

Roundtable on

# COMPETITION CONCERNS IN THE CLOUD SERVICES MARKET AND OPTIMALITY OF REGULATORY & POLICY INTERVENTIONS

Wednesday, 29 July 2026 | 1330–1700 hrs IST  
Lecture Room 1, Annexe, IIC, New Delhi

## (Chatham House Rules)

### BACKGROUND

Cloud services have become a cornerstone of India's rapidly expanding digital economy and vibrant startup ecosystem. By providing scalable, flexible, and cost-efficient computing infrastructure, they enable businesses to store and process data, deploy advanced digital applications, and innovate at scale. Given their strategic importance, any regulatory intervention in the cloud services market must be carefully calibrated. Regulatory measures should be guided by the principles of necessity, proportionality, and evidence-based policymaking. Premature or overly prescriptive regulation risks undermining innovation, discouraging investment, and constraining the growth of the very digital ecosystem it seeks to support.

Against this backdrop, CUTS International undertook two complementary studies to examine: (i) whether the competition concerns reported in cloud services can be effectively addressed within India's existing competition law framework; and (ii) whether extending ex ante digital competition regulation to cloud services would be consistent with the principle of optimal regulation.

The first report, [\*Competition Concerns in Cloud Services Market and Application of Indian Competition Law\*](#), analyses a range of issues, including but not limited to cloud credits and discounts, egress fees, interoperability barriers. It concludes that these concerns can largely be addressed under the Competition Act, 2002, particularly in light of recent institutional developments such as the settlement and commitment mechanisms and the establishment of the Digital Market Division.

The second report, [\[Over\]Regulating Cloud Services: A Case for Restraint](#), cautions against extending hard ex ante regulatory obligations to cloud services without a clear evidence base. It argues for a proportionate regulatory approach and recommends, among other measures, considering in India the voluntary commitments on switching and interoperability offered by AWS and Microsoft to the UK Competition and Markets Authority.

To facilitate an informed and balanced discussion on these issues, CUTS International is convening this stakeholder Roundtable under the Chatham House Rule. The Roundtable will deliberate on the findings of both studies, draw lessons from international experience, and explore policy approaches that promote competition while preserving innovation, investment, and consumer welfare in India's evolving cloud services market.

### Key Themes for Discussions

- Identified competition concerns in the Cloud Services Market and its potential dealing under Indian competition regime.
- Complexity in defining the Relevant Market: Cloud services layers (IaaS/PaaS/SaaS) vs. IT Solutions?
- Global Regulatory Lessons: UK, Japan, EU, Africa etc.
- Should 'Cloud Services' be included under hard ex ante regulation?

## AGENDA

|               |                                                                                                                                                                                                                             |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1330-1400 hrs | Registration                                                                                                                                                                                                                |
| 1400-1410 hrs | Welcome Address by <b>Bipul Chattopadhyay</b> , Executive Director, CUTS International                                                                                                                                      |
| 1410-1430 hrs | Presentation by <b>Ujjwal Kumar</b> , Associate Director, CUTS International on <b><i>Identified Competition Concerns in Cloud Services Market, Application of Competition Law and Optimality of ex ante Regulation</i></b> |
| 1430-1445 hrs | Presentation ( <i>virtual</i> ) by <b>Callum Miller</b> , Director, Digital Markets Unit, Competition and Markets Authority, UK on <b><i>The UK Digital Markets Regime &amp; Actions on Cloud Services</i></b>              |
| 1445-1455 hrs | Q&A                                                                                                                                                                                                                         |

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| 1455-1555 hrs | <p><b>Lead Discussants</b></p> <p><b>Tatsuya Iida</b>, First Secretary (Economic Section), Embassy of Japan in New Delhi (former Deputy Director, Japan Fair Trade Commission)</p> <p><b>Leonard Ugbajah</b>, Council Member at the ECOWAS Regional Competition Authority and Founding Partner, Lex Economicus Advisory, Nigeria (<i>Virtual</i>)</p> <p><b>Sangeeta Shah Bharadwaj</b>, Professor, MDI, Gurgaon</p> <p><b>Hee Eun (Erin) Kim</b>, Competition Lawyer, Baker McKenzie, Singapore (<i>Virtual</i>)</p> <p><b>Shashank Sharma</b>, Axiom5, New Delhi</p> <p><b>Rohit Kumar</b>, Co-Founder, The Quantum Hub</p> <p><b>Meghna Bal</b>, Director, Esya Centre, New Delhi</p> <p><b>Sudipto Banerjee</b>, Deputy Director, Nasscom</p> <p><b>Hemangini Dadwal</b>, AZB &amp; Partners</p> <p><b>Soham Banerjee</b>, Counsel, Khaitan &amp; Co.</p> <p><b>Drishti Parnami</b>, Fellow, CUTS Institute for Regulation &amp; Competition (<b>Moderator</b>)</p> |
| 1555-1655 hrs | <b>Moderated Roundtable Discussion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 1655-1700 hrs | <b>Summing Up and Vote of Thanks</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 1700 hrs      | <b>High Tea</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |