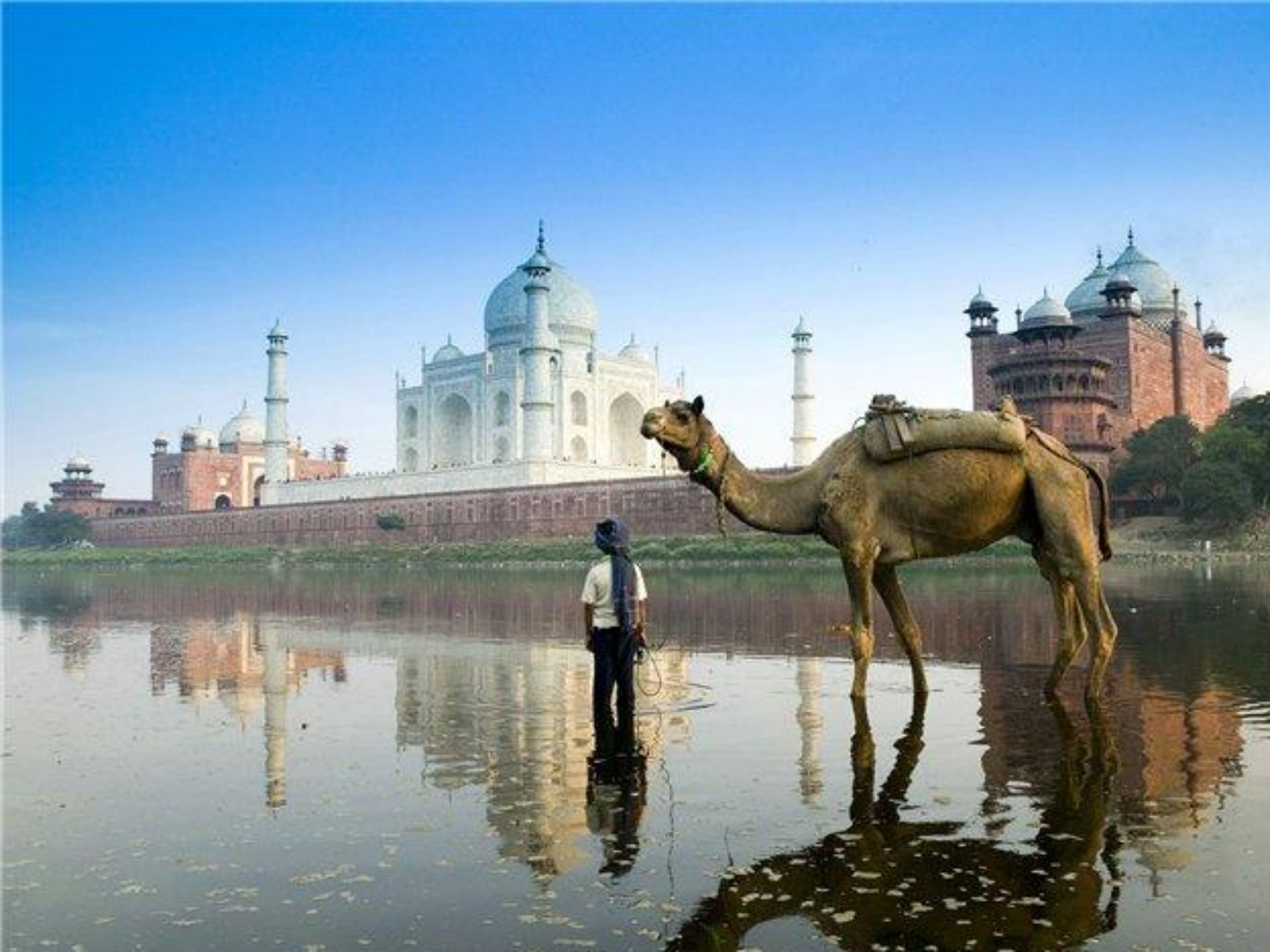




INDIAN BUSINESS ETHICS AND CULTURE

India is one of the most diverse countries in the world and therefore all generalisations about Indian culture should be treated with caution. Try to research each client thoroughly before entering into any negotiations. Is it a traditional, family-run business or a more modern hi-tech operation working with western business methodology






