

AUSTRALIA- INDIA BUSINESS ENGAGEMENT PROGRAM



Ai
GROUP



Australian Government



Centre for
**Australia
India
Relations**

THE AUSTRALIA-INDIA BUSINESS ENGAGEMENT PROGRAM IS SUPPORTED BY THE CENTRE FOR AUSTRALIA-INDIA RELATIONS. AI GROUP IS PROUD TO BE A CENTRE FOR AUSTRALIA-INDIA RELATIONS GRANT RECIPIENT.



Ai Group acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to their Cultures, Country and Elders past and present.

Introduction & Housekeeping

Housekeeping – Tips and Tricks of ZOOM

Zoom chat

Use Zoom chat – to ask questions or interact with the Panellist.

Zoom Q & A

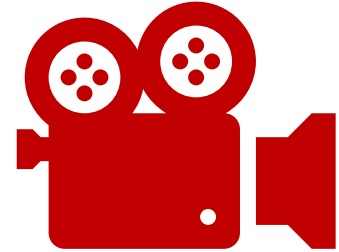
You can use the Q&A to ask questions, and we will try to answer them during the session.

Zoom screen sharing (including phone)

Occasionally we will use the screen sharing function in Zoom with our computers or phones. This will not require you to do anything but be attentive.

Slide Deck & Video Recording

A copy of the slide deck and recording will be shared with those who registered.



**This session is being
recorded**

Use The Chat Box - Introduce Yourself

Who are you

What company are you from

What product/service are you
exporting or planning to export



Australia-India Business Engagement Program

Strengthening trade. Building capability. Connecting markets.

Key Initiatives:

- Australia-India Business Engagement Survey – evidence-based roadmap, gathering insights and feedback to outline necessary support for businesses
- Workshops & Seminars – Practical training on export readiness and strategy, market entry, business culture and negotiation, and industry/market insights.
- Networking Events – Facilitated connections with Indian counterparts and trade experts
- Online Knowledge Centre – Centralised access to market intelligence, case studies, and tools/resources.

Strategic Impact:

- Build business capability and confidence
- Foster long-term commercial partnerships
- Drive growth in bilateral trade and investment





Mr Ari Nagar
Acting CEO
Centre for Australia India Relations



Australian Government



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Australia
India
Relations

Today's Webinar

**Navigating India's Market – Winning
Strategies for Australian Businesses**

Wednesday – 27 August 2025

Meet Our Speaker



Umair Haque

International Business Advisor
Dezan Shira & Associate, India
New Delhi Office

umair.haque@dezshira.com

- ❑ Umair is an International Business Advisor at Dezan Shira & Associates' New Delhi Office. In this capacity, he serves as the primary contact for international clients and partners, facilitating business expansion in India, coordinating with local teams, and advising corporate investors on regional growth and compliance.
- ❑ His responsibilities also extend to overseeing and supervising the firm's marketing endeavors, orchestrating public relations initiatives, and spearheading business development activities across India.
- ❑ With a professional tenure spanning over a decade, he possesses robust expertise in sales, marketing, business development, and customer relationship management.
- ❑ His proficiency spans across diverse industries, including packaging and specialty films, electrical equipment and solutions, and manufacturing conglomerates.

Dezan Shira & Associates is a pan-Asia professional services firm helping international businesses navigate Asia's regulatory landscape through corporate, advisory, and technology solutions.



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Your Partner for Growth in Asia

Hosted by: **AiGROUP**

Navigating India's Market: Winning Strategies for Australian Businesses

August 27, 2025





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Agenda:

- **Advantage India**
- **India-Australia trade relations post-ECTA**
- **Proven market Entry and growth Strategies in India**
- **Practical insights – Doing Business in India and with Indians**
- **Success stories - Australian Companies operating in India**
- **Key Takeaways for Australian Businesses**



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Advantage India

Overview of India's Demographics

Federal Democratic Republic with 28 States and 8 Union Territories

World's **largest democracy** with **1.43 billion people**.

India' Growing Middle Class: By 2030, the Indian middle class will have the second-largest share in global consumption at 17%.

Young country with a **median age of 28.4 years**.

Cost Competitive labor force of nearly 596 million workers.

Stable political environment with a broad consensus on the growth of the Economy.



India's Growing Economic Prowess

India is a US\$ 4 trillion economy and has recently overtaken Japan to become the world's 4th largest economy

4th largest economy in the world, 3rd largest in terms of PPP, just after USA and China

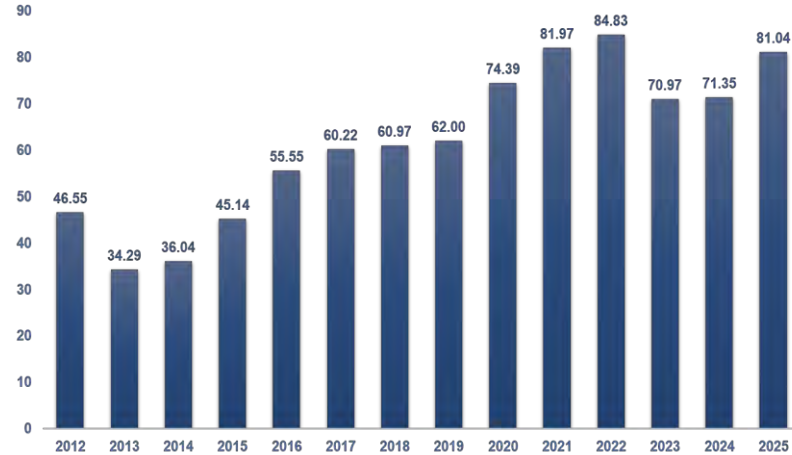
IMF forecasts the GDP growth to be 6.3% for the FY 2025-26

India expects to grow on the backbone of rapidly increasing demand for consumer goods

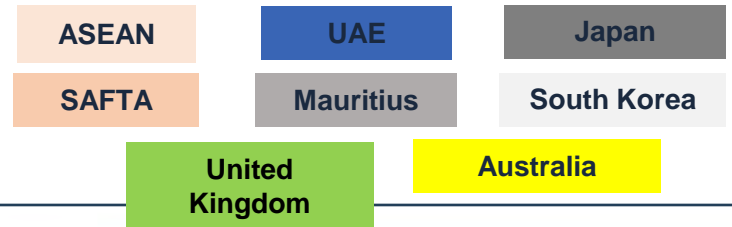
By 2030, the Indian middle class is expected to have the second-largest share in global consumption at 17%.

