

India's Multinationals' Branding and Service Delivery in South Africa: Perceptions from the Groundⁱ

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ABSTRACT This paper is a critique of the apparent stagnancy of some of India's commercial ventures in South Africa, one of Africa's few economic success stories. It argues here that Indian companies' complacency in effectively competing with western business interests in South Africa as well as in the standards and ethical norms by which they function is more retrogressive than promising for a more rewarding stake in the country's economic performance. Case studies from the motor industry, Audiological industry and leather industry are cited here as significant markers of Indian business patterns in South Africa. The paper is based more on empirical and conversational evidence than on an extensive search for literature on the subject. It recommends that India's MNCs need adopt the style and standards of other MNCs in order to make a success of their presence in South Africa.