

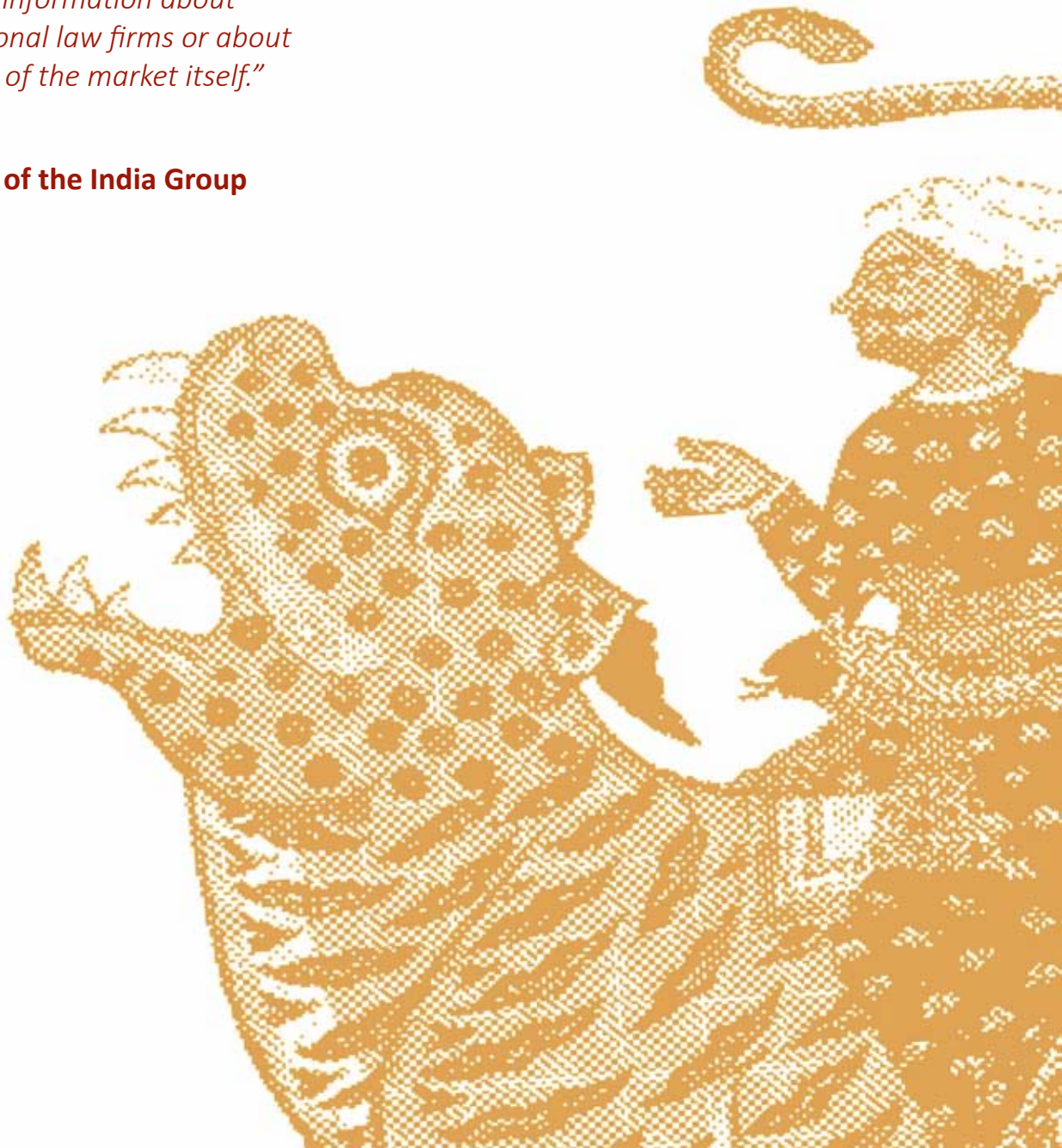
2015 RSG INDIA REPORT

*“The RSG India Report is the **definitive guide to the Indian legal market** - whether you want information about Indian or international law firms or about the size and shape of the market itself.”*

Jonathan Brayne

Partner and Head of the India Group

Allen & Overy



RSG INDIA REPORT

2015

With **seven years of research** into the Indian legal market behind us, RSG is pleased to announce the imminent publication of its 2015 Indian law firm rankings and report.

As political and economic changes sweep the country, the Indian legal market is poised for a dramatic transformation.

Why should law firms buy the RSG India Report?

The RSG-India Report is an indispensable guide for lawyers working in India. It provides a comprehensive analysis of the top law firms and lawyers, and market trends based on hard data and current client feedback.