Expanding Earning, Purchasing and Consuming middle class

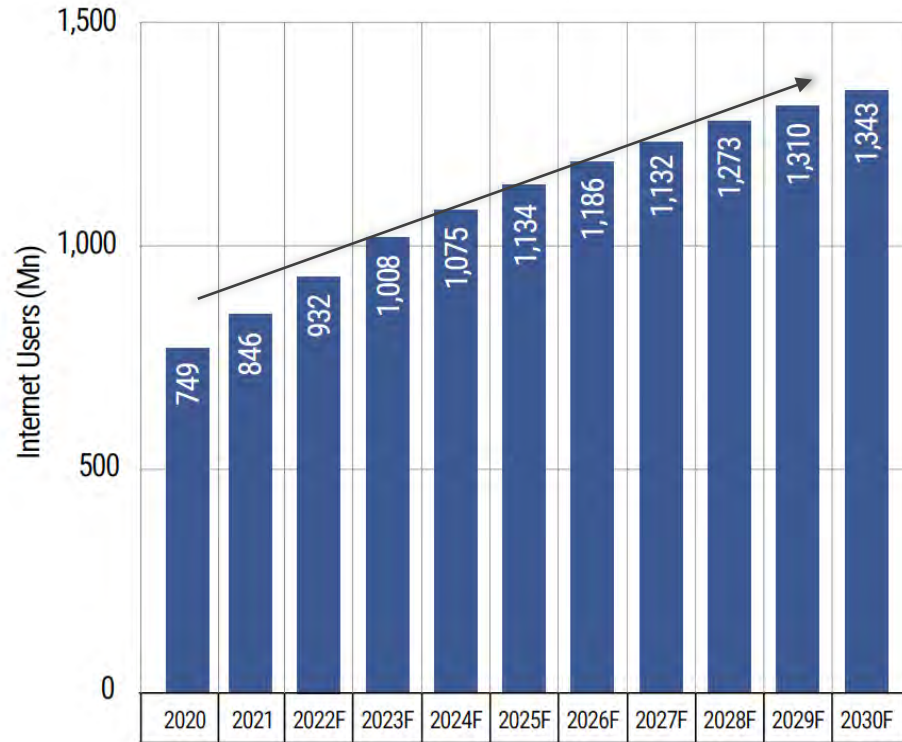
Total FDI Inflow (USD Billion)



India's strong FTA Network (15 FTAs)



India's Digital Economy



1.3 Bn+
Internet Users
By 2030

61%
Internet Penetration
In India

44%
Increase In Internet
Users From 2022 To
2030

\$0.17
Per GB Internet
Cost In India

4.7 Hours
Average Hours Spent
On Mobile Per Day
Per User

600 Mn+
Smartphone
Users

\$3.21 Tn+
Total Value Of UPI
Transactions Till
Mar 2023

350 Mn+
Number Of Users
Transacting
Online

373 Mn+
Estimated Rural
Internet Users
In 2022

India's Strategic Advantage as an Investment Hub in 2025

✓ Global Companies Are Reconfiguring Supply Chains

According to multiple global reports, 44–72% of companies are actively building **dual or multi-country footprints** to enhance resilience, agility, and lower exposure to disruptions.

The Primary Driver of This Shift: **Risk Diversification**

Geopolitical Tensions
Trade Disputes & Tariff Wars
Business Continuity Plans
Compliances and ease of Doing Business

Why Are Global Businesses Choosing India in 2025?



Strategic Location



Stable Economic and Diplomatic Ties with expanding FTA network



Competitive Tariff and Trade Regimes



Policy Support for Manufacturing



Vast Consumer Market, Domestic and Export



Supply-Chain Resilience

✦ *India is emerging as a strategic partner of choice for global businesses pursuing **cost efficiency, risk diversification, market access, and sustainable growth.***

India's supportive foreign trade policies attracting investments



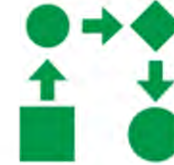
Shift from **incentives**
regime to **remission**



Trade facilitation through
technology automation
and continuous process
re-engineering



Export promotion
through collaboration:
exporters, states districts



Focus on emerging areas;
E-commerce exports,
developing districts as
export hubs

Facilitation for e-commerce exports

Export promotion initiatives and incentives

Districts as export hubs initiatives

India's Latest Foreign Trade Policy

Ease of doing business reforms

Measures to boost manufacturing

One time amnesty scheme for default in export obligations

Emphasis on streamlining licensing procedure

PLI Scheme Extended to 14 Sectors in India





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Post ECTA Trade Relations



India-Australia Trade Agreements

Economic Cooperation and Trade Agreement (ECTA)

Signed: April 2, 2022 | In force: December 29, 2022

- Tariff elimination on 85% of Australian exports and 96% of Indian exports, expanding to 90% and 100% respectively by 2026.
- Greater market access in services including education, finance, architecture, and tourism.
- Includes mobility provisions for students and skilled professionals

Comprehensive Economic Cooperation Agreement (CECA)

Negotiations launched: May 2011 |
Relaunched: September 2021 (Ongoing)

- Builds on ECTA to cover digital trade, government procurement, IP, critical minerals, and broader services.
- Targets deeper investment flows and supply chain integration.
- Progress delayed due to sensitivities in dairy, wine, and agriculture sectors.

Double Taxation Avoidance Agreement (DTAA)

Signed: December 30, 1991 | In force: 1991 (updated via protocols subsequently)

- Prevents double taxation on income, capital gains, and business profits.
- Provides certainty and reduced tax liability for cross-border trade and investment.
- Regularly updated to align with global OECD BEPS standards.



India-Australia Bilateral Partnership

The Key Enablers and Linkages



1941
India- Australia set-up diplomatic ties
2018

2020

Bilateral Partnership upgraded to
Comprehensive Strategic Partnership
(CSP)

Feb. 2025

Australia released the Roadmap
Economic Engagement with India
Upcoming.



Strategy to
be released



Australia Economic
Cooperation and Trade Agreement



Comprehensive





India-Australia Economic Cooperation & Trade Agreement (ECTA)

Key Advantages for Australian Businesses and Investors



Access to Goods

85 % of Australian goods exports by value to India are now tariff free per cent by 1 January 2026



Access to Services

The agreement liberalizes market access of Australian service providers in more than 85 categories including IT, professional services, education, and health.



Access to Streamlined Regulations

The agreement simplifies rules of origin, streamlines customs procedures, and enhances cooperation on SPS measures, particularly in agriculture.



