

# Business Culture

in



FILLED WITH THE COLORS OF COURAGE,  
PEACE AND HAPPINESS



# Plan:

- 1. Republic of India
- 2. Business Culture
  - A) Greeting
  - B) Gift Giving
  - C) Business Dress
  - D) Business etiquette
  - E) Business Meetings
- 3. Conclusion



# Republic of India



- **Democratic Republic.**
- **South Asian country, Ford's Global site.**
- **Area: 1.3 sq. millions miles ( 7th largest country).**
- **Capital : New Delhi**

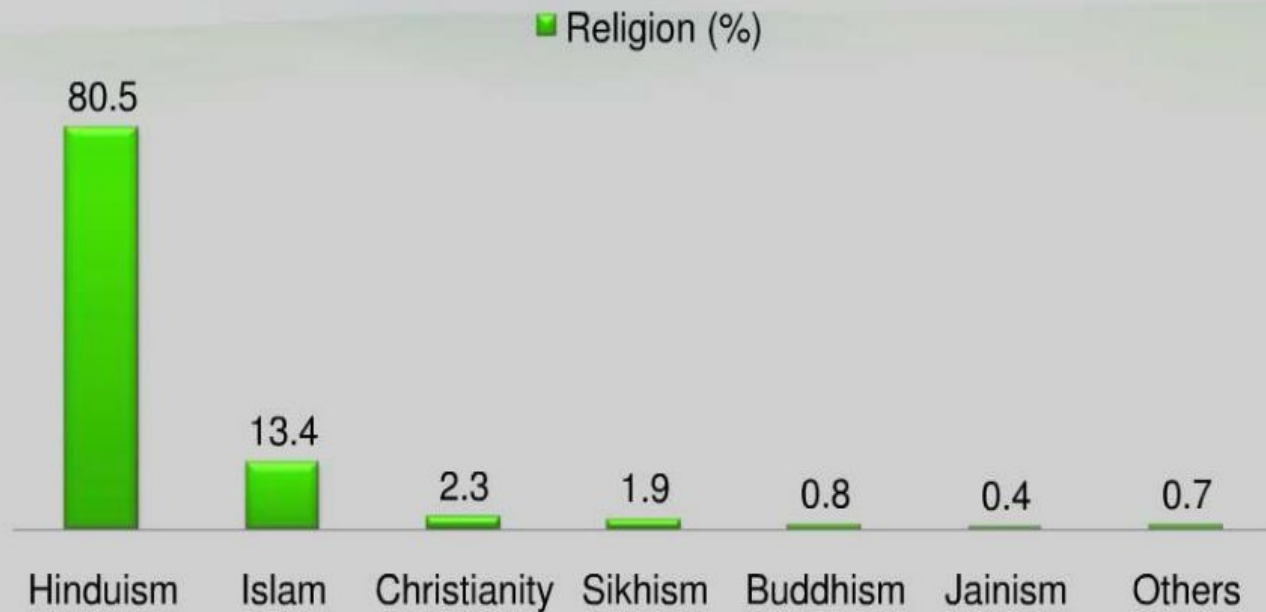


# Demographic

- **Population : 1.2 billions, 2nd most populous country.**
- **Languages: 17 official languages**
  - **Hindi is the most spoken language and primary tongue of 41% of Indian population.** –
  - English is the most important languages for educational, national, political and commercial communication.**
- **Main cities : Mumbai, Delhi, Bangalore, Kolkata.**



# Religion



India is the only country with over 50% of its population practicing the Hindu religion

# Business Culture



# Greeting



- When doing business in India, meeting etiquette require handshake. However, Indians themselves use the “namaste”

---

- Shaking hands with women depend on themselves.

# Gift Giving



- **Yellow, green and red are lucky colours for wrapping a present**
- **Money for birth, death and marriage**
- **Gifts not open immediately before the giver**
- **Do NOT take large or expensive gift as this may cause embarrassment. Should giving both hands**
- **Avoid gift presents that make of leather.**
- **Box of Sweets • Chocolates • Bouquet of Flowers • Household Items • Liquor, but . . .**





# Business Dress



- **Normal business dress for men is suits and ties. However, because of warm climate a full-sleeved shirt and a tie is also acceptable.**
- **For foreign women, pantsuits or long skirts that cover the knees are most acceptable. The neckline of the blouse or the top should be high.**
- **Do NOT use leather products including belts, handbag....**

# **Business etiquette**

- **Status determined by age, university degree or profession.**
  - **Do wait for a female business colleague to initiate a greeting whether it is verbal or physical.**
  - **Do remain polite and honest at all times in order to prove that your objectives are sincere**
  - **Do NOT be aggressive in your business negotiation – it can be interpreted as a sign of disrespect**
  - **Do NOT refuse any food or drink offered to you during business meetings as this may cause offence.**
  - **Keep in mind that traditionally, and religiously, majority of Indians are vegetarians and do not drink alcohol or smoke.**
-



# Business Meetings



- **Meetings should be arranged in advance.**
  - **Avoid meeting near or on the national holidays**
  - **Punctuality is expected.**
  - **Be prepared to spend time getting to know each other before talking business.**
  - **Avoid talking about personal matters or sensitive topics (politician, poverty....of Indian)**
  - **When entering the meeting room, greet the senior staff first.**
  - **In meetings, subordinates would usually not question, contradict or interrupt a senior colleague, and in an office environment may even stand when the boss enters the room.**
-

- **Maintain harmony, avoid conflict con confrontation during discussions. Be patient.**
- **Show your own qualifications, business successes and abilities, and stress that you too value partners who are honorable and trustworthy.**
- **Mask any feelings of frustration with a smile.**
- **Negotiations tend to be sensitive to honor, "saving face", dignity and self respect.**
- **It is important not to allow your host to "lose face"( avoid, ex. contradicting your host in public)**



- **The most senior person will make the decision.**
- **Use the phrase “we’ll try” or “let’s me see” instead of the words “no”; since it can be seen as rude.**



# Building



- **Doing business in India involves building relationships and establishing trust. It is vital that a good relationship is founded on two foundations.**
  - **1) on a business level, i.e. demonstrating strong business acumen, professionalism and qualifications**
  - **2) at a personal level, i.e. relating to your partner and exhibiting the positive traits of trustworthiness and honour.**
-

# Conclusion

---