

DOING BUSINESS WITH BRAZIL

THE EEPIC INDIA
'DOING BUSINESS' SERIES



EEPICINDIA
ENGINEERING THE FUTURE



Official Name	: Federative Republic of Brazil
Area	: 8.55 million km²
Capital	: Brasilia (since 1960)
Language country)	: Portuguese (monolingual
Population	: 221.4 million (2024 estimate)
President	: Luiz Inácio Lula da Silva (since Jan 2023)
Foreign Minister	: Mauro Vieira (since Jan 2023)
President	: Federal Senate: Davi Alcolumbre, (since Feb 2025)
President-Chamber of Deputies	: Hugo Motta (since Feb 2025)
Administrative Divisions	: 26 states and the Federal District of Brasilia
Major Cities	: Population (2022 estimate)
São Paulo	: 11.45m
Rio de Janeiro	: 6.21 m Brasília(capital): 2.82m
Fortaleza	: 2.43 m
Salvador	: 2.42 m
Belo Horizonte	: 2.32m
Life Expectancy	: 76.3 years (2024 est)
Literacy	: 94.7%
GDP Per Capita (current US\$-2023)	: US\$10,294.9

Major Natural	: Iron Ore, Gold, Bauxite, Aluminium, Resources Silver, Oil, Precious and Semi-Precious Stones
Main Crops	: Coffee, Cocoa, Corn, Cotton, Oranges, Soybean, Sugarcane, Tobacco, and Wheat.
Currency	: Brazilian Real (BRL) ; average exchange rate in Apr 2025: US\$1= R 5.83
Time	: The states along the coast and eastern Pará, Brasília-DF, Minas Gerais, Goiás, and Tocantins are three hours behind GMT (official time in Brazil); the states of Mato Grosso do Sul, Mato Grosso, Rondônia, most of Amazonas, Roraima and western Pará are four hours behind GMT; the states of Acre and the south-western part of Amazonas are five hours behind GMT
Internet	: 86.2% of total population (2025)

INDIA-BRAZIL BILATERAL TRADE



The bilateral trade between two countries during the last 10 years is shown below: (USD in Billion)

Year	India's Export to Brazil	India's Import from Brazil	Total Trade	Trade Balance
2014	7.1	5.5	12.7	1.6
2015	3.1	4.1	7.2	-1.0
2016	2.3	3.6	5.9	-1.3
2017	2.9	5.1	8.0	-2.2
2018	3.6	4.6	8.2	-1.0
2019	4.1	3.0	7.2	1.1
2020	3.7	3.2	6.9	0.5
2021	6.3	4.9	11.2	1.3
2022	9.7	7.1	16.8	2.6
2023	6.7	6.5	13.1	0.2
2024	6.5	5.2	11.8	1.3

