



## MEMO

TO: Jane Smith, Vice President of Sales, TechTronics  
FROM: Jack Sprat, Vice President of Human Resources, TechTronics  
DATE: 9 March, 2013  
SUBJECT: Mumbai: Business Etiquette And Protocol For Your Trip

Dear Ms. Smith,

Chuck Barrett just informed me that you will be leaving for Mumbai in a couple of days. I've done some research on how you should dress and pertinent aspects of Indian business and social culture. In a nutshell, following are important facts and tips you need to know for your trip.

### **Make The Sales Pitch And Get Them On Board**

You may be overwhelmed by nerves and excitement, but I know that you are great at what you do. There are some obvious differences that you'll need to know, but when it comes down to it, it's just giving another sales presentation highlighting TechTronic's advantages. Negotiating with them is quite different because they are very laid back. It's not unusual to start with small talk rather than diving into actual business. You may be asked some personal questions about your family life and where you are from. Don't be afraid to open up, this is a great way gain their trust. In the Indian culture, it is customary to build up a relationship before doing business. It's safe to talk about sports such as cricket and different films. In this packet, I've provided you with DVDs of *Agneepath* and *Kahaani*, two popular Indian films. If you have time, watch them on the plane so you have something to talk about with our potential business partners.

Trust is everything when it comes to negotiations. We have already sent them our general proposal, so they will have an idea of where you're coming from when you present your PowerPoint. You are just providing the framework; don't worry if papers don't get signed while you are in Mumbai. For the company to take the next step, we just need them to buy into our vision; making sure they feel they are making the right decision by working with us.

### **AVOID:**

- The topic of religion
- Being perceived as aggressive (e.g. direct objections to ideas, folded arms, pointing, etc. - watch your body language)

### **Appropriate Mumbai Business Attire = Business Casual**

Temperatures in Mumbai are expected to be around 90°F next week. So be prepared for the heat! Dress modestly in appropriate attire by wearing neutral colors, pant or skirt suits (that cover the knees), blouses (with high neck line), and closed toed shoes. Avoid wearing flashy or gaudy jewelry because you are in a poverty-stricken country.



## **Punctuality In Business World = Important, Even If Others Show Up Late**

We have called and confirmed your meeting times for next week, so there shouldn't be any changes there. The secretary has your contact information just in case things do change. The company has arranged for a driver to take you to and from work. Keep in mind the traffic in India is hectic, so the driver will be arriving thirty minutes before each meeting to pick you up. It's not unusual for people to stroll in late, but as a guest, you must be there on time. Punctuality is important. In this envelope are your personal business cards to give out to potential partners, don't forget to bring them with you.

## **Greet With A Smile And A Bow While Saying "Namaste"**

When the senior figure walks in, stand up and say "Namaste" (Na-mas-te) while you put your palms together and slightly bow your head forward. This will show your appreciation for their customs. Avoid shaking hands unless they engage in it first.

## **Arrive At Least 15 Minutes Late For Social Engagements**

More than likely, you will be invited to someone's home for dinner. It's customary to be anywhere from 15 to 30 minutes late to social functions. When you get there, take off your shoes before you enter the house, make sure to wash your hands before and after dinner, and only use your right hand to eat food (the left hand is used to pass dishes).

## **Debrief Trip With Chuck Barrett When You Return**

When you return to work on Monday, March 18th, be prepared to create a report for Chuck Barrett. Make sure to include how your business meetings went and be able to answer the following questions:

- Do the Indians seem like they are ready to sign a deal with Techtronics?
- Do they have any reservations about signing a deal with us?
- What kind of questions did they ask about Techtronics?

I know it might seem like a lot to remember, but I know you will do great! If you have any questions feel free to contact me at (408) 555- 3224 or [jacksprat@gmail.com](mailto:jacksprat@gmail.com).

Good luck!

Sources:

<http://executiveplanet.com/index.php?title=India>

<http://www.bbc.com/travel/feature/20111104-business-trip-mumbai>

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