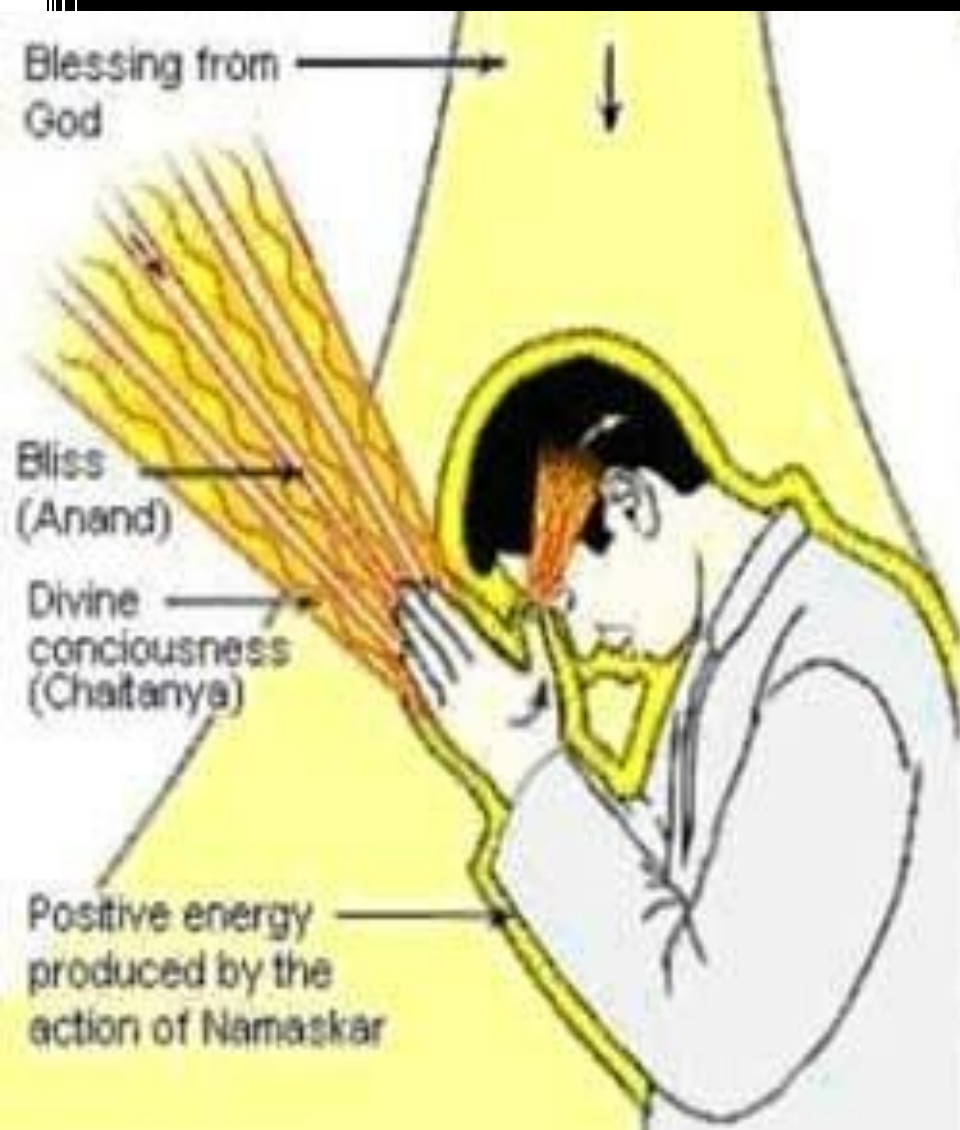
Meeting and Greeting

- Westerners may shake hands, however, greeting with 'namaste' (na-mas-TAY) (placing both hands together with a slight bow) is appreciated and shows respect for Indian customs.





Men shake hands with men when meeting or leaving. Men do not touch women when meeting or greeting. Western women may offer their hand to a westernized Indian man, but not normally to others. Traditional Indian women may shake hands with foreign women but not usually with men.



Body Language

A woman with dark hair and a bindi on her forehead is wearing a red and orange sari. She is making a peace sign with her right hand, holding up two fingers. The background is slightly blurred, showing what appears to be an outdoor setting with a white wall and some greenery.

Indians generally allow an arm's length space between themselves and others. Don't stand close to Indians. Indians value personal space.

Indian men may engage in friendly back patting merely as a sign of friendship.

Do not touch anyone's head. The head is considered sensitive

Never point with a single finger or two fingers (used only with inferiors). Point with your chin, whole hand or thumb. The chin is not used to point at superiors.



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Corporate Culture

A still life composition featuring a cup of tea, tea bags, and elephant figurines on a draped fabric background. The scene is set against a backdrop of warm, draped fabrics in shades of orange, brown, and gold. In the foreground, a white ceramic cup with a gold rim is filled with a dark liquid, likely tea. To the right of the cup, a small white bowl contains dark, loose-leaf tea. Behind the bowl, two small, light-colored elephant figurines are visible. In the background, two white tea bags with gold stitching are partially open, revealing dark tea leaves. The overall atmosphere is warm and traditional.

It is considered rude to plunge into business discussions immediately. Ask about your counterpart's family, interests, hobbies, etc. before beginning business discussions.

You may be offered a sugary, milky tea, coffee or a soft drink. Don't refuse. Note that your glass or cup may be refilled as soon as it is emptied.

