



Vaibhav Choukse

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Practice Areas

Competition Law

Sectors

Healthcare and Pharma

Automobile & Auto-component

E-commerce

Telecommunications & Broadcasting

Transport & Logistics

Investment funds and Asset Management

Banking & Financial Services

Insurance & Pension

Mines & Minerals

Construction and Engineering

Agriculture & Agrochemical

Hospitality, Tourism & Retail

Technology, Media & Sports

About

Vaibhav is a Partner in the Firm's Competition Law Practice with over 16 years of experience. He has been practicing competition law since its inception in India, specializing in complex litigation, and merger control, advising clients across diverse industries. His expertise spans complex competition matters before the Competition Commission of India (CCI) and appellate courts.

In litigation/ enforcement, Vaibhav routinely advises multinational corporations and industry associations on cartel investigations, leniency, dawn raids, vertical agreements, abuse of dominance, and competition compliance. He has successfully defended global auto-component manufacturers, a leading tyre company, a leading multiplex operator, and a leading paper company in cartel cases before the CCI. He currently advises leading players in the seed, pharmaceutical, cement, advertising and financial sectors in cartel and vertical restraint investigations. In abuse of dominance matters, he represents Hyundai and Ford Motors in India's first auto-parts aftermarket abuse case and FabHotels in India's first MFN case against MakeMyTrip. He also represented Nuziveedu Seeds in abuse of dominance case against Monsanto before the CCI and Delhi High Court. He is also involved in constitutional and procedural challenges to CCI investigations before various High Courts. Recently, he secured a stay on the CCI's investigation against sellers on a leading e-commerce platform from various High Courts.

In merger control, he has obtained merger control approvals for complex transactions across Form I and Form II, including Temasek's investments in Manipal Hospitals and Haldiram, ONGC NTPC Green's acquisition of Ayana Renewable, Coforge-Cigniti, EQT's investment in Indira IVF and HDFC Credila, IBM's global MIS spin-off into Kyndryl, the TVS Group restructuring, and the Ford-Mahindra joint venture, among others.

Vaibhav is a prolific author and speaker, contributing to leading competition law journals and business newspapers, and frequently speaking at industry forums. He is recognized among India's leading competition lawyers by Chambers & Partners, Who's Who Legal, Global Competition Review, Lexology, Legal 500, Forbes Powelist, and AsiaLaw. In 2024, Vaibhav was named to ALB Asia's 40 Under 40, distinguishing him as one of Asia's top young legal talents and the only competition lawyer on the list.

He holds a master's degree in Competition Law from King's College London, where he had the privilege of studying under Prof. Richard Whish KC (Hon) in EU Competition Law.

Experience

Some of the key assignments in these areas handled and being handled by Vaibhav amongst others, cover the following:

Competition Litigation

- Successfully defended Indiabulls Financial Services (bank cartel), Responsive Industries (PVC sheet cartel), Alkali Manufacturer Association (soda ash cartel), Michelin (tyre cartel), Omaxe (real-estate cartel), Satia Industries (paper cartel), Cinopolis, and Wockhardt in cartel investigations before CCI.
- Successfully defended Mikuni Corporation, Japan, Aisan Industry Co., Ltd, and Diamond Electric Manufacturing Co. Limited, Japan in auto-parts cartel inquiry before the CCI.
- Strategized and filed leniency applications for companies involved in sectors including broadcasting, conveyer belt, solid waste management equipment, paper, and beverage with the CCI.
- Successfully defended Becton Dickinson, Zee Turner, Omaxe Limited, ACI Worldwide, and Indian Railways in abuse of dominance investigations before the CCI.
- Defending manufacturers of cement, pharmaceutical products, auto-parts, vegetable seeds, male contraceptives, beverages, paper and advertising firm in cartel investigations before the CCI.
- Defending leading Debenture Trustees in a cartel inquiry before the CCI; secured an interim stay against the investigation initiated by the CCI from Bombay High Court.
- Representing Nuziveedu Seeds in an abuse of dominance inquiry against Monsanto Group before the CCI, Delhi High Court, and SC.
- Defending Hyundai Motors & Ford Motors in abuse of dominance investigations before the CCI, the NCLAT, and the SC relating to abuse of dominance investigations (after-market activities).
- Representing FabHotels in an appeal filed by MakeMyTrip and OYO against CCI order before NCLAT.
- Defended an oil companies, cable manufacturers, a truck association, LPG cylinder manufacturers, sugar companies, and pharmaceutical companies in cartel investigations before CCI.
- Defended National Stock Exchange and T-Series in abuse of dominance investigations before CCI.
- Defended cement manufacturer, LPG cylinder manufacturer, shoe manufacturers, and explosive manufacturers against the order of CCI in cartel inquiries before the NCLAT.

