

**BUSINESS OPPORTUNITIES
WITH INDIA
GOING TO THE NEXT LEVEL**

business

**LANGUAGE & CULTURE
WORKSHOP**

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THE INDIA STORY...

- ◉ Many Cultures
- ◉ Many More Languages
- ◉ Even more different Religions
- ◉ A Country which is best described by

“Unity in Diversity”

CULTURES

- ◉ 29 States
- ◉ 6 Union Territories
- ◉ As many different Cultures and more

“From the largest to the smallest, each State/UT of India has a unique demography, history and culture, dress, festivals, language etc.”

LANGUAGES

22 National Languages have been recognized by the Constitution of India, of which Hindi is the Official Union Language

Besides these, there are 844 different dialects that are practiced in various parts of the Country.

However, the Business Language is English

RELIGION

Out of the total population of 1.028 million in the Country, Hindus constituted the majority with 80.5 %, Muslims second with 13.4 %, followed by Christians, Sikhs, Buddhists, Jains, and others.

*You will find people of all religions
being successful India*

UNITY IN DIVERSITY

India is a Country within a Country with it's unique blend of Culture, Languages and Religion

It is very much Diversified...but with a unified Culture and way of life

In Business, the Unifying factor is
ENGLISH

BUSINESS CULTURE & PRACTICES

- ◉ Formal and Informal
- ◉ Size of the country
- ◉ Who you know matters
- ◉ Cocktail Circuits
- ◉ Invisible Practices
- ◉ Business Chain

REMEMBER...

- ⦿ The time keeping challenge
- ⦿ Business Processes
- ⦿ Decision Makers
- ⦿ Meetings - start with a warm up session
- ⦿ Interruptions in meetings
- ⦿ Trust is important
- ⦿ Be polite and honest
- ⦿ Enjoy hospitality
- ⦿ India is moving at a phenomenal speed!
- ⦿ Use professionals

IT HELP'S TO KNOW THAT...

- ◉ Most Indian Business people communicate in English
- ◉ Fiscal Laws similar to UK
- ◉ Judiciary Law similar to UK
- ◉ Better understanding of cultures
- ◉ Friendly and very social people
- ◉ India - a sub continent
- ◉ Logistic
- ◉ Infrastructure

FOR FURTHER INFORMATION

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