



Do's & Don'ts in India

- ▶ Personal relations determine doing business in India; take your time in getting to know your business partners
- ▶ Never decline an invitation in a direct way; instead, be vague ('I'll try')
- ▶ Make sure you are equipped with the latest ICT and telecom devices; your business partners will notice your technology status and be able to contact you in multiple ways
- ▶ Be extremely patient and adapt your schedule to circumstances; time cannot be managed (Indian Stretchable Time)
- ▶ Doing business means negotiating all the time; be prepared to repeated contract iterations
- ▶ Offering technical assistance and training can often be the deciding factor in a deal
- ▶ Well-educated Indians like debating about lots of issues, but refrain from criticizing the country's poverty or cast system
- ▶ Never touch anybody's head (soul) or feet (unclean)
- ▶ Pointing your finger is considered impolite, as is whistling (under any circumstances)
- ▶ Avoid using the colors black and white; instead, green, red and yellow are lucky colors

***These do's and don'ts assist you in making a good first impression when meeting business partners.
However for a successful business outcome, a tailored cross-cultural approach is key.
We gladly provide you with more country and industry specific advice and workshops.***

