



INDIA BRIEFING

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Regulatory Standards When Selling to the Indian Market

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Introduction



ANKUR MUNJAL
Country Director
Dezan Shira & Associates
New Delhi Office

With a consumer base of over 1 billion people and a policy landscape increasingly geared towards investment, innovation, and sustainability, India represents one of the most significant growth frontiers for global businesses. Yet, its potential comes with a caveat: success in India is not determined by scale or capital alone – it is determined by how well a company navigates its regulatory environment.

Selling to the Indian market requires more than just a compelling product or competitive pricing. It demands foresight, preparation, and a compliance-first mindset. India's regulatory ecosystem is both complex and dynamic, spanning quality standards, labeling rules, import controls, tax frameworks, data protection mandates, and environmental obligations. These shape market access, brand credibility, and long-term operational resilience.

The chapters that follow in this magazine are designed to serve as a roadmap for foreign businesses planning to enter or expand in India. They unpack the nuances of India's regulatory landscape, offer sector-by-sector guidance, and explain the critical steps for customs clearance, GST compliance, and product certification.

At Dezan Shira & Associates, we support global firms in translating regulatory complexity into competitive advantage. Whether you are navigating BIS and FSSAI approvals, structuring your GST obligations, or aligning with evolving licensing norms, our experts can guide you every step of the way – from market entry planning to full-scale operational rollout. For tailored support, contact our advisors at India@dezshira.com.

With kind regards,

Ankur Munjal



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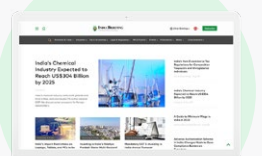
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Mody Road, Tsim Sha Tsui East
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Our Offices in India

Delhi NCR

+91 0124 400 1785
delhi@dezshira.com

Unit No. 1101-A, 11th Floor,
Emaar Capital Tower 2, MG Road,
Near Guru-Dronacharya Metro Station
Gurugram 122002, Haryana, India

Mumbai

+91 22 4480 7040
mumbai@dezshira.com

907, Omkar the Summit,
Near Western Express Highway
Metro Station, Andheri East,
Mumbai 400093, Maharashtra, India

Bengaluru

+91 80 6185 2024
bengaluru@dezshira.com

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

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