Access to People

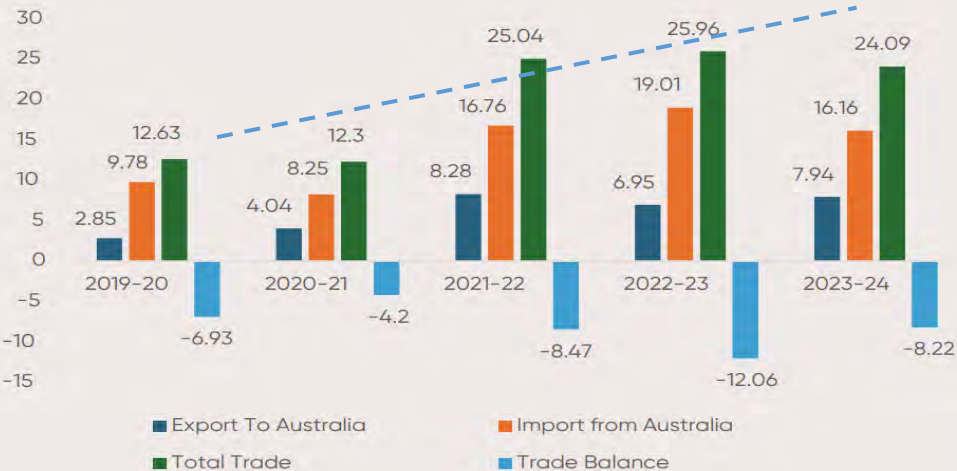
Provisions to facilitate mobility through post study and working holiday visas, and boost mutual recognition of skills and qualifications.



India – Australia Bilateral Trade 2019-20 to 2023-24

Top 10 Exported Goods From AU-IN, 2023-24, USD million

1.	Mineral Fuels	1121.43
2.	Precious Stones	2010.75
3.	Ores Ash	729.93
4.	Edible Vegetables	617.12
5.	Inorganic Chemicals	297.36
6.	Aluminium Articles	185.97
7.	Iron Steel	173.90
8.	Dyeing Extracts	155.62
9.	Cotton	140.38
10.	Wool Hair	115.81



Source: Ministry of Commerce & Industry, Government of India

- Bilateral merchandise trade surged from US\$ 12.2 bn (2020-21) to US\$ 26 bn (2022-23), reaching US\$ 24.104 bn in 2024-25.
- Australia ranked as India's 14th-largest trading partner in 2024, with bilateral trade experiencing stable growth y-o-y.
- The ECTA has especially benefited key exports sectors such as **textiles, pharmaceuticals, chemicals, and agriculture**.

Key Sectoral Opportunities For Australian Business



Mining



Agriculture



Manufacturing



Renewable Energy



Critical Minerals

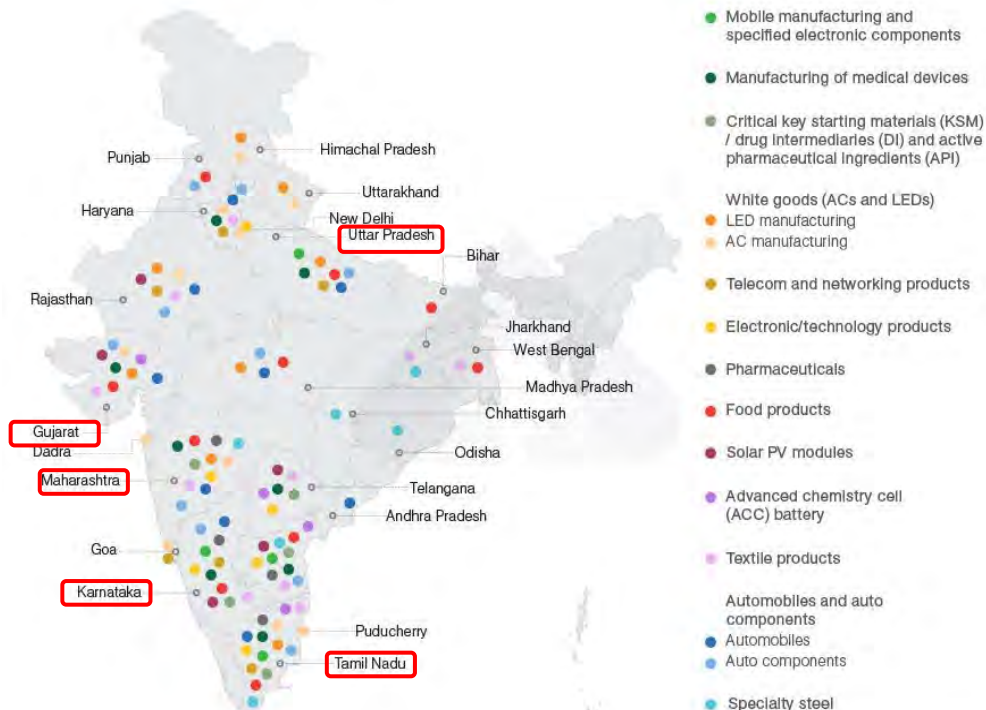
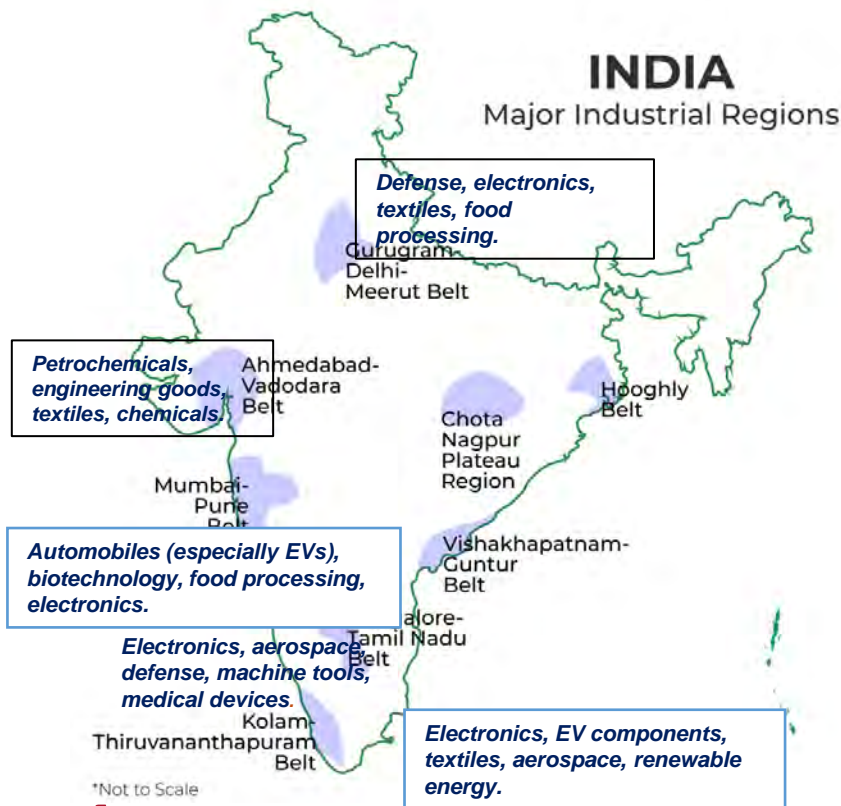


Education & Skill Training



India's Top 5 States for Australian Businesses in 2025

Investing in PLI Target Sectors: Major States and Union Territories Offering Industrial Setup



Graphic © Asia Briefing Ltd.

