



Australia
India
Chamber of
Commerce

How India









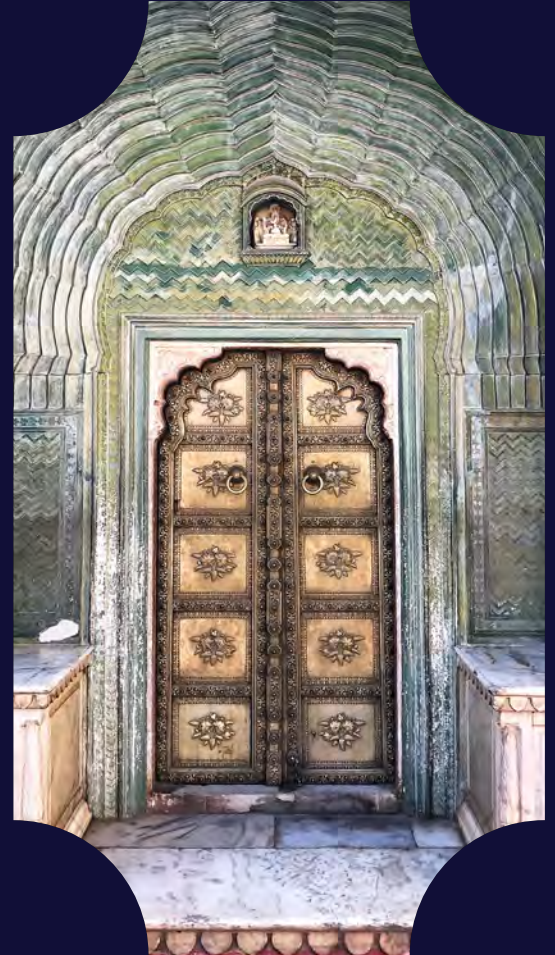
Old India Hopes, New India Drives

Australian businesses have been slow to embrace the India story with reasons varying from practical to perceptual barriers and stereotypes. However, times are changing and a New India has emerged. India is set to gain its position as the world's fastest growing economy and the fastest projected trillion-dollar economy in 2022.

New India is an exciting, ambitious and bold market, destined for tangible growth. It is an electrifying and opportunistic time to be engaging with New India.

India has the potential to put whoever that comes along in a path towards sustainable business growth, for this is the India century. And the AICC is the launchpad to a New India that drives and delivers definitive growth as the world prepares for the India century. The AICC exists as the premium business network to introduce, service and expand on the symbiotic Australian-India relationship.

We are an enterprise-led organisation consisting of high-calibre professionals from Australia and India who are fueled by shared values and mutual commercial interests. Legitimate impact is created when we, as the conduit between the two markets, connect our members to an established and trusted network of like-minded businesses, professionals, industry, and government partners.



Australian Businesses
can no longer afford
not to engage with
India. So, the question
now is “How Do We
Engage India?”

India Market Snapshot

India stands as the third largest global economy and is projected to grow by 7.8% in 2022.



Essential Tips for Doing Business In India

India has enormous market potential. Currently the third largest global economy, India is the fastest growing in the world and will grow by 7.8% this year ⁽⁷⁾, becoming a trillion dollar economy. By 2035, India's economy will be on par with the USA. India's population is expected to grow from 1.4 billion (today) to 1.6 billion (in 2035). India also holds the largest youth population in the world, with a goal to upskill 400 million people this year. This expected educational upskill would create an increasingly skilled workforce aiding its rising global competitiveness and economic influence - both of which are already on the rise. Breaking into the India market takes research, knowledge, adaptation, relationship-building and patience among many other things. Here, we've broken our essential tips for doing business with India.



Understand Indian Culture

India is an incredibly diverse and complex country consisting of 28 states and 8 union territories, each with vast differences and unique demography, history, culture, dress, festivals and languages. India should therefore not just be viewed as one country, or one culture. There is power in knowledge and those who take the time and make the effort to understand the market, how best to communicate, and when the opportune time to launch their investment will be, will enjoy tangible commercial outcomes.

Research and Product Adaptation is Important

Due to India's extreme and wide-spread diversity, research and consideration of the local market into which Australian businesses are aiming to penetrate is of the utmost importance for determined success. Once research is conducted and understandings of the market have been made, having the ability to adapt products according to findings will pay dividends. As will knowledge of competitors both locally and globally.

Consider Price

Certain segments of India's markets hold some of the most price sensitive consumers in the world (8). The value-conscious Indian consumer is more likely to negotiate prices down, spend less on luxury items, and will have a tendency to save money instead of spend it. India's dedication to lower priced goods and services should always be considered. On the other hand, India's luxury market is burgeoning with the luxury goods market expected to grow to \$10.1 billion dollars by 2024⁽⁹⁾ - with fast-moving and decisive millennials contributing greatly to this influx. It is most important to understand what market your product or service fits into and to have the malleability to adjust pricing accordingly.

Patience is Key... or Not

Older generation Indian nationals have a fairly relaxed approach to timekeeping and punctuality and view time differently to the way the Western world does. Where the majority of the world sees time as linear, some of India's culture categorises time cyclically (10) - meaning opportunities that present themselves may reappear in due course. It is important to note, however, that there is a vast difference between generations. As mentioned above, India millennials are considered decisive, educated and fast-moving consumers. So while taking your time for certain generations in India may be seen as doing things properly, it's vital to understand in which generation or age bracket your market or consumer fits into. So while in some cases it would be extremely difficult to penetrate the Indian market overnight, in others it might be exactly the method required. The key across all generations though, is building trusting relationships.

Relationships are Paramount

Whether personal or business, relationships are paramount in Indian culture. And no relationship is more important than family. India has strong belief systems with their basis in family and these sentiments permeate their way into business. In fact, almost all (around 85%) of all businesses in India are or were family owned and run organisations⁽¹⁾. It is also common for the hierarchy within businesses to resemble a family - ie the CEO is seen to hold a parental role. Many business relationships are built on personal relationships so it's important to remember that while the Indian market is evolving rapidly, traditional cultural values like relationships are of high importance. Show understanding and respect for Indian culture and aim to forge strong relationships with key decision makers. Relationship building takes time but it will be worth the effort.

Consider a Joint Venture

The power of local knowledge and personal connections and relations with an Indian local should never be underestimated. Consideration of a joint venture with a local Indian professional or company who understands local law and Indian culture could be extremely lucrative financially and for longevity within the market.



How AICC Can Help You

With our strong market insights, and business and government connections within Australia and India, The AICC can provide you with a clear pathway that leads to tangible commercial outcomes.

We exist as the premium business network launchpad to introduce, service and expand on the symbiotic Australian-India relationship. We provide every member with access keys to How India and How Australia - essentially taking out the guesswork to ensure members are armed with the knowledge and competency to navigate and thrive in a new territory.

The AICC is an enterprise-led organisation consisting of high-calibre professionals from Australia and India who are fueled by shared values and mutual commercial interests. Legitimate impact is created when we, as the conduit between the two markets, connect our members to an established and trusted network of like-minded businesses, professionals, industry, and government partners.

By sharing knowledge, insights, connections and bilateral business opportunities, AICC provides a pathway to definitive growth that leads to tangible, measurable commercial outcomes. We enjoy a unique position in the Australian business community through our established relationships with key businesses and industry bodies as well as state and federal governments where an open dialogue promotes two-way trade and countless economic opportunities.

The AICC National Office is situated in Melbourne, Victoria. We have recently established divisions in ACT, New South Wales, South Australia and Queensland with further divisions to be rolled out in 2022.


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