



Confederation of Indian Industry

भारत सरकार, GOVERNMENT OF INDIA  
व्यापार एवं उद्योग विभाग, MINISTRY OF COMMERCE AND INDUSTRY



उद्योग संवर्धन और आंतरिक व्यापार विभाग  
DEPARTMENT FOR  
PROMOTION OF INDUSTRY AND INTERNAL  
TRADE



INTELLECTUAL  
PROPERTY INDIA  
Patents | Designs | Trademarks  
Geographical Indications



# 5<sup>th</sup> INTERNATIONAL CONFERENCE ON IPR

Innovation and IP-led Technology  
for a \$5 Trillion Economy

3-4 December 2019: New Delhi

## *Session 5:* IP as Collateral





**R Saha**

Senior Advisor (IPR)  
Confederation of India Industry

---

R Saha is a B Tech from IIT Kanpur in Aeronautical Engineering. He got his Master's Degree from Cranfield University in England. He served the Government of India for 35 years in different capacities and handling different responsibilities including research and development and retired as Scientist G and Adviser from the Department of Science and Technology, Government of India. He has wide experience in technology evaluation and assessment, intellectual property rights management, regulatory processes and R&D policies and project implementation. He has been a pioneer in leading the national efforts in policy making and capacity building in the area of IPR. He planned and conducted two training programmes on IPR for developing countries drawing a participation of about 30 countries. He was invited as an international resource person to speak on IPR in Bangladesh, Indonesia, Namibia, Sri Lanka, Egypt, Oman, Malaysia, China, Philippines, Mauritius, Mexico and Uganda. He conducted more than 400 IPR workshops in India and other countries. 20 Patent Information Centers at state levels and 60 university IPR cells were set up in India under his leadership. He has been helping universities in developing their IPR policies. About 1000 patent applications were filed under his guidance on behalf of universities and R&D institutions. He represented India in discussions at WIPO and, was involved in negotiating international agreements on IPR in the context of scientific research and development.



**Aravind Bharadwaj**

Chief Technology Officer & Head-New Technologies  
Mahindra & Mahindra Ltd

---

Dr. Aravind S. Bharadwaj joined Mahindra & Mahindra Ltd in 2012 and is currently Chief Technology Officer, Farm Equipment Sector. During this tenure, he has been leading several key technology initiatives culminating in the launch of successful product offerings in the market such as Driverless Tractor, Digisense – The Unified Mahindra Connected Vehicle Platform and Mahindra Biogas Plants.

Prior to joining Mahindra & Mahindra Ltd., he was CEO – Automotive Infotronics Limited (Joint venture between Ashok Leyland and Continental AG) since April 2008 after serving as Executive Director – Advanced Engineering & Mission Summit at Ashok Leyland. Prior to these positions, he has been with TVS Motor Company, India, Delphi Technical Center, Singapore, GM Powertrain, MI, USA and GM R&D Center, MI, USA.

Dr Aravind S. Bharadwaj was awarded a BE (Hons.) in Electronics & Communication Engineering from the Madurai Kamaraj University, MS & Ph.D. in Electrical Engineering from Virginia Polytechnic Institute & State University, USA and MBA (Distinction) from the University of Michigan, Ann Arbor, USA.

He is a SAE Fellow, IEEE Senior Member and a certified six sigma black belt. He was a Director in the Board of SAE International for the period 2008-2010 and the 2014-2016 President of SAEINDIA. He has published several papers in International Journals and Conferences and has three patents.



**Aviral Jain**

Managing Director  
Duff & Phelps India Private Limited

---

Aviral joined Duff & Phelps through the firm's acquisition of American Appraisal. He is a financial advisory professional with more than 12 years of experience in valuation, restructuring and corporate finance. His experience includes valuation and transactions involving business enterprises, intangible assets including intellectual property, and financial instruments. He has advised clients for M&A transactions, restructuring, insolvency and bankruptcy, disputes & litigation, financial reporting, and tax purposes. He has also advised several domestic and cross-border acquisitions and transactions involving private placement of equity. Prior to Duff & Phelps, Aviral worked with the Corporate Finance practice of KPMG and was responsible for operational management of their valuation practice in North India. He has also worked with the Financial Advisory Services practice of Deloitte.

He regularly quoted by the financial press on valuation-related matters, and his research on valuation of technology start-ups has been featured in various publications. He also authors the study on Celebrity Brand Valuations, our annual thought leadership publication, which has found its coverage in some of the leading financial newspapers in India.

Aviral received his Master's in Business Administration in finance from Faculty of Management Studies, University of Delhi, and his under graduate degree in commerce from Shri Ram College of Commerce, University of Delhi. He holds the Chartered Financial Analyst designation and is a member of the CFA Society of India.



**K R Pradeep**

Partner  
Singh & Singh

---

Mr. K.R. Pradeep, Partner at Singh & Singh Law Firm LLP is a Graduate in Business Management, a Fellow Member of the Institute of Chartered Accountants of India, a member of International Trademark Association, served on the Board of several companies, has practiced as a Chartered Accountant for 33years and presently practicing as an Advocate, who heads the Tax Law practice of Singh & Singh Law Firm. He has secured 10th Rank in Bachelor of Business Management, 22nd Rank in Inter CA and 8th Rank in Final CA, Secured the Presidents' Felicitations for scoring 100 on 100 in Advanced Accountancy in Final CA which is a fete unbroken till date. He has represented India in the World Moot Court Competition held at New York and secured 2nd Prize for the Country. His practice includes litigation and advisory in Tax related matters, and he regularly appears before the Supreme Court, High Courts, Income Tax Appellate Tribunals, Settlement Commission, and the like.



**Martin Brassell**

Co-Founder and CEO  
Inngot Limited

---

Mr. Brassell's specialist area of expertise is in the use of intellectual property in finance, and the identification, scoring and valuation processes needed to facilitate it. He has worked extensively with banks, investors and policy makers across the UK, Europe and Asia to develop new approaches that recognise the importance of this asset class for business growth.

Martin is best known as co-founder of Inngot Limited ([www.inngot.com](http://www.inngot.com)), established with Professor Iwan Davies (now Vice-Chancellor of Bangor University) in 2007. The company offers innovative online tools that 'unlock' IP value by enabling companies to identify, explain, value and manage their intangible assets and intellectual property. These are currently optimised for use in ten countries, and have helped identify over £700m in value to date.

Martin has also been responsible for writing or co-authoring a number of influential publications on IP utilisation. These include the 2013 Banking on IP? report and the 2017 Hidden Value report on IP valuation markets, both for the UK Intellectual Property Office. Most recently, in 2019, OECD published his latest paper, Fostering the use of intangibles to strengthen SME access to finance for OECD. Martin has also led two investigations into company intangible asset investment for ACCA (Innovation, Intangibles and Integrated Reporting and Accounting for Intangibles), and co-authored a book for Oxford University Press, Economic Approaches to Intellectual Property, with Dr Nicola Searle.