

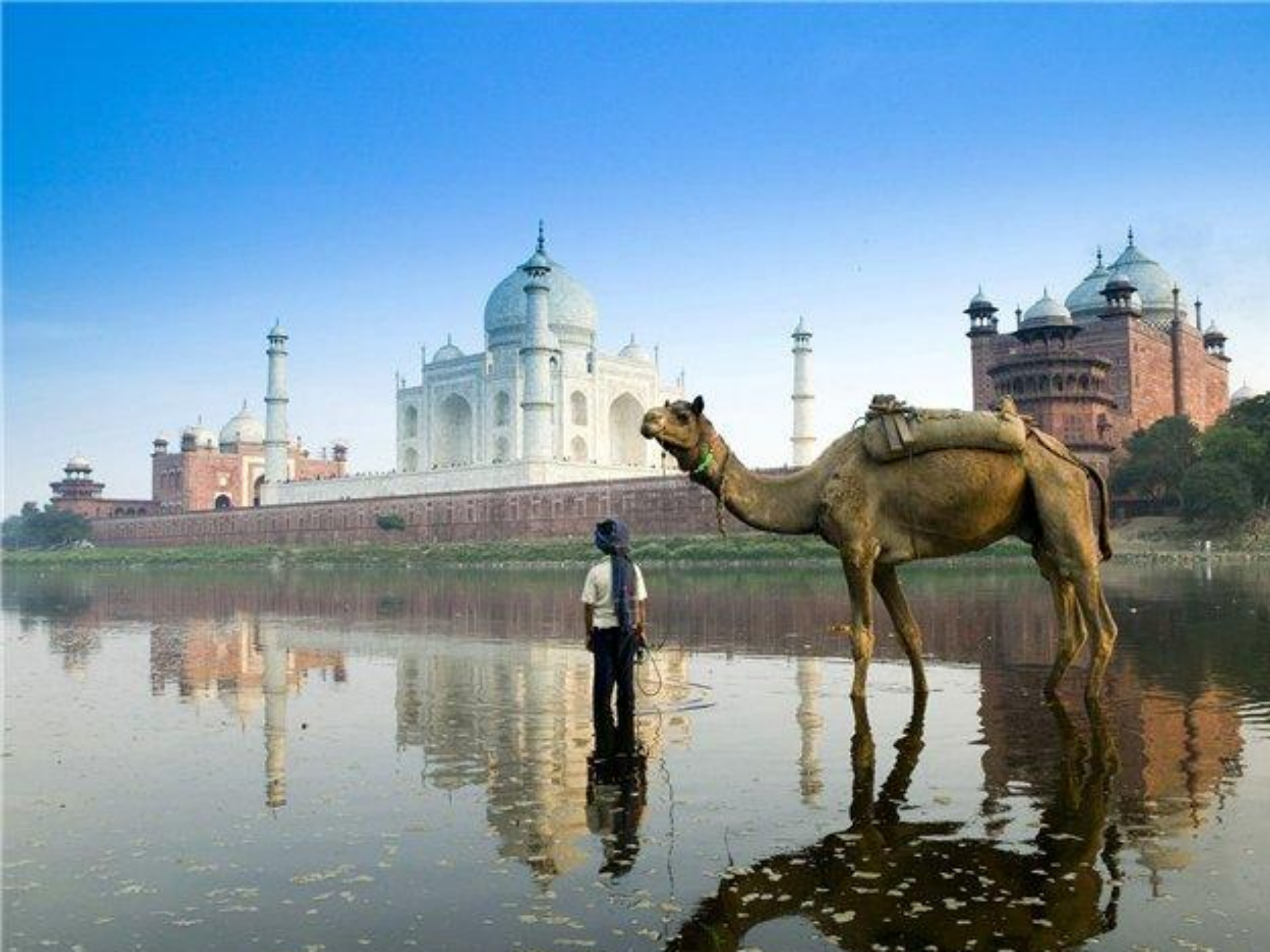


The background of the slide is a photograph of the Taj Mahal in Agra, India. The white marble mausoleum is reflected in the clear water of the reflecting pool. The sky is a clear, bright blue. The title 'INDIAN BUSINESS ETHICS AND CULTURE' is overlaid on the top half of the image in a bold, orange, sans-serif font. The word 'INDIAN' is on the first line, 'BUSINESS ETHICS AND' is on the second line, and 'CULTURE' is on the third line. The text is underlined with a thick orange line.

