



**AMAL GOENKA**  
**ASSOCIATE PARTNER**

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**Areas of Practice:**

Media and Entertainment,  
Intellectual Property  
Rights and Technology

**Education:**

B.A. LL.B. – Jindal  
Global Law School -O.P.  
Jindal Global University

**Professional Summary:**

Amal has over a decade of experience advising clients in the Media and Entertainment industry, with a strong focus on transactional and commercial matters. He has significant experience in drafting agreements, negotiating deals, and contracts across the full lifecycle of content creation, acquisition, licensing, and distribution for cast and crew in the media and entertainment industry.. Combining deep legal expertise with a strong understanding of industry dynamics, Amal is known for structuring commercially viable and risk-mitigated solutions for high-value and complex transactions.

**Representative Clients:**

Mythri Movies Makers, People Media Factory Private Limited, Phantom Studios (India) Private Limited, Vistaar Movies LLP, Maverick Media Private Limited, Shine Screen (India) LLP, Naad Sstudios Private Limited, Naad Films LLP, Vriddhi Cinemas LLP, Kay Content Factory LLP, MMM Mediaworks etc.

**Relevant Recent Experience:**

- Advised clients on content acquisition and licensing across films, television, and digital platforms, including OTT businesses.
- Represented clients in content and film production, studio arrangements, and co-production structures, including revenue-sharing and acquisition models.
- Represented stakeholders in film distribution, television production, and digital media platforms, providing end-to-end transactional support.
- Handled matters relating to music acquisition and licensing, talent management agreements, live events, and theatre-related engagements.

- Advised on complex commercial structures by combining legal expertise with business acumen to mitigate legal and commercial risks.
- Represented clients in structuring high-value and complex transactions, particularly involving revenue models, acquisitions, and production-linked deals within the media ecosystem.
- Advised clients on aligning legal strategy with commercial objectives in fast-evolving media, technology, and digital environments.