Source: Trade Map

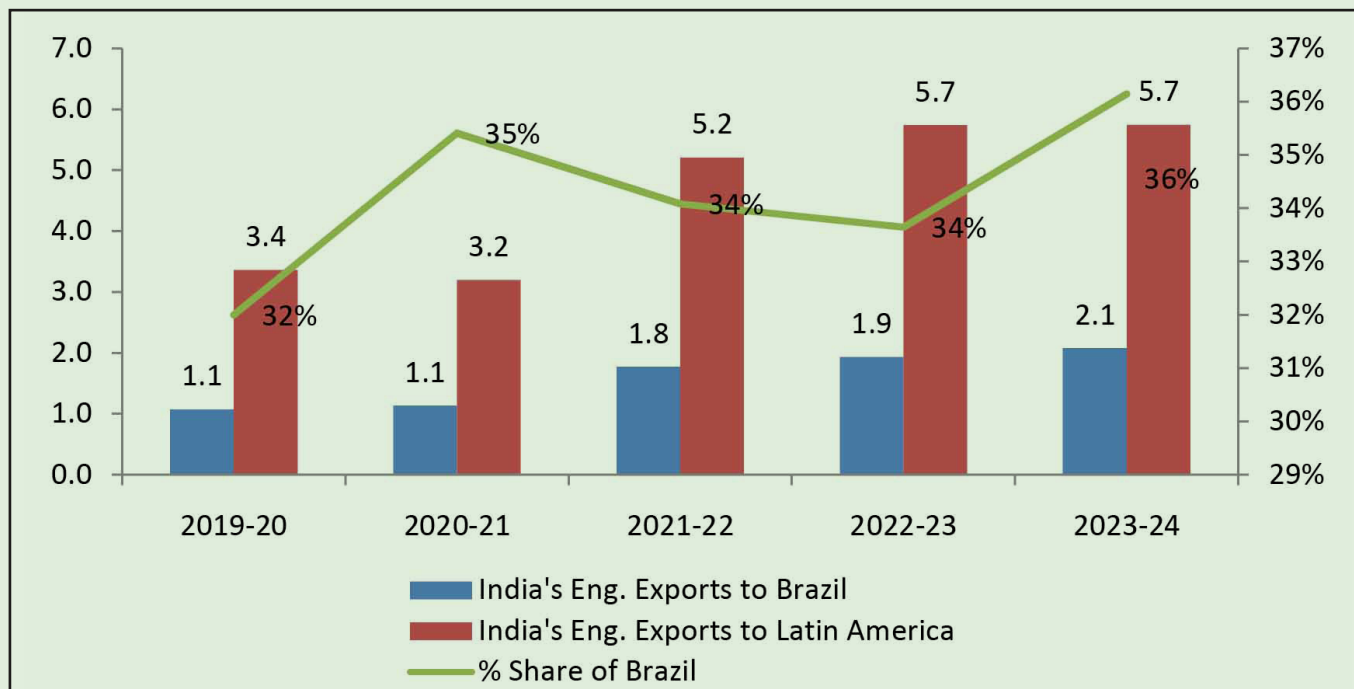
India's exports to Brazil:

Organic chemicals, diesel oil, pharmaceuticals and chemicals, engineering goods including auto components and mechanical and electrical equipment, apparels and textile products, iron and steel (and products), plastic, ceramic, etc.

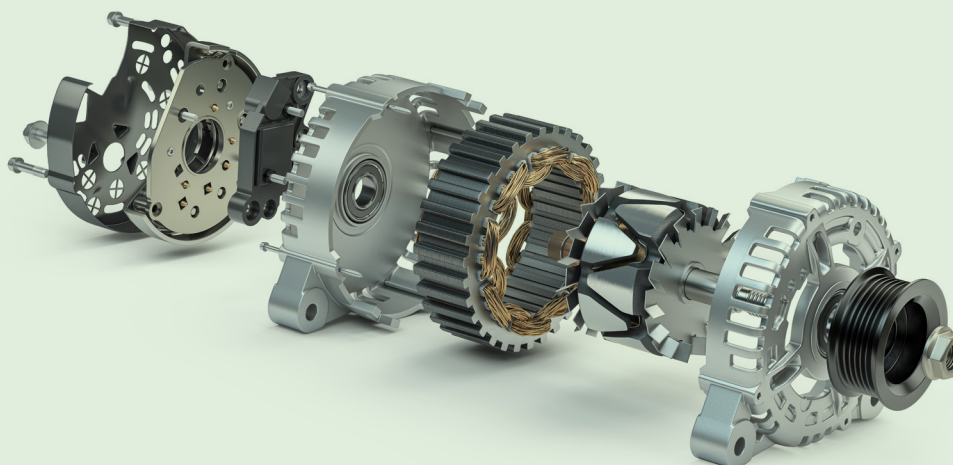
India's imports from Brazil:

Crude oil, soya oil, gold, raw sugar, asbestos, copper ores, iron ores, manganese, kidney beans, cowpeas, valves, motor pumps, etc.

