



PRITHA JHA

Partner, Pioneer Legal

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QUALIFICATION:

- BSL. LL.B., ILS Law College,
University of Pune

PROFESSIONAL MEMBERSHIPS:

- The Bar Council of Maharashtra and Goa

HIGHLIGHTS:

Pritha is a co-founder of Pioneer Legal and a distinguished expert in the realms of private equity, strategic mergers & acquisitions, and corporate advisory. Her primary focus centers on advertising, media, and entertainment sectors, where her exceptional knowledge and experience have earned her a trusted reputation among clients. With an impressive career spanning over 16 years, Pritha has played a pivotal role in numerous domestic acquisitions, joint ventures, private equity investments, and intricate cross-border transactions, making her a sought-after advisor for complex multi-jurisdictional deals.

Beyond her core areas of specialization, Pritha provides crucial counsel to advertising agencies and media houses on their day-to-day operations and commercial contracts. She has been instrumental in successfully navigating through sector-specific regulatory challenges, contributing significantly to her client's success and ensuring compliance with relevant regulations.

After a successful tenure of 9 years at DSK Legal, Pritha co-founded Pioneer Legal with three partners, further solidifying her position as a leading legal professional. Her exceptional achievements have earned her prestigious recognitions, including being named one of 'Asia's Top 15 Female Dealmakers, India and Middle East' and being listed among Asia's 40 under 40 lawyers. Asialaw has ranked her as a rising star in Private Equity, and India Business Law Journal identified her as one of India's Future Legal Leaders. Moreover, she was featured as one of the Top 20 emerging leaders for the Indian Legal Market in the RSG Emerging Leaders Report of 2019.