

the climate in the south and west is tropical throughout the year.

Most formal functions like lunches/dinners/cocktail receptions would mean wearing formal dress which could be a coat and tie, or a suit or safari suit, which is increasingly acceptable in Bombay due to the humid weather.

Dress should be informal at private parties or dinners. Ladies may wear comparable western dress.

The common work clothes for executives are a shirt, tie and slacks.

## **9. MAIN BUSINESS MAGAZINES, TRADE JOURNALS AND ADVERTISING AGENCIES**

More than 12,000 newspapers and periodicals are published in India. The major national newspapers include The Times of India, The Statesman, The Indian Express, Hindustan Times, and the Independent. Important periodicals include The Illustrated Weekly of India, India Today, Business India, Business World, Industrial Products Finder, Chemical Products Finder, Electronic Products Finder, Chemical Engineering World, Plastics News, Indian Industrial Sources, New Projects, Dataquest and Corporate Pathfinder's Data Base.

A good agent is able to advise an effective advertising techniques as well as the capabilities of local advertising agencies. There are over 150 well-established advertising agencies operating in India, almost half are located in Bombay. It is reasonable to expect the manufacturer, not the agent, to bear the cost of any appreciable local advertising. Some important advertising agencies are Grant, Kenyon and Eckhardt Advertising and Marketing Ltd, Bombay. Clarion Advertising Services Ltd, Bombay and Hindustan Thompson Associates Limited, Bombay.

## **10. OTHER MARKET INFORMATION SOURCES.**

Additional informations about trade and investment can be gained from the World Trade Centre, Bombay, Indian Merchants' Chambers, Bombay, Industrial Credit and Investment Corporation of India Ltd, Bombay and Maharashtra Economic Development Council, Bombay. Some of these units have very well equipped libraries for up to date information.

Some important publications include Stock Exchange Official Directory published from Bombay and Kothari's Industrial Directory of India, published from Madras.

## **CONCLUSION**

India, the largest democracy in the world, is strategically placed in the Indian Ocean and has developed into an economic and military regional superpower. With political stability, a trend towards economic liberalisation and a large market, it offers the Canadian exporters an outlet of considerable potential. Western India, well connected by sea and air, is the economic and business centre of modern India, and an ideal place to start business dealings with India.