India's Engineering Exports to Brazil viz-a-viz India's Engineering Exports to Latin America



Source: DGCIS&S



India's Top 10 major Engineering Products exported to Brazil

Brazil's total Engineering import in 2024 (USD Bn)	127.7
India's Share in Brazil's engineering import in 2024	1.7%
Top 5 Suppliers in 2024	China (32.3%), USA (14.6%), Germany (6.4%) Argentina (5.5%), Mexico (3.7%)

India's Top 10 Major products (in USD Mn)	2022-23	2023-24	Growth	India's share in Brazil's import (2024)
Auto components/parts	393.7	357.1	-9.3%	3.1%
Electric Machinery and Equipments	162.9	228.1	40.0%	1.2%
Indl Machinery for Dairy etc	238.8	185.5	-22.3%	2.7%
Iron and Steel	139.8	168.2	20.3%	3.3%
Aluminium, products of Aluminium	69.3	142.7	106.00%	5.6%
IC Engines and Parts	120.8	133.9	10.9%	5.5%
Products of Iron and steel	111.7	131.8	18.0%	2.9%
Other Construction Machinery	81.4	86.0	5.6%	4.0%
Medical and Scientific Instruments	67.5	66.0	-2.3%	2.0%
AC, Refrigeration Machinery etc	47.7	49.9	4.6%	1.9%

INDIA-BRAZIL INVESTMENT OVERVIEW

India and Brazil maintain a strong, multifaceted partnership, exemplified by their collaboration in key multilateral organizations, including BRICS, G-20, IBSA, and the United Nations. India and Brazil also operate a Trade Monitoring Mechanism (TMM) to address trade challenges.

Continued interest signals strong potential for future expansion between the two nations, underscoring the prospects for deepening Brazil-India commercial ties.

Indian Engineering companies in different sectors having interest in Brazil includes:

Infrastructure/ EPC Contracts : Sterlite, Kalpataru Power do Brasil, KEC International Ltd, Voltech

Autoparts and Vehicles : Samvardhana Motherson Group, Varroc Group, RSB
Transmissions, Pricol, Mahindra, Tata Motors

Two and Three Wheelers : TVS, Bajaj, Hero Motors

Energy : Suzlon Energy Ltd, Vijay Electricals, Wipro's Infrastructure
Engineering division

Other : MKU (Defence manufacturing), Havells, Besco, Essel Propack,
InoxCVA, Elgi Equipments, Megatherm

Notable Brazilian companies in India include Polo (automobiles), Vale (mining), Stefanini (IT), Gerdau (steel), WEG (heavy electrical motors and generators), Compsis (toll road software systems), Dedini (ethanol production), Farmas Kunz (footwear), Perto (ATM fabrication), and Fanem (hospital instrumentation).



Trade Bodies & Associations in Brazil

Brazil-India Chamber of Commerce-CCBI

São Paulo (SP)

Tel.: +55-11-3895-0168

E-mail: ccbrasilindia@gmail.com

Website: www.ccbrasilindia.org.br

Indo-Brazilian Chamber of Commerce and Industry-IBCCI

São Paulo (SP)

E-mail: sp@indiabrazilchamber.org

Tel: + 55 35-991338593

Website: www.indiabrazilchamber.org

ABIMAQ – Brazilian Association of the Machinery and Equipment Industry

São Paulo – SP

International Division

E-mail: deme@abimaq.org.br

Tel: +55-11-55826311

Website: www.abimaq.org.br

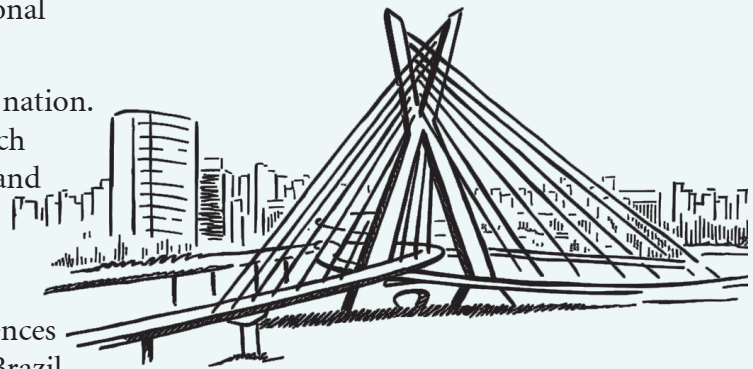
The State of Sao Paulo

Sao Paulo is one of the 26 states in Brazil. São Paulo is the capital of the state of São Paulo, as well as the most populous city in Brazil. The state itself is the most economically productive and populous in the country, accounting for more than one-fifth of the national population.