Step-by-Step Guide: Using ECTA to Do Business in India

Step 1 WHAT goods are you exporting?

- This step includes identifying the tariff classification for your product, which includes obtaining the HS code for the product you want to export.

Step 2 UNDERSTAND how your goods are treated under ECTA

- Once you know the HS code, you can determine how your goods will be treated under ECTA.
- India and Australia's tariff commitments are set out in schedules based on the HS..

Step 3 WHERE are the goods produced?

- Only goods that originate in Australia or India are eligible for preferential tariff treatment under ECTA.
- **Rules of Origin (ROO):** Criteria that determine whether a good qualifies as "originating" and is eligible for preferential treatment under an FTA.

Step 4 OBTAIN a certification for your goods

- After confirming your goods qualify for preferential tariffs under ECTA (Steps 1–3), ensure you have the required documentation to show customs if requested.

Our experienced business advisory experts can ensure you are compliance with necessary certifications and other customs bottlenecks- including assistance with HS Code and Certification of Origin

Key Considerations for Exporters to avail ECTA Benefits





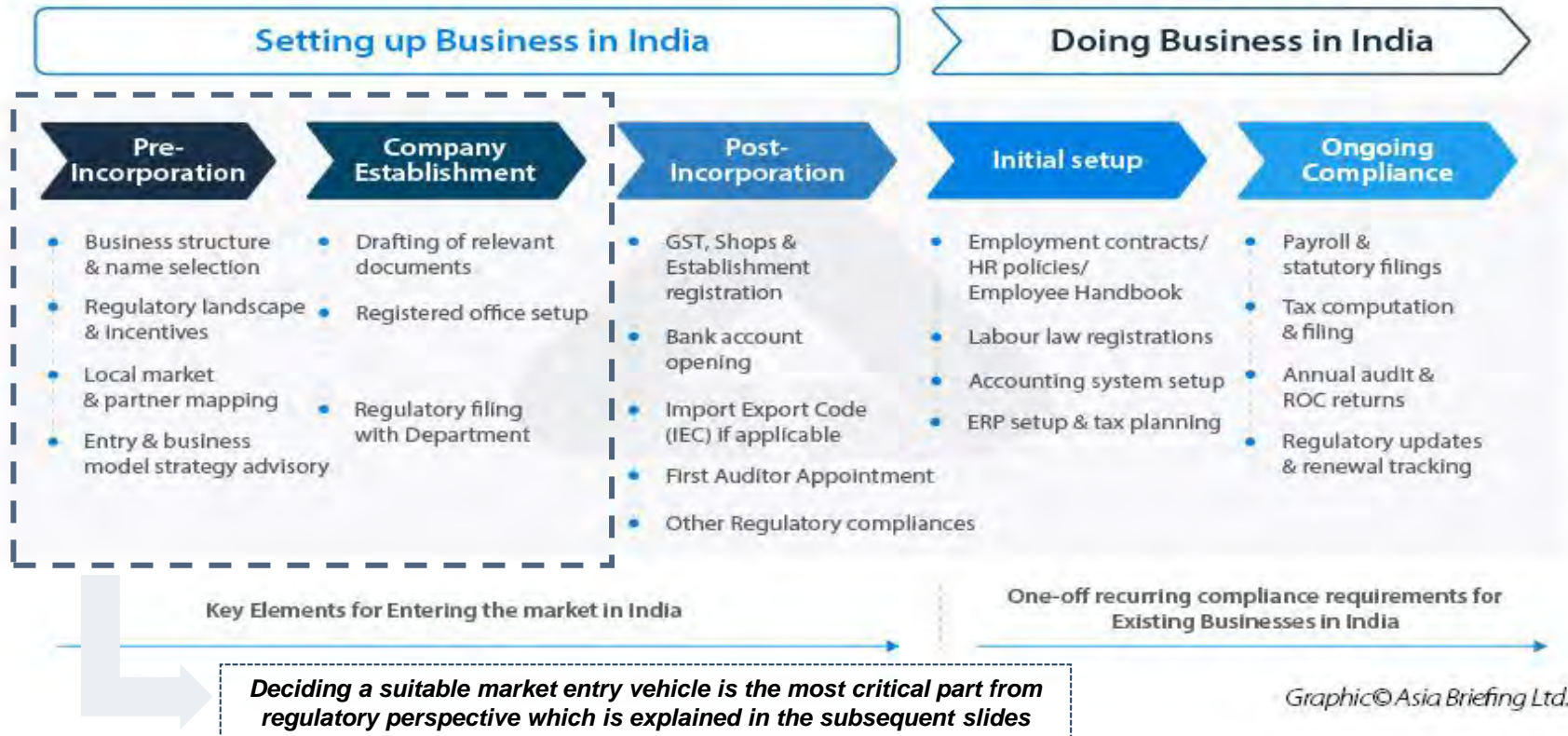
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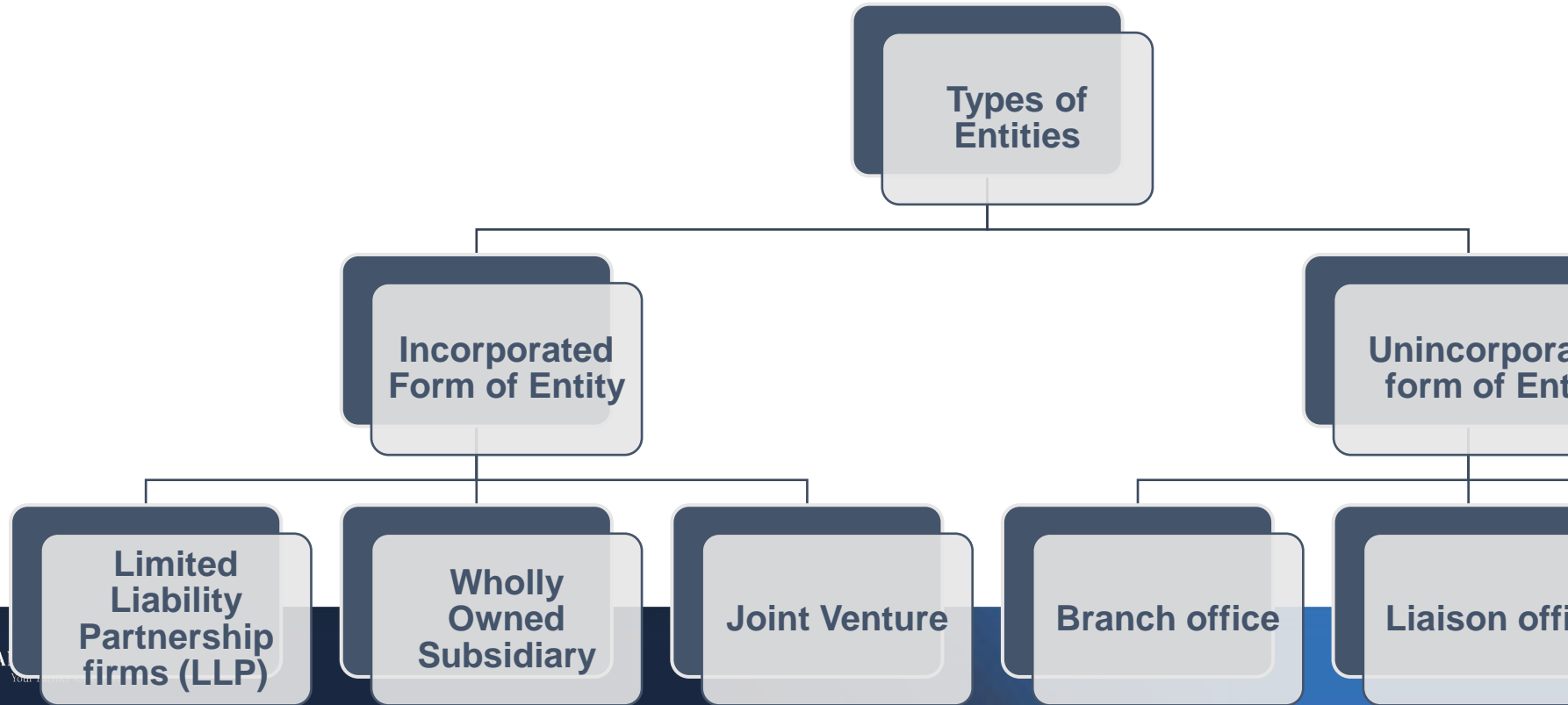
India Market Entry Routes



