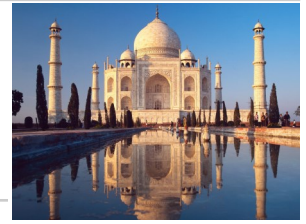




India



Country Overview:

Location: In South Asia, bordering the Arabian Sea and the Bay of Bengal, between Pakistan and Burma

Size: 3,287,263 sq km

Population: 1,220,800,359 (July 2013 est.)

Capital: New Delhi

Export-commodities: petroleum products, precious stones, machinery, iron, steel, chemicals, vehicles, and apparel.

Import-commodities: crude oil, precious stones, machinery, fertilizer, iron, steel, and chemicals.

Currency: Indian Rupees (INR)

Ethnic groups: Indo-Aryan 72%, Dravidian 25%, Mongoloid and other 3% (2000)

Religion: Hindu (80.5%), Muslim (13.4%), Christian (2.3%), Sikh (1.9%), Other (1.8%)

Government type: federal republic

Chief of State: President Pranab MUKHERJEE (Since 22 July 2012); Vice President Mohammad Hamid ANSARI (Since 11 August 2007)

Head of Government: Prime Minister Manmohan SINGH (Since 22 May 2004)

*Languages: Hindi 41%, Bengali 8.1%, Telugu 7.2%, Marathi 7%, Tamil 5.9%, Urdu 5%, Gujarati 4.5%, Kannada 3.7%, Malayalam 3.2%, Oriya 3.2%, Punjabi 2.8%, Assamese 1.3%, Maithili 1.2%, other 5.9% **note:** English is the subsidiary official language*

India is the 5th largest economy in the world.



Republic of India / Baharatiya Ganarajya

Meetings and Negotiations

- Arrange meetings in **advance** and **confirm** the date and time prior to the meeting.

- Be **punctual**, although Indians tend to be casual with their time commitments.

- 'Power breakfasts' and luncheons have become a popular meeting format within Indian businesses.

- Rise to **greet** your Indian business partner as they enter the room to show respect.

- To greet; position your hands palm-to-palm, recite '**Namaste**' [nah-mas-tay], with a slight bow.

- When meeting in your office, It is a nice gesture to offer refreshments. When meeting at their offices, you will, most probably be offered tea or coffee also. **Note:** it is considered polite to initially reject the offer and accept the second or third time they offer it.-

- Do not be surprised if, during your meeting, there are digressions in conversation.

- Always **have** multiple business cards on hand (**exchanged** in

business and non-business situations)

- Building a relationship is usually a **prerequisite** to doing business, and disregarding this may be seen as rude.

- It may be a good idea to go through a third party introduction. This gives you immediate **credibility**.

- Most Indians expect concessions in both price and terms. It is acceptable to expect concessions in return.

- **Never** appear overly legalistic during negotiations. In general, Indians do not trust the legal system; a trusted person's word is sufficient to reach an agreement.

Business Attire

- Men— suit and tie. Women— dress conservatively; suits, dresses, and tops with a high neckline.

- Casual wear is appropriate if you are attending a social gathering.

- Traditional Indian clothing includes the kurta-pajama suit for men, and sari or salwar-suit for women.

Behavior

- Indian society is **conservative**. **In the business arena, men generally will not hug or have any physical contact with**

women. Handshakes are most appropriate when greeting others from the opposite sex.

- Indians consider feet as **unclean**. Point your feet away from others.

- **Allow** women and guests to proceed before self.

Gift Giving

- Gift giving in India is customary, however generally **not** expected at the first meeting.

- Choose a gift that is not too expensive. If the gift is expensive it may cause embarrassment to the Indian recipient because they will wish to reciprocate in kind.

- Yellow, green, royal blue and red are lucky colors, so try to use them to wrap gifts.

- Gifts are not normally opened in front of the giver.

Acceptable Gifts:

- chocolates, bouquet of flowers, or a gift that is representative of your culture

Gifts to Avoid:

- jewelry, leather items for Hindus, alcohol or pigskin items for Muslims, frangipani or white flowers

Business Tips continued

Conversation

- **English and Hindi** are the official and dominant languages used for national, political, and commercial communication.

- It is not considered impolite to ask an Indian person to slowly repeat what they've said.

- Begin with small talk with a variety of topics. Indians tend to be very open.

- Be **indirect** when discussing disagreements; i.e. "We can discuss this matter more at a later time," etc.

Topics to Discuss: cricket, food, culture, music and film (India produces the largest number of films annually in the world)

Topics to Avoid: religious beliefs, Indian's unstable relationship with Pakistan, and their nation's existing poverty issues