



## Ayush Shrivastava

*Senior Associate*

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### Practice Areas

- Compliance & Regulatory
- Corporate

### Memberships

- Bar Council of Delhi
- Delhi High Court Bar Association

### Publications

- "Balancing Digital Sovereignty and Privacy in Business: Ethical Challenges and Legal Implications"- Presented at an International Conference.
- "Digital Personal Data Protection Act, 2023 – Deciphering for Data Fiduciary"
- "GDPR vs. DPDP Act: A Quick Comparison"
- "Japan's AI Promotion Bill: A Blueprint for Innovation?"

### Professional Profile

Ayush is a Senior Associate at KNM & Partners, with nearly seven years of experience in corporate advisory, employment law, data privacy, commercial contracts and regulatory compliance. He began his legal career with active litigation before the Supreme Court of India, Delhi High Court, Punjab & Haryana High Court and key Tribunals- an experience that continues to shape his risk-sensitive and pragmatic approach to corporate law and pre-litigation strategy.

At KNM, he advises Indian as well as multinational corporations, Indian subsidiaries of Japanese and European companies and clients in regulated sectors on legal structuring, governance, compliance and policy frameworks. His work includes drafting and negotiating commercial agreements, employment documentation, internal policies and regulatory filings across industries such as automotive, manufacturing, pharmaceuticals, technology and SEZ.

Since 2022, Ayush has served as the India Representative for the Aichi Prefecture Government (Japan) under the Aichi Desk initiative supported by the Indian and Japanese governments. He regularly engages with Japanese clients, policymakers and frequently travels to Japan for client engagements. He has also worked out of Tokyo, Japan to support ongoing mandates and strengthen his understanding of Japan's legal, cultural and regulatory environment. He has completed a professional course in Japanese Labour and Employment Law from Temple University, Japan with Distinction, and is learning Japanese to enhance communication with Japanese clients.

With a strong interest in law and emerging technologies, Ayush focuses on AI ethics and digital regulation, aligned with global frameworks and India's evolving legislative landscape. He is also pursuing a Ph.D. in Law, with research centered on the legal and regulatory dimensions of Artificial Intelligence, bringing academic depth to his legal advisory practice.

- “Future of Legal Education in India”– Published in a national conference by the Confederation of Indian Bar

### Key Matters and Assignments

- Advising companies on aligning internal data protection policies with the DPDP Act, 2023 while ensuring consistency with other existing legal and regulatory frameworks.
- Conducting in-depth legal research on India’s semiconductor ecosystem, including raw material and logistics regulation.
- Assisted Japanese and European companies with legal structuring, SEZ acquisition, business approvals and operational compliance.
- Supported a Japanese company in setting up an airbag cushion manufacturing unit, including facilitation of state-level incentives.
- Supported and advised a Japanese company in setting up India’s first airbag inflator manufacturing unit.
- Facilitated SEZ land acquisition and environmental clearances for a European manufacturing company.
- Conducted legal and environmental due diligence for a European pharmaceutical company.
- Drafting commercial leases and operational contracts for industrial real estate and manufacturing clients.
- Engaging with DPIIT, State Governments and World Bank teams on policy and regulatory reforms under Ease of Doing Business frameworks.
- Advising regulated sector clients in explosives, auto components and chemical industries on compliance and licensing.