Overview of process for setting up and doing business in India



Different Types of Entities in India



Entity Types	Common Purpose	Allowed Activities	FDI - Govt Approval Required ?	Repatriation	Other Considerations
WOS	<ul style="list-style-type: none"> ➤ Indian company owned 100% by a foreign parent ➤ For long-term market presence and scaling operations 	<ul style="list-style-type: none"> ➤ All activities permitted under Indian laws (subject to sectoral caps, where applicable) 	<ul style="list-style-type: none"> ➤ Yes ➤ (If investment from Restricted Country as per FDI rules*) 	<ul style="list-style-type: none"> ➤ Profits (dividends), Royalties and technical fees can be repatriated after withholding taxes and FEMA compliances 	<ul style="list-style-type: none"> ➤ For restricted countries, the FDI approval process involves careful review and may take additional time
Branch Office	<ul style="list-style-type: none"> ➤ Commercial presence without forming a company. ➤ Can engage in revenue-generating activities, limited to those approved. 	<ul style="list-style-type: none"> ➤ RBI & sectoral approval mandatory : ➤ Import/export of goods ➤ Consultancy services ➤ Technical support ➤ R&D, services for the parent 	<ul style="list-style-type: none"> ➤ RBI approval is mandatory. For investors from sharing land-bordering countries, PN3 may apply(or may not with lack of equity 	<ul style="list-style-type: none"> ➤ Permitted, subject to net profit and compliance with tax laws 	<ul style="list-style-type: none"> ➤ Attracts a significantly higher tax rate of 35%, subject to surcharge & cess. ➤ Not eligible for equity funding or expanding into unrelated business activities.
Liaison Office	<ul style="list-style-type: none"> ➤ Non-commercial presence. ➤ Acts as a communication channel between the parent company and Indian customers or partners. 	<ul style="list-style-type: none"> ➤ Promotion of business ➤ Market research ➤ Coordination (not execution) of export/import activities 	<ul style="list-style-type: none"> ➤ RBI approval is mandatory. For investors from sharing land-bordering countries, PN3 may apply(or may not in case of lack of equity 	<ul style="list-style-type: none"> ➤ No revenue-generating activity allowed; hence, no repatriation. Expenses must be funded by parent company via inward remittance 	<ul style="list-style-type: none"> ➤ All the expenses must be funded by the Parent Entity ➤ LO validity is for 3 years. ➤ Typically used as temporary arrangement before setting up a WOS
LLP	<ul style="list-style-type: none"> ➤ Hybrid structure ➤ Favored for service sectors and tax benefits. 	<ul style="list-style-type: none"> ➤ All activities permitted under Indian laws (subject to sectoral caps, where applicable) 		<ul style="list-style-type: none"> ➤ Profits can be repatriated, but no dividend mechanism. 	<ul style="list-style-type: none"> ➤ LLP setups from restricted countries are rare and often rejected unless the sector is completely non-sensitive and partners are known.
Project Office	<ul style="list-style-type: none"> ➤ Set up for execution of specific projects in India- infrastructure or turnkey contracts 	<ul style="list-style-type: none"> ➤ Have a Secured a contract from an Indian company or government body, Subject to RBI approval -FEMA regulations. 	<ul style="list-style-type: none"> ➤ No separate FDI approval required if funded directly by inward remittance or a bilateral funding agency. 	<ul style="list-style-type: none"> ➤ No separate FDI approval required if funded directly by inward remittance or a bilateral funding agency. 	<ul style="list-style-type: none"> ➤ No separate FDI approval required if funded directly by inward remittance or a bilateral funding agency.
Joint Venture	<ul style="list-style-type: none"> ➤ Indian company shared ownership between Indian and foreign partners 	<ul style="list-style-type: none"> ➤ No restriction – All activities allowed 	<ul style="list-style-type: none"> ➤ Even indirect ownership from restricted country in a JV requires pre-approval . ➤ UBO analysis is 	<ul style="list-style-type: none"> ➤ Same as Wholly Owned Subsidiary (WOS) ➤ Dividends and fees allowed if compliant 	<ul style="list-style-type: none"> ➤ JV with Indian partner seen as slightly more favorable, but FDI pre-approval still applies. ➤ The structure must be clear and pass security clearance,

Regulatory aspects to be considered for FDI in India *(Registration of entity in India)*

FDI in India is governed by the consolidated FDI Policy, Foreign Exchange Management Act (FEMA), and regulatory notifications including Press Note 3 (2020), etc. As per the current regulations, investments from certain countries requires **additional approval** from the Indian Govt before their FDI can be permitted in India.

