

Susmita Baulia

Senior Associate, Helsinki



Susmita Baulia is a Senior Associate based in RBB's Helsinki office.

Since joining RBB in 2023, she has advised on high-stakes cases before the European Commission and national authorities and courts across the UK, India, and Hong Kong.

Specialising in Applied Microeconomics, she holds a PhD and brings postdoctoral research experience from the University of Turku. She also holds advanced economics degrees from the University of Konstanz and the University of Calcutta.

Susmita has experience across a range of competition matters, including merger control, horizontal agreements, abuse of dominance investigations, and follow-on damages litigation, as well as regulatory work.

She has worked across a diverse range of industries, including airlines, banking and financial services, broadcasting, media and sports. She has advised high-profile clients, such as Alphabet (Google), Allianz, Reliance, British Airways, and Cathay Pacific.

Her approach to consulting is grounded in her research background and the application of econometric methods to provide robust evidence-based advice.

During her years in academia, she has presented her work at international conferences, published in leading peer-reviewed journals, and taught economics at the University of Turku and Aalto University.

An Indian national and permanent resident of Finland, Susmita is fluent in Bengali, English, and Hindi.

Recent Case Experience

FCA Motor Finance Redress Scheme
Regulatory consultation, UK

Global Payments/Worldpay
Merger, Multi-jurisdictional

Alphabet (Google)
Alleged abuse of dominance in Ad tech, UK

Merchant Interchange Fee Umbrella
Proceedings
Damages litigation, UK

Atlantic Joint Business Agreement
Horizontal agreement, UK

Reliance/The Walt Disney Company
Merger, Multi-jurisdictional

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