Sao Paulo city is the main economic and industrial hub of the nation. It produces more than half of the country's manufactures which include electronic equipment, automobiles, consumer goods, and food products.

Business Culture

Even though geographic distance, language and culture differences are probably the biggest challenges to increase trade between Brazil and India, there are many similarities and also some differences in the way Brazilian and Indians do business.



Business relationship similarities between Indians and Brazilians

- Prefer to do business with those they know and relationships are built upon mutual trust and respect.
- Meetings are arranged in advance but their schedule is flexible. Meetings start with getting to know each other.
- Business negotiations are non-confrontational
- Successful negotiations are often celebrated by a meal

Body Language differences between Indians and Brazilians

- Indians value personal space, Brazilians love to kiss and hug
- Indians avoid direct eye contact, Brazilians expect you to look in their eyes
- Using right hand is good sign in India, you can use both hands in Brazil
- Public displays affection are not proper in India, and normal in Brazil

General Information for visiting delegations

Do`s

- To get yellow fever vaccine at least 10 days prior to the travel to Brazil from India.(It is mandatory to have yellow fever vaccine to enter India on return from Brazil, otherwise, the concerned airlines may deny boarding to the passengers).
- While in Brazil, always carry passport or ID proof while roaming around.
- Brazilian people speak Portuguese. Therefore, it is advisable to download a translating App before coming, as it is rare to find an English-speaking Brazilian.
- In case of transiting through Sao Paulo for onward journey -While booking flights, it should be ensured to have at least 4 hrs gap between the connecting flights in Sao Paulo as after arrival at Sao Paulo Airport, baggage has to be claimed and rebooked, which is a time-consuming process. Moreover, the international passengers have to pass through immigration check procedures.

Don'ts

- The delegates are advised not to roam around late night in Brazil, especially in Rio de Janeiro and Sao Paulo. It is advised to exercise caution from the safety and security points of view and not to visit secluded place or venture out alone at night and also not carry valuables.

Greetings in Portuguese

- Hello- ola'
- Good morning- Bom Dia
- Have a Good Day- tenha um bom dia
- Good Evening- Boa noite
- Good Afternoon- Boa tarde
- Good Bye- tchau
- Excuse me-com licença
- Please-por favor
- You're Welcome-de nada
- I'm sorry- eu sinto muito

Important Links of Brazil

- Portal Brasil: www.brasil.gov.br
- Ministry of Foreign Affairs: www.mre.gov.br
- Ministry of Development ,Industry: www.mdic.gov.br
- Central Bank of Brasil(BCB): <http://www.bcb.gov.br/pt-br/paginas/default.aspx>
- Brazil Export-Foreign Trade: <http://www.comexbrasil.gov.br/>
- Directory of Brazilian companies: www.vitrinedoexportador.gov.br
- Portal of the Brazilian Industry: <http://www.portaldaindustria.com.br/cni>
- India-Brazil Chamber of Commerce: <http://www.indiabrazilchamber.org/en/>

Embassy of India, Brasilia, Brazil:

H.E. Mr. Suresh K. Reddy, Ambassador of India to Brazil

Address: SES 805 Lote 24, Asa Sul, Brasilia, DF; CEP: 70452-901

Ambassador's Office:

Email: [amb\[dot\]brasilia\[at\]mea\[dot\]gov\[dot\]in](mailto:amb[dot]brasilia[at]mea[dot]gov[dot]in)

Email: [amboffice\[dot\]brasilia\[at\]mea\[dot\]gov\[dot\]in](mailto:amboffice[dot]brasilia[at]mea[dot]gov[dot]in)

Email: [socsec\[dot\]brasilia\[at\]mea\[dot\]gov\[dot\]in](mailto:socsec[dot]brasilia[at]mea[dot]gov[dot]in) (For Appointments)

Telephone: +55 (61) 3248 2936

General Tel: +55(61) 3248-4006

Emergency contact: +55(61) 98139-1127

(Please note that the Emergency contact number is meant for Indian nationals in distress/emergency situations residing in Brazil only. For all other purposes, please contact the concerned officer during office hours.)