FDI under Approval Route *(As per Press Note (PN) 3)*

- ❑ **Prior govt approval:** Effective, April 17, 2020, FDI from entities based in or beneficially owned by persons from countries sharing land borders with India requires prior govt approval.
- ❑ **Country / UBO Restriction:** The approval is required, if the FDI is originating from a restricted country OR the UBO is a citizen of, or is resident in, a restricted country. *(Subject to UBO holding more than 10% stake)*
- ❑ **Routing through another country:** Even if investments routed through third countries (e.g., Singapore, UAE) will still require prior approval, if the Ultimate Beneficial Owner (UBO) is from a restricted country.
- ❑ **Subsequent change in shareholding:** Any subsequent change in beneficial ownership, including secondary acquisitions or further capital infusions, will also trigger the approval requirement. Investments in existing Indian companies, acquisitions, or increasing shareholding are covered.

FDI under Automatic Route *(No prior govt. approval)*

No prior government approval required (exception to Press Note 3) if:

- ❑ If the investor and the UBO are based in **non restricted countries**, are not citizens/ residents of a restricted country, And the holding of UBO is less than 10%.
- ❑ Setting up a **Liaison Office or Representative Office** in India is permitted, subject to RBI approval *(even if the parent company is from a restricted country)*
- ❑ Setting up a **Branch Office** in India is permitted, subject to RBI approval *(even if the parent company is from a restricted country)*

Option II: Indirect Market Entry - without setting up a legal entity

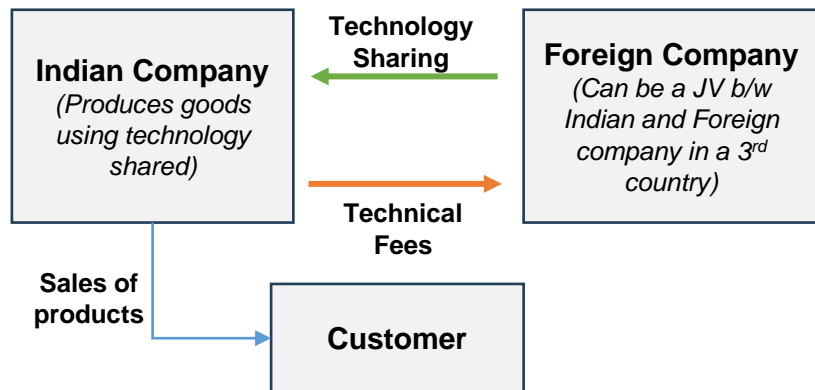
PEO (Professional Employer Organization) - is a type of full-service human resource outsourcing known as co-employment. In this arrangement, the PEO performs various employee administration tasks, such as payroll and benefits administration, on behalf of a business.

How PEO services work



Option II: Indirect Market Entry - without setting up a legal entity

Potential 'Alternate Route' that can be explored : Technology Agreements

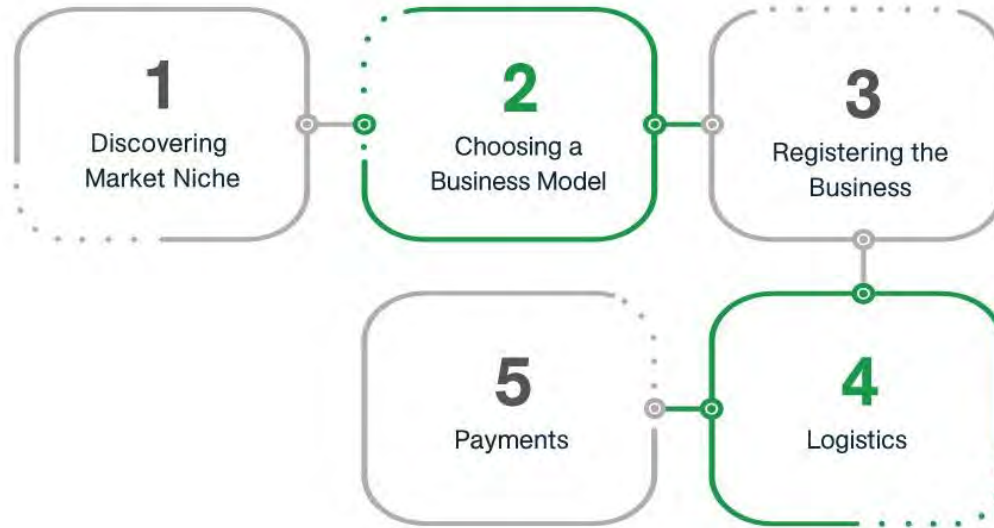


- ❑ Technology agreements involve cross-border arrangements where a foreign company grants an Indian company the rights to use, implement, or support specific technologies, processes, know-how, or systems.
- ❑ The Foreign Company is typically compensated via **royalty payments, technical service fees** by the Indian company under the technological arrangement.
- ❑ Indian and foreign company may establish a JV in a 3rd country, which then licenses the technology/ IP to Indian Company. This structure must ensure compliance with FDI rules, UBO disclosure norms, and FEMA.

Many Indian companies are collaborating with Australian companies through this alternate route. However, the structuring must be legally sound. Tax efficient and commercially viable.

Type of Agreement	Description
Technology Licensing Agreement	Indian company receives rights to use proprietary technology (e.g., software, manufacturing processes, IP, patents)
Technical Assistance Agreement	Foreign entity supports via installation, training, commissioning, tech support/ troubleshooting
Know-how Transfer Agreement	Transfer of undocumented knowledge, process formulas, manufacturing techniques, trade secrets

Step-by-step guide on how to sell online in India



E-Commerce FDI Regulations

- ❑ **FDI in e-commerce is permitted only in Business to Business (B2B) model** and not in Business to Consumer (B2C) model of e-commerce.
- ❑ **100% FDI is permitted in Marketplace model of e-commerce.** Marketplace based model of e-commerce means providing an information technology platform by an e-commerce entity on a digital & electronic network to act as a facilitator between buyer and seller.
- ❑ **FDI is prohibited in an inventory-based model of e-commerce.** Inventory based model of e-commerce means an e-commerce activity where inventory of goods and services is owned by e-commerce entity and is sold to the consumers directly. Wholesale trading implies sales for the purpose of trade, business and profession, as opposed to sales for the purpose of personal consumption and hence, would include resale, processing and thereafter sale, bulk imports with ex-portfolio/ex-bonded warehouse business sales and B2B e-commerce.
- ❑ Marketplace e-commerce entity will be permitted to enter transactions with sellers registered on its platform on B2B basis.
- ❑ E-commerce marketplace may provide support services to sellers in respect of warehousing, logistics, order fulfillment, call center, payment collection and other services. Ownership of inventory purported to be sold is not allowed.



