain in effect until February 27, 2026.

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PUNJAB & HARYANA HIGH COURT STAYS INJUNCTION AGAINST RADICO KHAITAN IN 'KASHMYR'-'CASHMIR' TRADEMARK DISPUTE OVER DECEPTIVE SIMILARITY



The Punjab and Haryana High Court has stayed an order of the Commercial Court, Karnal which had restrained Radico Khaitan Ltd. from using the mark “Kashmyr” for its liquor products following a trademark suit initiated by Picadilly Agro Industries Ltd., proprietor of the marks “Cashmir” and “Cashmere.”

A Division Bench comprising Justice Ashwani Kumar Mishra and Justice...

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LAW DIGEST

DELHI HIGH COURT DISMISSES QUANTUM HI-TECH'S INJUNCTION APPEAL AGAINST LG OVER 'QUANTUM' TRADEMARK FOR FAILURE TO DISCLOSE MATERIAL FACTS



The High Court of Delhi, Division Bench of Justice C. Hari Shankar and Justice Om Prakash Shukla declined to grant interim relief to Quantum Hi-Tech Merchandising Pvt. Ltd. in its trademark dispute with LG Electronics India, holding that the company's effort to prevent LG's use of the "Quantum" mark was vitiated by non-disclosure of material information. Upholding a 2021 order of the Commercial Court that had set aside an earlier injunction in Quantum Hi-Tech's favour, the Bench observed that suppression of facts disqualifies a litigant from seeking equitable protection.

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DELHI HIGH COURT PROTECTS 'AAJ TAK' MARK, RESTRAINS NEWS AGENCIES FROM USING IT IN SOURCE CODE AND META TAGS



The Delhi High Court on Friday restrained Amar Ujala and News18 from using the trademark 'Aaj Tak' in their website source code or as meta tags, after both companies informed the Court that they had already removed the infringing links and did not wish to contest the trademark suit filed by Living Media India Ltd, owner of the Aaj Tak news brand.

A single bench of Justice Manmeet Pritam...

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LAW DIGEST

DELHI HIGH COURT RESTRAINS COSMETIC COMPANY FROM COPYING VISAGE BEAUTY'S O3+ FACIAL KITS PACKAGING AND MARK

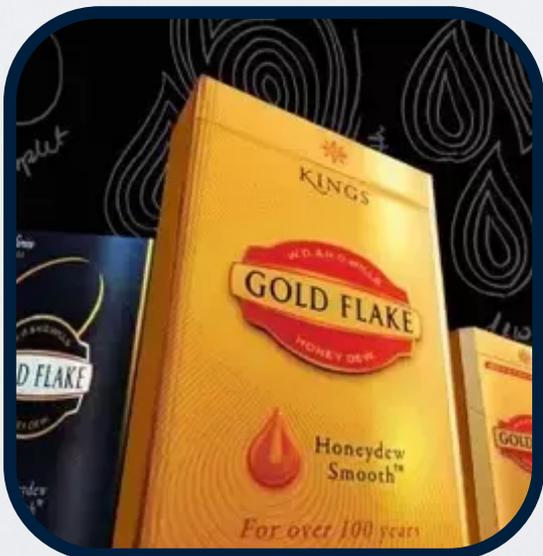


In a clash over look-alike facial kits, the Delhi High Court has granted Visage Beauty an interim injunction restraining Freecia Professional India from copying its packaging layout, usage instructions, ingredients text and from using the trademark 'DERMOMELAN'.

A single bench of Justice Manmeet Pritam Singh Arora passed the order on November 21 while hearing Visage Beauty & Healthcare...

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DELHI HIGH COURT PROTECTS 'GOLD FLAKE' MARK AGAINST LOOKALIKE 'GOLD FLAME' AND 'GOLD FIGHTER' CIGARETTES



The Delhi High Court on Monday confirmed a temporary injunction restraining Pelican Tobacco Co. Ltd. from manufacturing or selling its "Gold Flame" and "Gold Fighter" cigarettes, holding that their packaging and marks were deceptively similar to ITC Limited's well-known "Gold Flake" brand. A single bench of Justice Tejas Karia, in a judgment delivered on November 24, said Pelican...

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LAW DIGEST

DELHI HIGH COURT UPHOLDS REGISTRATION OF 'AMRITSAR HAVELI' MARKS; REJECTS CHALLENGE BY HAVELI RESTAURANT



The Delhi High Court has ruled that no restaurant can claim exclusive rights over the commonly used word “Haveli,” dismissing appeals by Haveli Restaurant and Resorts Ltd. and upholding the registration of the marks “Amritsar Haveli” and “The Amritsar Haveli” for food and restaurant services.

In a judgment on November 24, 2025, Justice Tejas Karia ruled that the restaurant failed...Read Full: [LiveLaw.in](https://www.livelaw.in)

DELHI HIGH COURT DECLARES 'HERMÈS' AND ITS 'BIRKIN' BAG'S 3-D SHAPE AS WELL-KNOWN TRADEMARKS IN INDIA



The Delhi High Court on Monday recognised the three-dimensional shape of Hermès' iconic Birkin bag, along with the “Hermès” name and its stylised logos, as well-known trademarks in India.

A single bench of Justice Tejas Karia delivered the ruling on November 24, 2025, in a trademark infringement and passing-off suit filed by Hermès International, the French luxury brand, against...

