

Indian Business Culture

Comprehensive understanding of the core values, beliefs, and assumptions prevalent in Indian culture and their reflection in the market

MeJuvante Overview

MeJuvante Services

Cultural Benefits

Onshore | Offshore | Mix

India at a Glance

Backup



Quick Insights

- English is the primary business language
- Meetings may have flexible schedules, often running late with interruptions
- Acknowledge hierarchy
- Invest time in building valued personal connections

Unlocking India's Potential

- **Respect Hierarchy and Seniority:** In India, hierarchy is ingrained. Identify decision makers, respect the process, and understand the culture of dependence, especially in family run businesses.
- **Building Relationships:** Relationships are the cornerstone of Indian business culture. Take the time to build rapport and establish trust before diving into business discussions.
- **Communication Style:** Indian communication is often indirect and polite. Be prepared for lengthy conversations and avoid using direct, confrontational language. Nonverbal cues, such as nodding and smiling, are important indicators of agreement or understanding.
- **Language and Communication:** English is widely spoken and understood in Indian business circles, but local languages also play a significant role in various regions. Learning a few basic phrases in the local language can be seen as a sign of respect and can help break the ice.
- **Punctuality and Flexibility:** While punctuality is appreciated in India, it's essential to be flexible and patient as schedules may change unexpectedly. Meetings may start late or run longer than planned, so plan accordingly and remain adaptable.
- **Following Up:** After a meeting or negotiation, it's a good practice to follow up with a thank you email or note. Express your appreciation for the time and effort invested and reiterate your interest in the partnership or project.
- **Dress Code:** Business attire in India is generally conservative.

MeJuvante helps you succeed in this dynamic market by guiding through cultural nuances, fostering strong partnerships, and tapping into India's immense business potential.