The report provides law firms:

- The ability to benchmark against competitors using hard metrics
- A strategic management tool to understand and improve your market position
- A comprehensive guide to market best practice and trends

The 250 page Report contains:

- Hard, genuine client bills of satisfaction on the top 40 Indian law firms
- Assessment of the top law firms in India based on capacity, market profile, quality of mandate, and client satisfaction
- Predicted work flows, including the busiest sectors and jurisdictions over the next 12 months
- Data on which firms act for which clients
- Profiles of over 250 individual lawyers, recommended by clients
- Ranking of India practices and market profile of foreign law firms in India
- Valuation of the Indian legal market, major client legal spend and law firm fees
- The fastest growing practice areas at Indian law firms
- Analysis of law firm management best practice in use of technology, knowledge management, training and development
- A guide to the next tier of new, boutique and niche Indian law firms.

Research Methodology:

- Personal interviews with 50 major purchasers of legal services (both Indian and foreign).
- Nearly 500 client satisfaction reviews from clients reviewing both Indian and foreign law firms.
- Investigations into 167 Indian law firms.
- Interviews with Indian law firm managing partners.
- Feedback and analysis from 55 leading India practices at foreign law firms.
- Deals analysis from all major databases.



CONTENTS

1. Market Overview

- a) Value of the Indian legal market
- b) **The top 40 Indian Law Firms**
- c) The rising firms
- d) Size and leverage of Indian law firms
- e) Profile and reputation

2. Client Satisfaction with Indian Law Firms

Top 10 firms benchmarked

Law firm peer groups benchmarked

- a) Best firms for **expertise**
- b) Best firms for **availability**
- c) Best firms for **timeliness**
- d) Best firms for **budgeting**
- e) Best firms for **value for money**
- f) Best firms for **bandwidth**
- g) Best for firms **resources**
- h) Best firms for **commerciality**
- i) Best firms for **pro-activity**
- j) Best firms for use of **technology**
- k) Best firms for **respecting conflicts of interest**
- l) Best firms for **added value services**
- m) Best firms for **innovation**

3. Firm by Firm

a) Law Firm Facts:

Offices; Year established; Management team; Headcount; Leverage ratio; Split of work

b) Client Review:

i. **Value analysis:** how clients rate the firm for service delivery, expertise, commerciality and modernity. Which practices and offices do they recommend?

ii. **Strengths profile:** based on objective client assessment of the firm against 12 key indicators

c) **Recommendations:** the firm's most recommended practices areas, individual lawyers and areas for improvement.

d) **Profile and reputation:** How visible is the firm and what is its reputation in the eyes of clients, international law firms and peers; how is its market position changing?

e) **Significant clients and work:** Top deals, transactions and cases over the past 12 months. How many of the major deals has the firm worked on? Which big names have instructed the firm?

f) **The next tier** of new and boutique law firms.

4. Deals Analysis

A review of major deals databases and analysis of activity across the Indian legal market.

5. Foreign Law Firms in India

RSG ranking of the top foreign law firm practices in India by profile and reputation amongst clients and Indian lawyers as well as deal activity.

Sample page - firm profile

Client Satisfaction Map



Firm Profile

Value Analysis

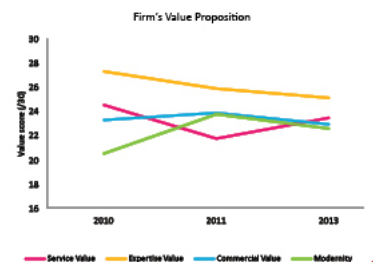
Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths. Detailed firm by firm analysis from value analysis to practice areas and strengths.

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	2010	2011	2013
Service Value	24.5	21.7	23.5
Expertise Value	27.3	25.9	25.1
Commercial Value	23.3	23.9	22.9
Modernity	20.5	23.7	22.5

Value Chain Indicator	Indicator Composition
Service Value	Timeliness, Availability, Budgeting
Expertise Value	Expertise, Conflict, Resources
Commercial Value	Commerciality, Fees charged, Value
Modernity	Pro-activity, Innovation, Technology, Added Value

Firms are assessed against the different components of a law firm's essential value proposition.



About RSG Consulting and its India research

RSG Consulting is an international legal strategy consultancy, established in 2001. However, its experience in analysing and commentating on the legal profession goes back to 1994. It has worked with most of the top UK, US and European law firms and possesses an unrivalled network of contacts in the profession. Core areas of expertise are business development and strategy projects for law firms but key passions are innovation and India. RSG is the research partner to the Financial Times Innovative Lawyers reports, which are published for Europe, North America and the Asia Pacific region.

The company has been publishing an India Report since 2008 and its findings are regularly headlined in the international press. It also provides India-related consultancy services to firms and in-house legal teams.

A history of innovation is in the company's DNA. CEO Reena SenGupta devised the research methodology that underpins the Chambers Guides and was recognised as a finalist in the Asian Women of Achievement Awards in 2009.

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Report price

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