Consular Inquiries:

Email: cons[dot]brasil[at]mea[dot]gov[dot]in (For CONSULAR QUERIES only)

Telephone: +55-61-32484006

Trade & Commercial Queries:

Email: com[dot]brasil[at]mea[dot]gov[dot]in

Telephone: +55613248-4006

General Queries:

Email: info[dot]brasil[at]mea[dot]gov[dot]in

Telephone: +55 61 3248-4006

Consulate General of India, Sao Paulo:

Consul General: Mr. Hansraj Singh Verma

Email: cg.saopaulo@mea.gov.in

Address: Av. Paulista, 925, 7th Floor, Bela Vista, Sao Paulo (Brazil) CEP 01311-100

Telephone: +55 11- 32793780 and 32793773

General Email: reception.saopaulo@mea.gov.in

Commercial Enquiries: com2.saopaulo@mea.gov.in

Visa Enquiries: visa2.saopaulo@mea.gov.in; visa.saopaulo@mea.gov.in

EEPC INDIA OFFICES

Registered & Head Office

Vaniya Bhavan (1st Floor)
International Trade
Facilitation Centre
1/1 Wood Street,
Kolkata-700 016
Tel : 91-33-22890651/52/53
E-mail : eepcho@eepcindia.net

H.O. (Cell)

Vandhna (4th Floor),
11 Tolstoy Marg,
New Delhi-110 001
Tel : 91-11-23353353, 23711124/25
E-mail : eepcto@eepcindia.net

REGIONAL OFFICES

Chennai

EEPC INDIA

Greens Dugar (3rd Floor)
149 Greens Road,
Chennai-600 006
Tel : 91-44-28295501/5502
E-mail : eepcrochen@eepcindia.net

Mumbai

EEPC INDIA

B-202 & 220, Auras Chambers
Annex "B", 2nd Floor,
Behind Mahindra Tower
S. S. Amrutwar Marg, Worli
Mumbai-400 013
Tel : 91-22-42125555/00/01
E-mail : eepcromum@eepcindia.net

Kolkata

EEPC INDIA

Vaniya Bhavan (2nd Floor)
International Trade
Facilitation Centre
1/1 Wood Street,
Kolkata-700 016
Tel : 91-33-22890673/74
E-mail : eepcrokol@eepcindia.net

New Delhi

EEPC INDIA

Flat No.10, P, Q, N, 10th Floor
DCM Building,
16 Barakhamba Road
New Delhi - 110 001
Tel : 91-11-23314171/74
E-mail : eepcrodel@eepcindia.net

SUB-REGIONAL OFFICES

Ahmedabad

EEPC INDIA

TF- 313/A (3rd Floor),
ATMA House
Ashram Road,
Ahmedabad-380 009
Tel : 91-79-26588720
E-mail : eepcsroahd@eepcindia.net

Jalandhar

EEPC INDIA

Plot Comm. 1, Focal Point
Jalandhar-144012
Tel : 91-181-2602264
E-mail : eepcsrojld@eepcindia.net

Bangalore

EEPC INDIA

Embassy Square
103, First Floor
No.148, Infantry Road
Bengaluru 560 001
Tel : 91-80 22261396 /
22268669
E-mail : eepcsroblr@eepcindia.net

SCAN TO VISIT OUR PORTAL





Vanija Bhavan (1st Floor)
International Trade Facilitation Centre
1/1 Wood Street, Kolkata-700 016
Tel : 91-33-22890651/52/53
E-mail : eepch@eepcindia.net
URL : www.eepecindia.org
CIN : U51900WB1955NPL022644