

## Manisha Patel

Senior Associate  
Birmingham

### Biography

As part of the Commercial team at Hogan Lovells, Manisha Patel uses her knowledge and experience to advise on complex commercial contracting, including negotiating and drafting framework agreements, master services agreements, collaboration agreements, franchising agreements, co-manufacturing agreements, supply and distribution agreements, supply of services agreements and IT agreements.

Manisha has specific knowledge in TMT, automotive, food and beverage as well as general commercial matters.

Manisha's more recent work includes her being involved in advising the world's largest brewer, AB InBev, on its global deals for media buying and planning services, including the drafting and negotiation of master media agency agreements with 6 international media agency suppliers. The value of this transaction was approx. US\$5 billion.

Additionally, Manisha has vast experience in advising on traditional merger and acquisition transactions, providing in-depth commercial advice during the due diligence process, as well broader commercial aspects such as negotiating and drafting various contracts as part of the corporate transaction, including transitional services agreements.



### Phone

+44 20 7296 2000

### Fax

+44 20 7296 2001

### Email

[manisha.patel@hoganlovells.com](mailto:manisha.patel@hoganlovells.com)

---

### Languages

English

---

### Practices

Corporate

Commercial

---

### Industries

Automotive and Mobility

Consumer

TMT

---

### Areas of focus

## Representative experience

Advising AB InBev on the sale of SABMiller's Central and Eastern European businesses to Asahi for €7.3bn which included managing commercial due diligence.

Managing large-scale conversion of above-market procurement contracts for AB InBev which involved review of and drafting agreements in order to effect conversion of contractual models.

Project managing the contract separation process for the sale of SABMiller's Central and Eastern European Business, including 300 supplier agreements (IT and Procurement).

Project managing the contract separation process of IT and non-IT global procurement contracts in preparation of the sale of AB InBev's Australian business to Asahi.

Virtual secondment for News UK, providing legal assistance to the General Counsel regarding large scale commercial and tech contracts.

Secondment to ITV Services Limited as part of Group Legal, providing general commercial advice in respect of ITV's broadcasting and general corporate matters.

Secondment to Aimia Services UK Ltd, a data analytics and insight corporation, providing general commercial, corporate and data privacy related advice in respect of the business.

Advising two large international automotive manufacturers in respect of their collaboration to develop, manufacture and supply ECUs.

Advising Brookfield Business Partners on its acquisition of an 85% stake in Greenergy Fuels, the UK's largest supplier of road fuels, on due diligence aspects.

Part of the legal panel for Partners Group AG whereby urgent non-disclosure agreements are reviewed and prepared within 24/48 hour turnaround.

Food and Beverages

Retail and Consumer Goods

---

## Education and admissions

### Education

LPC, The University of Law, 2011

LL.B. (Hons), University of Leicester, 2010

---

## Bar admissions and qualifications

Solicitor, England and Wales

---

## Awards and rankings

- Firm of the Year for Corporate and Commercial, *Legal 500 UK*
- Ranked Band 1 for Commercial Contracts, *Chambers UK, 2017*

## Latest thinking and events

- Press Releases
  - Hogan Lovells promotes 31 to senior associates in UK