# 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.

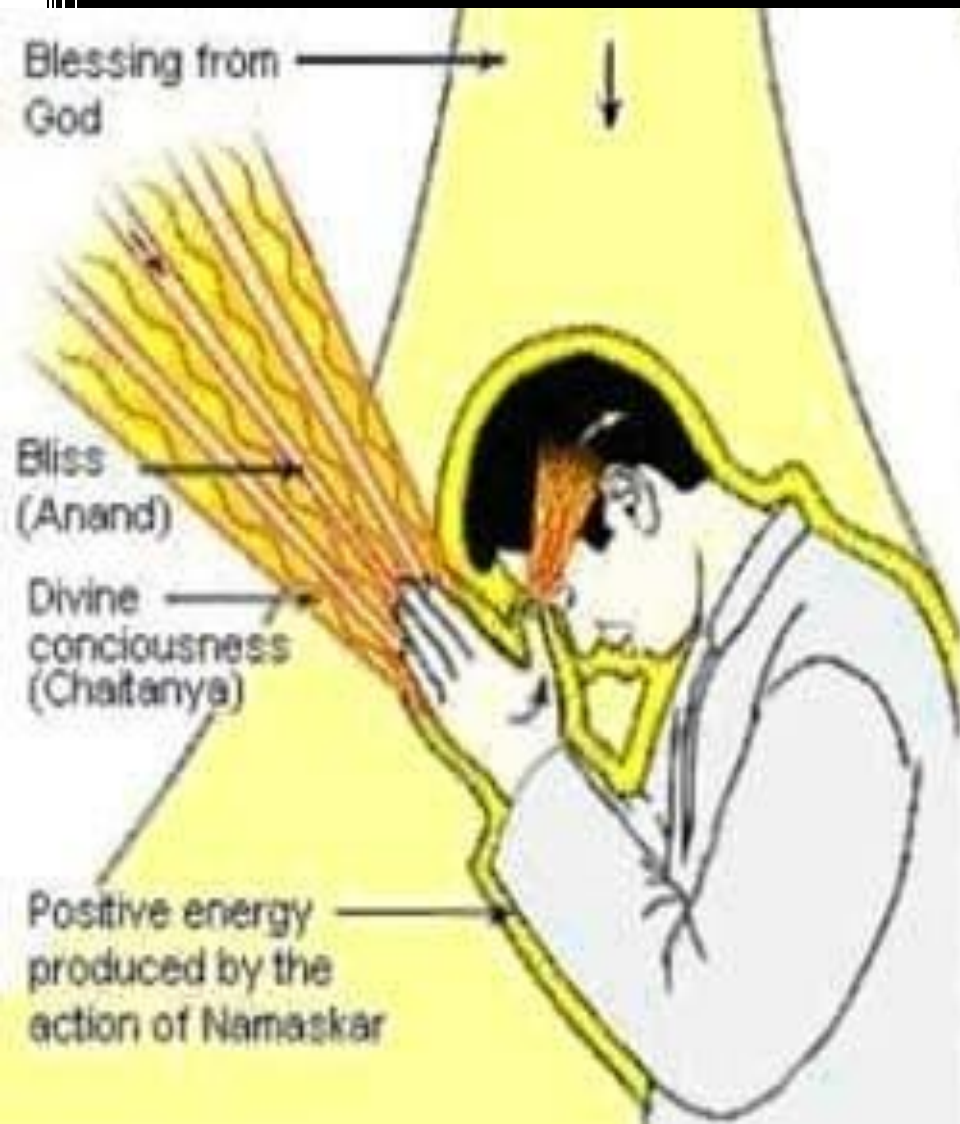




© 2000, Самсон Л. Чоачуй

A close-up photograph of a golden statue's face, likely a Hindu deity, with its hands pressed together in a prayer gesture (Anjali Mudra). The statue has a serene expression with closed eyes and is adorned with intricate golden jewelry, including a headband and bangles. The background is dark, making the golden surface stand out.

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 in a red and orange sari is shown from the chest up, making a V-sign gesture with her right hand. She has a bindi on her forehead. The background is a plain white wall.

*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.*



restoran.ua

# Corporate Culture

A still life composition featuring a white ceramic cup filled with tea on a saucer, a bowl of dark tea leaves, and several small, light-colored elephant figurines. The items are set against a backdrop of draped, textured fabrics in shades of orange and brown. The overall aesthetic 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

The background image shows a traditional Indian dining room. In the foreground, there is a low, ornate wooden table with a glass top, surrounded by patterned chairs. The table is set with plates, glasses, and folded napkins. In the background, a large mural depicts a scene with several figures in traditional Indian attire. The room has a warm, red-toned wall with a pattern of small stars.

- 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 two 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. 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!!!