

Issue 27 • June and July 2015



INDIA BRIEFING

From Dezan Shira & Associates



How to Establish a Business in India: Choosing a Low-Risk Entry Model

P.04 India's new eBiz Portal:
All You Need to Know

P.10 The Advantages & Disadvantages
of Running a Liaison Office in India

P.08 Establishing a Liaison Office in India

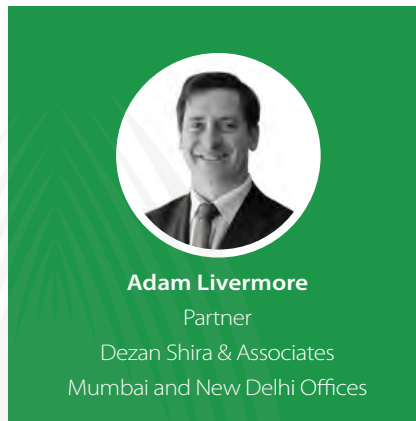
Introduction

India is well-positioned to take advantage of the rising cost of doing business in China and other countries in Asia. In contrast to many other Asian markets, foreign investors find government support for industry, low labor costs and a massive unified market in India. Foreign companies can take advantage of these conditions to reduce operating costs, diversify workforces or supply chains, and access new consumer markets.

Despite these bright prospects, India has earned a reputation as a difficult place to do business. While this reputation is not unfounded, business challenges in India are manageable. In this issue of India Briefing Magazine, we explore market entry options that allow foreign investors to test the water before diving into the Indian market.

In the first article, we examine the government's new eBiz portal. This portal provides single window processing for a number of essential government-to-business (G2B) services, including many registrations and licenses required for company set-up. Next, we provide a step-by-step guide for setting up a liaison office (LO) in India, an entity that allows foreign companies to establish a footprint while keeping their legal, financial and administrative commitments low, and conclude by examining the strengths and weaknesses of India's LOs.

Doing business in India can be challenging, but foreign investors have good options to manage these challenges when entering the market for the first time. With support from local specialists, foreign investors can find the best path to India for their business.



Kind regards,



Adam Livermore

Reference

India Briefing and related titles are produced by Asia Briefing Ltd., a wholly owned subsidiary of Dezan Shira Group.

Content is provided by Dezan Shira & Associates. No liability may be accepted for any of the contents of this publication. Readers are strongly advised to seek professional advice when actively looking to implement suggestions made within this publication.



This Month's Cover Art

Untitled (1989)
Oil on Canvas, 147.3 x 190.5 cm
Dag Modern Gallery
delhi@dagmodern.com | +91 11 4600 5300
www.dagmodern.com

All materials and contents
© 2015 Asia Briefing Ltd.

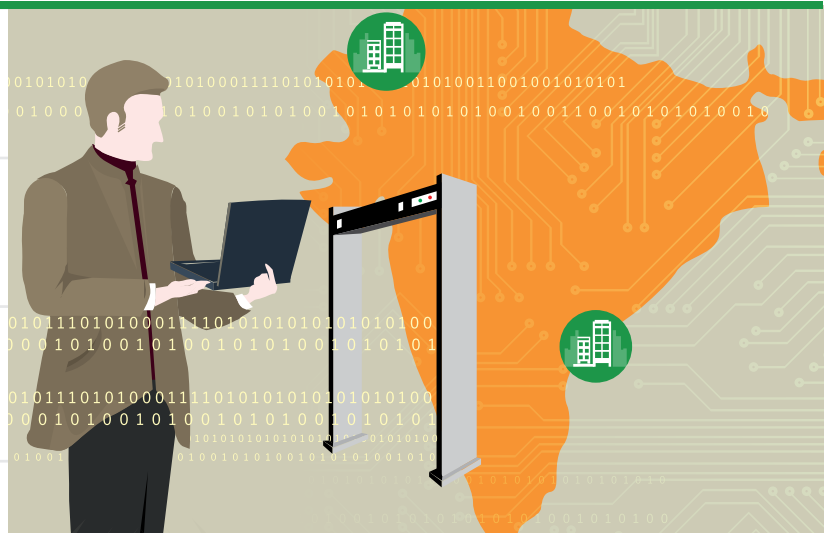
For queries regarding the content of
this magazine, please contact:
editor@asiabriefing.com

Table of Contents

P.04 India's new eBiz Portal:
All You Need to Know

P.08 Establishing a Liaison Office
in India

P.10 The Advantages & Disadvantages
of Running a Liaison Office
in India



This Issue's Topic

How to Establish a Business in India: Choosing a Low-Risk Entry Model

Annual Subscription



India Briefing Magazine is published
6 issues per year. To subscribe, please
[Click Here](#)



[Strategic Advisory & Commentary](#)



[Professional Services](#)



[Regulatory Framework & Updates](#)



[Legal, Tax, Accounting News](#)



[Cross Region Comparisons](#)



[Industry Studies](#)



[Magazines, Guides, Reports](#)



[Podcast & Webinar](#)

This publication is available as an interactive
PDF and ePublication. Above are additional
clickable resources.

Online Resources from India Briefing



[India: Your China Plus One?](#)



[New Foreign Trade Policy to Back-end Export Targets](#)



[India's Finance Act 2015: What You Need to Know](#)



[Ind-AS: Preparing for India's New Accounting Standards](#)

Online Resources on Emerging Asia



[Asia Business Model Comparisons](#)



[China, India & Vietnam: Setting Up in Asia's Investment Hotspots](#)



[Doing Business in ASEAN](#)



[Modi Visit to Fuel Chinese Investment into India](#)



[Vietnam Signs FTA with Eurasian Economic Union](#)

Credits

Publisher / Chris Devonshire-Ellis
Editors / Adam Pitman & Samuel Wrest
Contributor / Shilpa Goel & Adam Pitman
Editorial Assistant / Nishant Dixit
Design / Jessica Huang & Estela Mi

Asia Briefing Ltd.,

Unit 1618, 16/F, Miramar Tower
132 Nathan Road, Tsim Sha Tsui
Kowloon, Hong Kong SAR



DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia

Offices

Delhi

delhi@dezshira.com

+91 11 401 1219

Unit No. T-15, Third Floor, Rasvilas,
Saket District Centre,
New Delhi, 110017, India

Mumbai

mumbai@dezshira.com

+91 22 6700 4843

Regus Dev Corpora 15th Floor, Pokhran Road No. 1
Eastern Express Highway, Thane West
Mumbai, 400601, India

Our Global Presence

China

china@dezshira.com

Hong Kong

hongkong@dezshira.com

Indonesia *

indonesia@dezshira.com

Malaysia *

malaysia@dezshira.com

Singapore

singapore@dezshira.com

The Philippines *

philippines@dezshira.com

Thailand *

thailand@dezshira.com

Vietnam

vietnam@dezshira.com

Liaison Office, Germany

germandesk@dezshira.com

Liaison Office, Italy

italiandesk@dezshira.com

Liaison Office, United States

usa@dezshira.com

** Dezan Shira Asian Alliance Member*

Our Services

Pre-Investment and Entry Strategy Advisory

Accounting and Reporting

Corporate Compliance

ERP and Financial Systems Advisory

Corporate Establishment

Treasury Administration

Payroll and Human Resource Services

International Tax Planning

Legal & Financial Due Diligence

Tax and Compliance

Audit and Financial Review

Pan-Asia Corporate Integration

23 Years of Excellence 1992-2015

www.dezshira.com