

Business meetings in India begin with a light handshake, but the initiative should come from the Indian partner. Alternative forms of greeting such as folded palms and bowing are also used in the business environment. It is important to remember the meaning of right and left hand: the right hand is used to pass objects and touch, while the left hand is considered 'unclean'.

Physical contact between members of the opposite sex is limited. Women are greeted with a nod or a folding of the palms. Greetings are always addressed first to the oldest person present.

The first meeting should be scheduled in advance, preferably one or two months in advance, with written confirmation. An agenda should be sent in advance and a reminder of the meeting a few days in advance. Although Indians are not always punctual, employees of multinational companies endeavour to keep time.

Indian business partners may show an interest in the personal life of the interlocutor, which is part of establishing a relationship of trust. For example, after the first meeting, there may be a desire for more informal communication.

Indians prefer to think carefully about every decision, avoiding haste. It is important to be flexible and open when communicating with business partners. In the context of the above, it is worth mentioning that outright refusals are discouraged; instead, soft language is used to express one's opinion on the subject of discussion.

Gifts in India are considered a symbol of respect. Alcohol and leather goods should be avoided, preferring symbolic souvenirs. Gifts are wrapped in red, green or yellow paper, avoiding black and white colours.

Business cards are exchanged at the beginning of the meeting and should be accepted and handed with the right hand. With 447 different languages spoken in India and approximately 2000 dialects spoken, it is a good idea to design your business card in English.

As a result, the study found that understanding cultural nuances and adhering to local traditions are key to success in doing business in India, and awareness of business etiquette and respect for cultural norms contribute to strong and lasting business relationships.

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SPECIFICS OF DOING BUSINESS IN INDIA

Особенности ведения бизнеса в Индии

Each country has its own approaches of doing business and features of business communication. This aspect is determined by the mentality, culture, and religion of the

country. The purpose of this article is to take a closer look at the factors affecting doing business in India.

As it is mentioned earlier, the specifics of doing business depend on different conditions, for example, religion. Let's observe how it can affect doing business: for Indians, customs and rituals play the significant role. A lot of figures of gods on the desktop are an integral part of any negotiations. If you want your business relationship to develop successfully, you need to be understanding about such items.

Almost all Indians believe in fate, so all key decisions are made together with an astrologer. The date of the transaction may be postponed several times if it is unsuccessful for some stellar reasons.

Another shrine for any Indian is the family. An Indian partner can come to a business meeting with his parents. Questions about family are not considered to be personal here. On the contrary, the more attracted you are in your partner's family, the higher your rating.

Business etiquette is dominant in doing business. There are several rules that must be followed. First of all, you need to learn how to greet Indian partners. First, it is customary to say hello to the oldest person in the group. But a handshake is appropriate only if the partner first extended his hand to you. The usual type of greeting is namaste: a small bow with your palms clasped together in front of you. Gifts in India are a sign of friendliness and respect. There is no need to buy expensive, small souvenirs are enough. If a business meeting takes place at a partner's house, which happens quite often, you need to take care of small gifts for children.

It is necessary to adhere to the dress code in: a strict suit will always be appropriate. If it is very hot, shirt and trousers. Moreover, the long sleeve of a shirt is an indicator of a higher status of a person.

Punctuality is understood in a very peculiar way in India. Being half an hour late is considered the norm. The same applies to signing documents. If you were promised to receive the contract on Tuesday, at best it will be sent on Friday.

In India, it is not accepted to say no directly, it is better to say «I will think about it and tell you later». The same goes for your questions. No one will refuse you directly, even if they made such a decision for themselves in advance. Any criticism is perceived very sharply, so try to be as correct as possible in your comments.

In conclusion, it is worth noting that doing business directly depends on the peculiarities of culture, religion, and the mentality of the people, so if you want to establish business relations in India take all factors in consideration.

References

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