INDIALAW

Competition Policy & Regulatory Affairs

Competition Policy and Regulatory Affairs Law Firm in India for CCI Matters

PRACTICE PROFILE • OCTOBER 2026

Overview

Our Competition Policy & Regulatory Affairs practice helps clients understand, influence, and adapt to India's evolving competition policy framework. We monitor emerging trends, analyze regulatory shifts, and engage with policy consultations to provide forward-looking guidance on competition governance. Our team represents client interests before policy-making bodies, helps businesses translate policy changes into practical operational guidelines, and develops strategies to navigate the interface between competition law and sector-specific regulation. We use our regulatory relationships and policy expertise to help clients position themselves advantageously within the evolving competition landscape.

Our Services

- Engagement with policy consultations and competition law amendments
- Representation before parliamentary committees and working groups
- Advisory on emerging competition policy developments (digital markets, sustainability initiatives)
- Analysis of sector regulator interfaces with competition law
- Support with market studies and competition advocacy initiatives
- Monitoring of enforcement trends and policy shifts in Indian competition landscape
- Interface with regulators on behalf of industry associations and business chambers

Key Professionals



Rahul Sundaram

Partner

Frequently Asked Questions

Q1 **What does a competition policy and regulatory affairs practice actually cover?**

It covers monitoring and analyzing shifts in India's competition policy framework, engaging with government consultations on proposed amendments, advising on the intersection of sector-specific regulation with competition law, and representing client interests before policy-making bodies and working groups.

Q2 **When should a business engage competition policy advisors proactively?**

Ideally before a policy shift impacts your operations. With CCI expanding its focus into digital markets, sustainability, and algorithmic pricing, and with the Competition Amendment Act 2023 reshaping enforcement tools, early engagement helps you shape responses rather than react to new compliance burdens after the fact.

Q3 **Which Indian statutes and regulators govern competition policy matters?**

The Competition Act, 2002, as amended in 2023, is the primary statute. CCI is the principal regulator, with appeals going to NCLAT. Sector regulators like TRAI, SEBI, and DGCA also exercise overlapping jurisdiction in their respective domains, creating complex interface issues.

Q4 **What does a typical policy consultation engagement look like in terms of timeline?**

Government consultations on draft amendments or market studies usually allow 30 to 60 days for public comments. Preparing a well-researched submission typically requires two to four weeks of analysis and drafting. Cost is driven primarily by the depth of economic analysis and stakeholder coordination involved.

Q5 What information should a client prepare before engaging on a policy matter?

We typically need details of your market position, supply chain structure, relevant regulatory licences, prior CCI interactions or orders affecting your sector, internal compliance frameworks, and any industry association memberships. Prior submissions to regulators or parliamentary committees are also useful context.

Q6 What common mistake do companies make when responding to competition policy changes?

Many businesses treat policy consultations as a formality and submit generic responses, or worse, ignore them entirely. This forfeits a legitimate opportunity to shape regulation. Equally problematic is failing to update internal compliance protocols after amendments take effect, which creates avoidable enforcement risk.

Related Practice Areas

Competition / Anti-Trust | Sector-Specific Competition Advisory | Competition Compliance & Risk Management | Merger Control & Combinations | Competition Investigations & Enforcement Defence