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Success Stories for Australian Businesses



Success Stories of Australian Businesses in India



TELECOMM

- ❑ Australia's telecom giant **Telstra** was instrumental in the development of India's first mobile networks and has over 25 years of network connectivity experience in the country. Telstra today is recognized as one of the first multinational telecom companies to open a Network and Product Engineering Lab in Bengaluru and Innovation and Capabilities Centres (ICC) in Pune and Hyderabad.



FIN-TECH

- ❑ India is now the third largest fintech industry in the world, with 1.4 billion people making 135 billion digital transactions last year. Sydney-based cleantech Footprint Lab has a product in global demand: credible, up-to-date and commercially useful carbon footprint data and is expanding in India.



HEALTHCARE

- ❑ Cochlear and ResMed have the opportunity to expand in India by providing advanced healthcare solutions for chronic diseases like respiratory disorders and hearing loss. **Ansell Limited** – a world leader in providing health and safety protection solutions – announced it will invest \$80 million over the next three years to build a new manufacturing facility in Tamil Nadu,



EDUCATION

- ❑ Access to international education for Indian students in metros and far-flung tier-II and III cities has taken a new turn since ASX-listed IDP Education opened its first office in Delhi in 1995. Today, the global leader in international educational services has 67 offices spanning 60 cities in India



Deakin University and the University of Wollongong (UOW) are notable Australian universities with campuses in India, offering world-class education and programs tailored to local needs.



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Deakin University - GIFT City Campus: Deakin University has established its first international branch campus in India at the Gujarat International Finance Tec-City (GIFT City). This campus opened in 2024 and marks a significant milestone as the first overseas university to operate in India.

University of Wollongong (UOW): The University of Wollongong has also opened a campus in GIFT City, offering degrees that mirror those available in Australia. UOW India provides programs such as a Master in Computing (Data Analytics) and a Master in FinTech, ensuring that students receive a globally recognized education without needing to relocate.

These Australian universities are paving the way for high-quality education in India, making it more accessible for students while maintaining the academic standards of their home institutions.

More Australian Universities Expanding their Footprint in India

Three top Australian universities were granted Letter of Intent (LoI) on Tuesday to set up their campuses in India on the occasion of the fifth anniversary of the new National Education Policy.



Western Sydney University has announced opening its new international campus in Greater Noida, Uttar Pradesh, India set to welcome students in mid-2026.



Victoria University, an Australian institution, is establishing a campus in Noida (Uttar Pradesh), India by 2027.



La Trobe's plans to establish a campus in India have been confirmed to, aligning with the university's Strategic Plan 2025–2030 which outlines a goal to pursue a “much greater presence and engagement with India.”



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Practical Changes

Practical challenges for Australian businesses & potential ways to overcome

1 Complex regulatory environment and navigating Business Culture

Engage professional advisors to map entry route (subsidiary, JV, LLP, or) and ensure early compliance, GST, and sectoral regulators. Conduct granular market research; position products via quality or niche branding; build local networks and partnerships.

2 Taxation hurdles and structuring risks

Structure operations to leverage **India–Australia DTAA**; evaluate subsidiary or LLP models; seek advance rulings for tax certainty.

3 Navigating Import and Export Compliances - Customs delays, mandatory certifications (BIS, FSSAI, CDSCO)

Map HS codes and tariffs upfront - Our experienced business advisory experts can ensure you are compliance with necessary certifications and other customs bottlenecks- including assistance with Certification of Origin.

4 Finding the right partners for collaboration on technology sharing arrangements

Our Business Intelligence capabilities can be utilized by companies in finding the right partners for technological collaboration. It is essential to conduct detailed due diligence to assess the Indian partner's credibility, commercial strength, presence, and compliance track record.

5 Terms of Joint Venture not in favor of the Foreign company

The joint venture can be positively aligned by incorporating protective rights for the foreign investor, such as reserved matters, enhanced board participation, and profit-sharing terms ensuring both regulatory compliance and a balanced partnership structure as per Indian Laws.



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Doing Business with Indians

Doing Business with Indians

A “Typical Indian”

- Lives in a **joint family**. Cares for her elders and nurtures her children, till they are old enough to care for her
- God fearing yet not overtly religious. **Tolerant & Secular**, accepting of others' beliefs.
- Aspires to at least be a **Graduate** and get a **white collared job**, preferably with the Government.
- Blend of the **Traditional and the Modern**. Open to external influences yet retaining the traditional values and culture.
- **Helpful and hospitable.**
- Believes in **fate**.

-
- Does not openly express disagreements. Will say “will get back to you on this” or “lets explore other possibilities”, etc., **rather than an outright “No”**.
 - **Negotiations** can be arduous, long winded and multi-tiered. You have to be **prepared to invest a lot of time** and patience in the process.
 - Will be **formal till a certain level of comfort** is reached after a few meetings. Even then, doesn't like getting on to first names. Especially, the bureaucrats.
 - Tends to **ask questions which may not be directly related** to the subject of the meeting. It's a way to better understand you and the purpose of the meeting in the overall context. May seem intrusive to westerners
 - **Relationships and feelings play a larger role** in decisions in India. Tend to take larger risks with people who they feel they can trust.
 - Bureaucratic processes and procedures have been significantly reduced due to the **rapid digitization of most approval processes**, which are now online. However, it is important to get the documentation right for a swift approval.
 - With digitisation, **Corruption has progressively reduced** and can be resisted if things are done correctly the first time.

-
- Know that **patience is the key which unlocks all doors** and understand that being pushy could lead to reversals and hostility.
 - Indians have a long history of trade and business. They understand the nuances of international business well.
 - **Do proper homework** and take a long-term view of the market. Don't pack bags and run at the first sign of trouble.
 - India has a **vast pool of competent managerial and technical manpower**. Use them to run the business locally.
 - Set up good and **practical work processes** and monitoring systems which are not intrusive, yet effective in ensuring budgets, policies and values of the mother company are being followed diligently.
 - Indians are **ethical** in their business practices.



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Key Takeaways

5 Takeaways for Australian Businesses

01

Ensure Due diligence, secure IP and data compliance early under India's DPDP Act

02

Align with government initiatives - Make in India and PLI Schemes

03

Build local partnerships and invest in skilled local talent for smoother operations

04

Align Product, Pricing and go-to market strategies for India's diverse consumer and B2B segment

***DPDP Act:** Digital Personal Data Protection Act, 2023 – An Indian law to regulate the processing of digital personal data and protect the right of privacy.

***PLI:** The **Production-Linked Incentive (PLI) scheme** - is an initiative by the Government of India aimed at boosting the manufacturing sector.



DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia

About Dezan Shira and Associates

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1992

Year founded

Since our founding in Hong Kong SAR and Shenzhen, we have expanded to more than 20 countries.



600

Professionals

Professionals in legal, tax, accounting, audit, human resources, and technology.



40

Offices

Asia: China, Dubai UAE, Hong Kong SAR, India, Indonesia, Mongolia, Singapore & Vietnam

Asian Alliance: Bangladesh, Japan, Malaysia, Nepal, Philippines, Sri Lanka, S. Korea & Thailand

Global: Australia, Italy, Germany, United Kingdom, United States



80+

Client countries

Our business advisors & professional services teams serve clients from over 80 countries.



5000+

Clients

Multinational clients that have chosen us to guide and support their business and operations in Asia.



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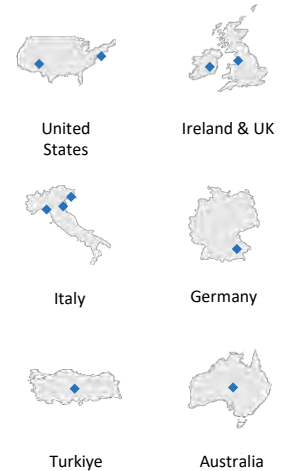
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We provide a comprehensive range of services which we deliver as a flexible mix of stand-alone or blended services, covering business intelligence, audit, accounting, human resources, legal, payroll, tax and technology services.

Our blended services approach provides high knowledge and services value to small, medium and large sized organizations, operating in a number of sectors.



**Business
Advisory**



**Company Secretariat
and Corporate
Governance**



Tax Services



**Business
Intelligence**



**Mergers &
Acquisitions**



**Audit and
Financial Risk**



**Intellectual
Property**



**Due
Diligence**



Accounting



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Global Mobility**

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We specialize in helping SMEs enter and develop their operations in Asia.

Our clients include all sizes of multinational firm, from family-owned company, to large and publicly listed enterprises, headquartered in more than 80 countries worldwide.

Headquarters Locations

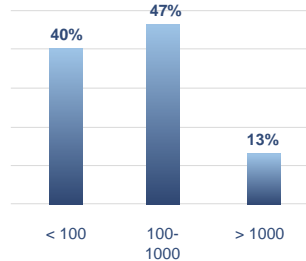


Top Industries



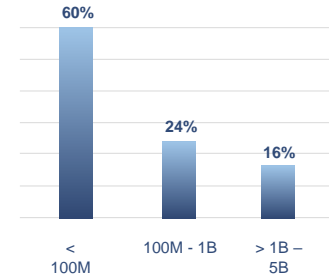
Clientele by Worldwide Employees

80% of our clients employ < 500 people, and 5% employ over 5,000 people globally.



Clientele by Revenue

75% of our clients' report < US\$ 500 million annual turnover; 16% report > US\$ 1 billion.



Our presence in India



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+91 0124 4001785

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Near Western Express Highway
metro station
Andheri East, Mumbai - 400093



Bengaluru

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+91 80 6185 2024

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Building, 1st and 2nd Floor,
Jayanagar, 7th Block, KR
Road, Bengaluru, Karnataka
560070

If you have any queries, or need support for your business plans, you can contact us at:

india@dezshira.com



How can we help Australian Business Establish in India

Our End-to-End Solutions Ensuring Seamless Market Entry and Success



Market Research & Entry Strategy

- Industry trends
- Sector-specific compliances
- Consumer segmentation
- Market potential
- Competitive analysis
- Location analysis
- Entry Strategy
- Corporate structuring



Business Matchmaking

- Partner Identification
- Partner assessment
- Meeting Set up and, Facilitating discussions
- Mergers and Acquisitions
- Company Review
- Background Check
- Joint Venture Agreements
- Contract Reviewing/Drafting



Setting up a Legal Entity

- Company Incorporation
- Bank account opening
- GST Certificate
- PAN/TAN registrations
- IEC Certification

Corporate services

- Registered Office
- Resident Director



Legal, Regulatory & Advisory

- IP Advisory & Trademark
- Due Diligence
- Cross-Border Transactions
- Import duties
- FEMA/RBI compliances
- Licensing
- Visa/work permits
- Transfer pricing



Ongoing Support & Compliances

- Accounting
- Bookkeeping
- HR & Payroll
- Tax Filings & Returns
- Managing Payroll
- Audit
- Corporate Secretarial
- Other Regulatory Compliances

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business in emerging Asia



Covering China, Hong Kong SAR, India, Vietnam,
ASEAN nations, and Middle East



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6

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6

Publications Annually

30

Articles Annually

1,900

Social Media Followers

85,000

Newsletter Readers

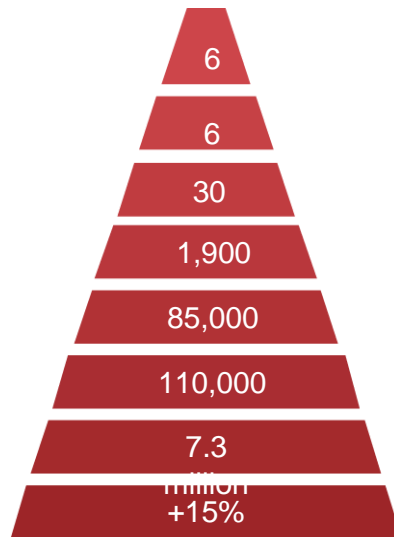
110,000

Website Viewers

7.3

Readership Growth Annually

million
+15%



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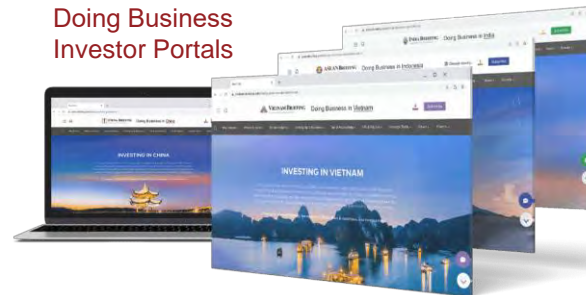
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Q&A

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Presenter - Umair UI Haque

Umair UI Haque, Dezan Shira & Associates

Umair is an International Business Advisor at Dezan Shira & Associates, New Delhi Office. In this capacity, he serves as the primary contact for international clients and partners, facilitating business expansion in India, coordinating with local teams, and advising corporate investors on regional growth and compliance.

With a professional tenure spanning more than eight years, he possesses robust expertise in sales, marketing, business development, and customer relationship management. His proficiency spans across diverse industries, including but not limited to packaging and specialty films, electrical equipment and solutions, and manufacturing conglomerates.

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