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BRICS AND BEYOND NEWS

CENTRAL BANK OF THE UAE HOSTS CYBERSECURITY SEMINAR FOR BRICS CENTRAL BANKS



The Central Bank of the UAE hosted the Cybersecurity Seminar and 2nd Cybersecurity Drill for BRICS Central Banks on November 4 in Dubai, in collaboration with Brazil's 2025 BRICS Presidency. The event brought together cybersecurity experts from BRICS nations to assess emerging threats, test response capabilities through simulated cyberattacks, and strengthen collective defenses, highlighting the importance of proactive and collaborative risk management to protect financial systems. source - [Cybersecurity Seminar](#)

EUROPE TURNS TO EURASIA AS BRICS-EUROPE FORUM SIGNALS GLOBAL POWER SHIFT



The second BRICS-Europe Symposium in Sochi, held on 14-15 November, highlighted the growing shift of global political and economic influence toward Eurasia. Bringing together European leaders and BRICS representatives, the forum reflected Europe's internal divisions and its reassessment of traditional transatlantic alignments. Discussions emphasized BRICS' expanding role, rising multipolarity, and the growing appeal of alternative political and financial frameworks amid global realignment. Source - [Eurasia](#)

BRICS AND BEYOND NEWS

BRICS YOUTH SUMMIT REPORT REAFFIRMS COMMITMENT TO INCLUSION AND MULTILATERALISM



Brazil's National Youth Secretariat and National Youth Council released the final report of the 11th BRICS Youth Summit, held in Brasília under Brazil's 2025 Presidency. The Summit reaffirmed commitments to multilateralism, social justice, and youth participation, bringing together delegates from BRICS nations and partners. A new Multilateral MoU was signed to strengthen governance, institutionalize regular meetings, and expand cooperation within the BRICS Youth framework.

Source - [Brics Youth Summit report](#)

INDONESIA AND BRICS ACCELERATE DE-DOLLARIZATION WITH YUAN PUSH



Indonesia has stepped up its de-dollarization efforts by expanding foreign-exchange operations using the Chinese yuan, with the yen as a secondary currency. Bank Indonesia plans to deepen yuan-rupee transactions and develop new instruments to reduce reliance on the U.S. dollar. The move aligns with BRICS' push for alternative financial systems, reflecting the bloc's growing momentum toward a multipolar global economy.

Source- [Push for De-dollarisation](#)

BRICS AND BEYOND NEWS

INDIA-RUSSIA SEAL DEAL FOR JOINT PRODUCTION OF SJ-100 REGIONAL JET



HAL and Russia's United Aircraft Corporation have signed an MoU to jointly produce the Sukhoi Superjet 100 (SJ-100) in India, marking India's return to passenger aircraft manufacturing. The project aligns with the UDAN scheme and growing demand for regional jets, but faces challenges from Western sanctions and engine certification issues. Despite these hurdles, the collaboration reflects India's push for strategic autonomy and closer industrial ties with Russia.

Source - [SJ-100 deal India- Russia](#)

CHINA, RUSSIA, MONGOLIA SIGN TEA ROAD TOURISM PLAN



China, Russia, and Mongolia signed the 2025-2026 Tea Road Tourism Cooperation and Development Plan in Darkhan, Mongolia, at the 9th trilateral tourism ministers' conference. The agreement aims to boost cross-border tourism through joint routes along the historic Tea Road, a new self-driving tour brand, and improved travel facilitation. The event also included travel agent meetings, a themed exhibition, and the launch of the Tea Road self-driving tour initiative.

SOURCES - [Tea road tourism plan](#)

BRICS AND BEYOND NEWS

BRAZIL HOSTS COP30, MARKING A DEFINING MOMENT FOR GLOBAL CLIMATE ACTION



Brazil hosted COP30 in Belém in November 2025, focusing on emissions reduction, climate finance for developing countries, and protection of the Amazon. Indigenous leaders played a key role, highlighting community-led conservation. Despite differences on funding, the summit reinforced Brazil's leadership in environmental diplomacy and boosted BRICS+ cooperation on climate resilience.

SOURCE - [COP 30 Brazil](#)

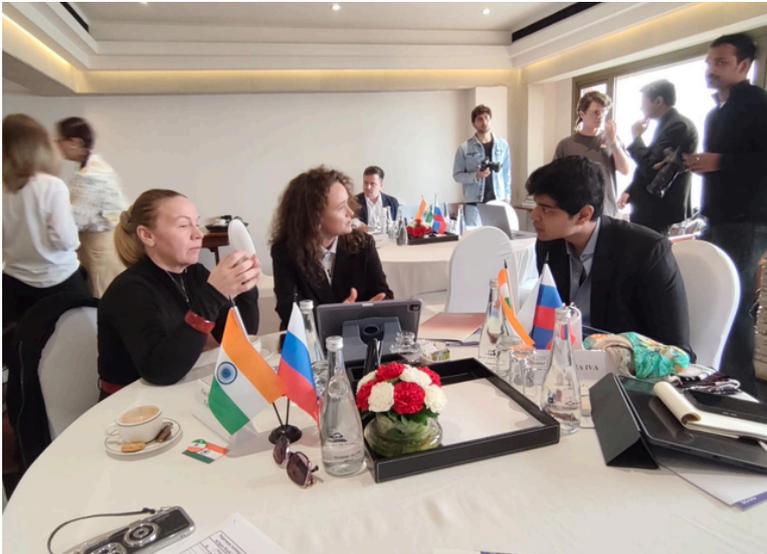
G20 MEETING HOSTED BY SOUTH AFRICA - KEY OUTCOMES FOR BRICS+



South Africa hosted the 2025 G20 Summit in Johannesburg on 22–23 November—the first ever held in Africa. Under the theme “Solidarity, Equality and Sustainability,” leaders focused on climate finance, inclusive development, digital transformation, global debt challenges, and multilateral cooperation. BRICS and BRICS+ nations strongly advocated Global South priorities, with the summit concluding in the adoption of the Leaders’ Declaration.

SOURCE - [G-20 Summit Johannesburg](#)

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