Merger Control

- Temasek and Alpha Wave's investment in Haldiram (2025)
- ONGC NTPC Green's acquisition of Ayana Renewable (2025)
- Combination involving Del Monte, Bharti Enterprises, and Agro Tech Foods (2025)
- Havells India's investment in Goldi Solar (2025)
- Coforge's acquisition of Cigniti (2024)
- Temasek's investment in API Holdings (2024)
- Paharpur Cooling Towers' investment in Thyssenkrupp Industries (2024)
- EQT's investments in Indira IVF and HDFC Credila (2023)
- Temasek's investment in Manipal Hospitals (2023)
- IBM's global MIS spin-off into Kyndryl (2021)
- Goldman Sachs's investment in ReNew Power (SPAC) (2021)

- Formation of joint venture between Ford Motor Company and Mahindra & Mahindra (2020)
- Rosneft and Trafigura's investment in Essar Oil (2017)
- Sale of eBay India to Flipkart (2017)

Memberships

Bar Council of Madhya Pradesh
International Bar Association (IBA)
Competition Law Bar Association (India)

Publications

Chambers Merger Control Guide - India: 2025
Chambers Antitrust Litigation 2024 - Trends and Development Chapter
India Chapter for The Cartels & Leniency Review 2024
Ensuring AI fosters fair play in digital markets - Hindu BusinessLine, July 2025
Go easy with the digital lasso – Economic Times, March 2024
Digital Competition Law must be made proactive – The Pioneer, August 2023
No Poaching Agreements - Threat to competition or good business – CNBC TV18, August 2023
Antitrust's Interlock Dilemma - Moneycontrol.com, July 2023
Sweet & sour for Indian industry - Competition Amendment Bill 2022, Financial Express, August 2022
Shaping competition law for the digital age, Financial Express, July 2022
Sailing through COVID-19: A stormy year for CCI – CNBC TV18, May 2021
Blockchain technology: New frontier of competition law? - Financial Express, May 2021
Coronavirus crisis: Keeping up with the competition - Financial Express, April 2020
Digital cartelisation will be a new challenge for the anti-trust regime - Financial Express, August 2018
No cold-calling: Hiring practices can be an antitrust violation - Financial Express, November 2016
Shaping Standard Essential Patents policy - Financial Express, August 2016
DIAL(ing) antitrust - the Financial Express, May 2016
Disqualified by competition law. Is your job in jeopardy? - Economic Times, November 2015.
Cartels driving public procurement - Hindu BusinessLine, September 2015.
Free calling or dialling antitrust? - Financial Express, July 2015
Antitrust law for a free and fair internet - Hindu BusinessLine, April 2015.
The debate on essentials - Hindu BusinessLine, March 2015.
E-tailers and the future of friction-free capitalism - Business Standard, November 2014.
Sweetheart deals that hurt consumers - Business Standard, September 2014.
Calculation of Fines in India - In search for some guidance - Global Antitrust Review: Issue 4, 2011.
BCCI: Caught Behind - The Economic Times, May 2011.

Education

B.A., LL.B., NLC, Bharati Vidyapeeth, Pune (2008).
LL. M in Competition Law, Kings College, London (2009).