

Rachana Rautray

Principal, Anagram Partners



Professional Summary

Rachana has over 8 years of experience in the technology sector and has advised various businesses such as tech-enabled businesses operating within the fintech, health-tech, ed-tech and ad-tech space, media, gaming and e-commerce. Her core areas of expertise includes data privacy, content regulation, intellectual property, emerging tech – such as blockchain, cryptocurrency and AI, payments and settlement systems, gaming, cyber security mandates, outsourcing and commercial contracts.

She has represented a broad range of domestic and offshore clients, including banks/financial institutions, intermediaries, large business conglomerates and start ups on various matters, such as business model vetting, cross-border licensing arrangements, compliance and regulatory investigations, collaboration and partnership arrangements. She has routinely examined data flows and data sharing policies considering the dynamic privacy landscape in India, and addressed queries raised by regulators on new age business models.

Prior to joining Anagram Partners, Rachana was a senior associate at Trilegal and AZB & Partners. She has also been recognized as a Key Lawyer for Data Protection by Legal 500 (2022-23).

Practices

Technology & Media
E-Commerce
Gaming
Web3
AI & Virtual Reality
Private Equity

Education

B.A., LL.B. (Hons.)
National University of Juridical
Sciences, Kolkata

Bar Admissions

Bar Council of India

Contact

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Representative Experience

- **Leading Social Networking Intermediary:** Advised on legal/ regulatory challenges in deploying its GenAI Tools, including on account of issuance of take down notices by a regulator or judicial body.
- **Leading E-Commerce Platform:** Advising on restructuring settlement timelines with its vendors considering the RBI Guidelines on Regulation of Payment Aggregators and Payment Gateways, and proposed amendments to these regulations issued in April 2024.
- **Leading Cryptocurrency Exchange:** Advising on regulatory implications arising out of F&O trades of cryptocurrency.