



Prateek Bansal

Partner – Taxation (Direct & Indirect)

E. prateek.bansal@whiteandbrief.com

M. +91 8097657089

Focus Areas:

- Direct Tax
- GST
- Litigation Under GST And State Levies
- Customs & Foreign Trade Policy
- Compliance
- Legal Metrology
- Erstwhile Indirect Taxation Regime

Professional Qualifications:

- B.L.S. LLB – Government Law College, Mumbai

Mumbai Office:

61A, 62A & 63A, Mittal Court "A" Wing,
Jamnalal Bajaj Marg, Nariman Point,
Mumbai, Maharashtra 400021, India

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ADVOCATES AND SOLICITORS

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Prateek Bansal leads the Firm's Taxation and Customs practice, bringing over a decade of experience in indirect taxes including GST, Customs, and Foreign Trade Policy. He advises Indian and multinational clients across sectors such as real estate, pharmaceuticals, FMCG, hospitality, and chemicals on tax structuring, compliance strategies, and litigation.

Renowned for his advisory during India's GST transition, Prateek has represented clients and industry associations before the **Ministry of Finance** and the **GST Council**, particularly on matters such as **rate rationalization**, **tax exemptions**, and industry-specific reliefs. His practice also extends to niche regulatory areas, including **Legal Metrology**, **Consumer Protection**, and the **Drugs & Cosmetics sector**.

With a strong litigation background Prateek has appeared in several high-stakes matters before the Supreme Court of India, and other judicial fora, including cases related to anti-profiteering and state levies. A regular voice in tax policy discussions, he contributes to thought leadership through media commentary, articles, and panel discussions. Prior to joining White & Brief, he was part of the Tax practice at **Economic Laws Practice, Mumbai**.

Select Matters Handled:

GST Compliance & Input Credit Dispute: Advised and represented a renowned cricket league franchisee before GST authorities in two Indian states regarding the place of GST registration and input tax credit reversal under reverse charge.

Customs & Foreign Trade Policy (FTP) Advisory: Conducted customs classification reviews for pharmaceutical imports/exports to ensure compliance and duty optimization.

Customs Litigation: Managed litigation for leading pharmaceutical and chemical companies involving violations of the 'pre-import' condition for availing IGST exemption under the Advance Authorization license.

Financial Compliance & Audit Advisory: Independently led finance functions, including monthly financials, cash flow management, statutory audit preparation, and implementation of audit recommendations.

PLI Scheme Advisory: Assisted enterprises in leveraging the Production Linked Incentive (PLI) Scheme, advising on manufacturing setup and regulatory compliance.

Policy Representation: Represented major FMCG brands before the Ministry of Finance seeking GST rate rationalization on homecare products and correction of inverted customs duty structures.

Trade Protection Measures: Represented gas cylinder manufacturers before the Ministry of Oil & Natural Gas, DPIIT, and BIS to secure trade barriers against substandard imports from Southeast Asia.

Financial Advisory & Management: Oversaw key financial operations such as cash flow management, bank reconciliations, balance sheet preparation, and statutory audits, while also advising clients on foreign investment strategies and tax optimization techniques.

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