Indian counterparts may not show up for scheduled





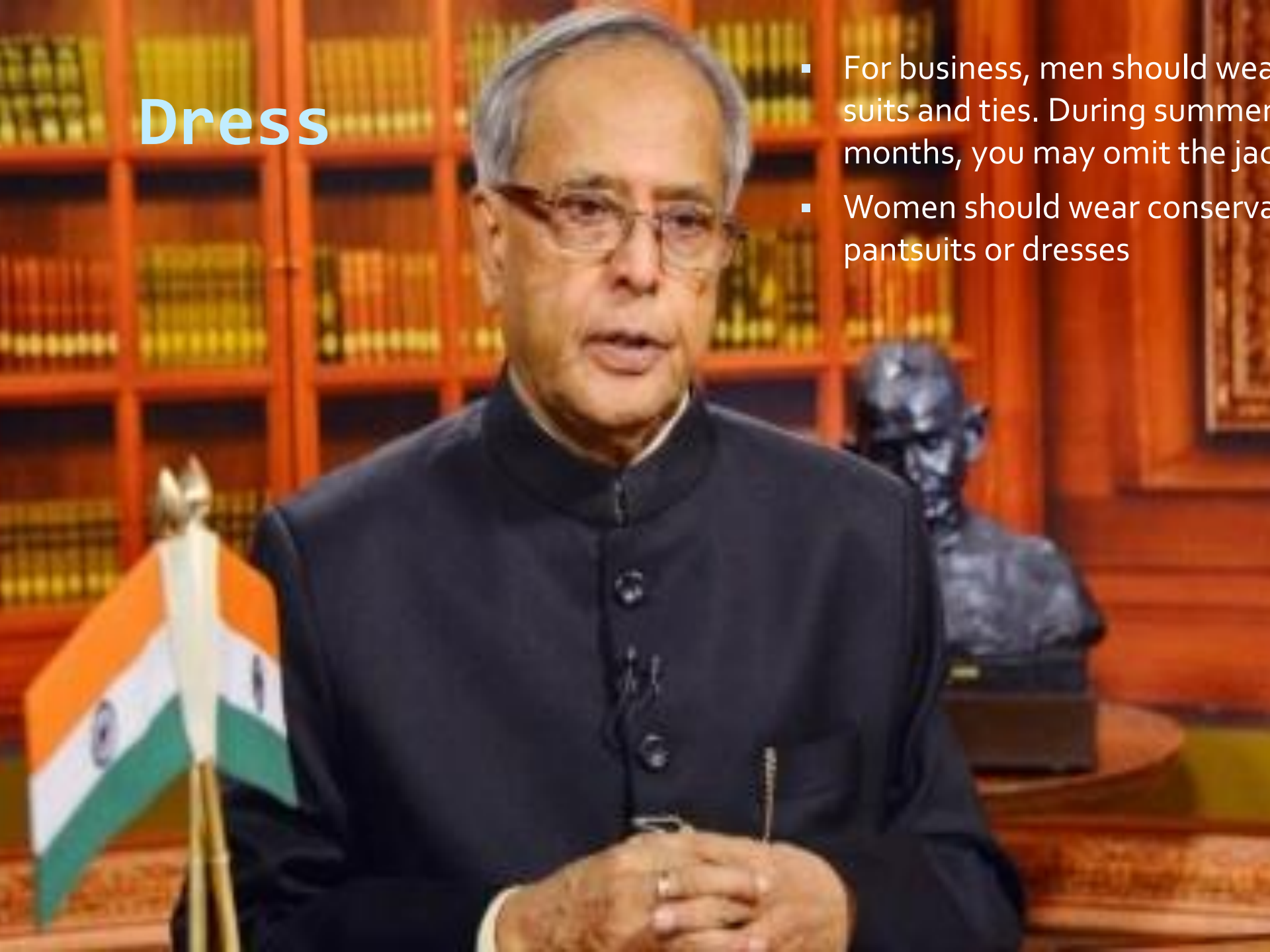
Dining and Entertainment

- Initial business entertainment is done in restaurants in prestigious hotels. Business can be discussed during meals. Allow your host to initiate business conversation.
- Never flatly refuse an invitation to a home or dinner of a business counterpart; if you can't make it, offer a plausible excuse.
- Allow hosts to serve you. Never refuse food, but don't feel obligated to empty your plate. Hindu hosts are never supposed to let their guests' plates be empty.
- Take food from communal dish with a spoon; never your fingers. Use chappati or poori (bread) torn into small chunks to scoop up food.



Dress

- For business, men should wear suits and ties. During summer months, you may omit the jacket.
- Women should wear conservative pantsuits or dresses







Gifts

A close-up photograph of a pair of hands, palms up, holding a small, square red gift box. The box is wrapped in red paper and tied with a white ribbon in a bow. The hands are positioned in the center of the frame, with the fingers slightly curled around the box. The background is a solid, vibrant red color.

- Give gifts with both hands. Gifts are not normally opened in the presence of the giver.
- Gifts from your country are appreciated (perfume, chocolates, small china or crystal objects).
- Gifts are not normally expected at the first meeting. Gifts may be given once a relationship develops.



Especially for Women

- India is a difficult place to do business, but particularly tough for women. India is a male-dominated society. Western women may be accepted, but must establish their position and title immediately to warrant acceptance.
- Women might not be included in social events or conversation.
- Western women may invite an Indian man to a business lunch and pay the tab without embarrassment.







THANK YOU FOR
WATCHING!!!