



The U.S. Commercial Service
Your Global Business Partner



Brandtjen & Kluge, Inc. and our approach to India

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Distributor

- **Find a Good Distributor or maybe more than one. India is a large country and each part of India has its own culture and with this its own way of doing business.**
- **Make sure to understand the market knowledge of any partner you choose.**
- **Make sure that any distributor you choose has strong technical back-up. India printers expect world level service and without trained tech's available locally, that is expensive to offer.**



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Culture

- **India is a large country and each part of India has its own culture and with this its own way of doing business.**
- **Indians are good negotiators and this makes the market very competitive with prices, in general, lower than in the rest of the world.**



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Visit Often

- **Visit often, both to understand the market, but also because a visit from abroad is appreciated by a potential customer.**



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Market

- **Don't under estimate the professionalism of India printers**
- **Indians are good negotiators and generally able to get suppliers to offer better prices than offered anywhere else in the world**