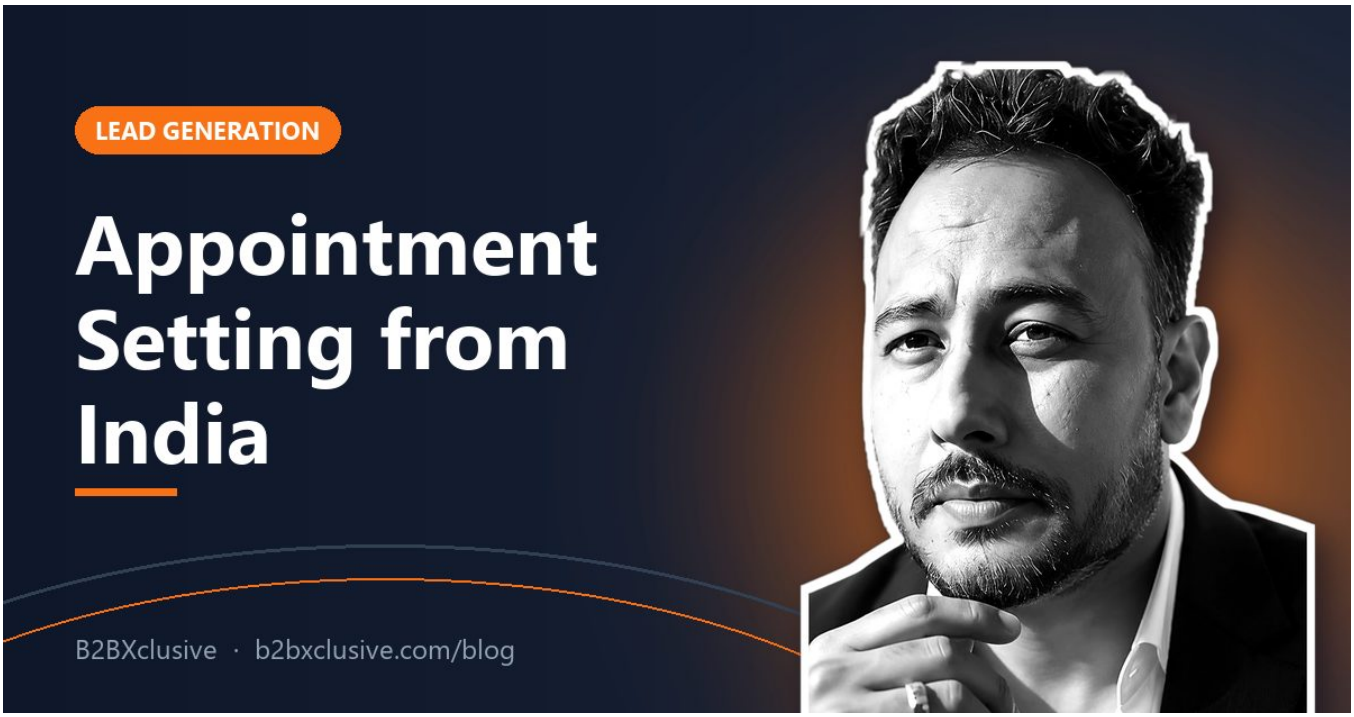



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# Appointment Setting Services in India for US and UK Clients: Shift Clock, Costs and a 12-Point Vetting Scorecard (2027 Guide)

**Short answer:** Appointment setting services in India book sales meetings for US and UK companies from Indian offices. The most common published rate band for Indian providers is under $25 an hour, against $25 to $45 for US setters. The catch is the clock: London overlaps an Indian afternoon, the US East Coast needs an evening shift, and the West Coast a night shift.

## Key takeaways

- **Clock before cost.** UK hours fall in an Indian afternoon; US Eastern hours run 6.30pm to 2.30am in India; Pacific hours are a true night shift that needs a supervisor awake.
- **Published rates:** the most common band for Indian appointment setting providers is under $25 an hour; US setters are quoted at $25 to $45 an hour and UK setters at £18 to £32 (vendor guides, checked 12 November 2026).
- **Your laws travel with the call.** CAN-SPAM covers B2B email with penalties of up to $53,088 per message, and the FTC says you cannot contract that responsibility away; UK calls must be screened against both the TPS and the CTPS.
- **Vet the shift, not the pitch.** Ask who supervises the night shift, who owns the sending domains, and listen to three recorded calls before you sign.

## Which hours can an Indian team actually cover?

| Buyer's market | Buyer's working day | Same hours in India (winter) | Same hours in India (summer time) | What that is for an Indian team |
|---|---|---|---|---|
| United Kingdom | 9.00am to 5.30pm | 2.30pm to 11.00pm | 1.30pm to 10.00pm (BST, 28 March to 31 October 2027) | A normal afternoon shift |
| US Eastern (New York, Boston, Atlanta) | 9.00am to 5.00pm | 7.30pm to 3.30am | 6.30pm to 2.30am (daylight time, 14 March to 7 November 2027) | An evening shift running past midnight |
| US Central (Chicago, Dallas) | 9.00am to 5.00pm | 8.30pm to 4.30am | 7.30pm to 3.30am | A late evening shift |
| US Pacific (San Francisco, Los Angeles, Seattle) | 9.00am to 5.00pm | 10.30pm to 6.30am | 9.30pm to 5.30am | A true night shift |

## What do appointment setting services in India cost?

| What you are buying | Published range (estimate) | Source type | Checked |
|---|---|---|---|
| Indian appointment setting providers, average hourly rate | Most common band: under $25 an hour; next band $25 to $49; minimum project sizes from $1,000 and often $5,000 to $10,000 | Review directory listings for India | 12 Nov 2026 |
| One large Indian outsourcer's advertised entry price | From $10 an hour | Vendor page | 12 Nov 2026 |
| US-based appointment setters | $25 to $45 an hour | Staffing company's 2026 rate guide | 12 Nov 2026 |
| UK-based appointment setters | £18 to £32 an hour | Same guide | 12 Nov 2026 |
| Pay per scheduled appointment (US market) | $75 to $500 per meeting; $200 to $600 in another guide | Two vendor guides (September 2025 and February 2026) | 12 Nov 2026 |
| Monthly retainer, managed program (US market) | $2,000 to $5,000 for appointment setting alone; $2,000 to $25,000 for full outbound | Same two guides | 12 Nov 2026 |
| B2BXclusive managed outbound (India-based team, US/UK/EU/Gulf/India markets) | $1,950, $3,950 and $5,950+ a month by channels and contact volume | Our pricing page | 12 Nov 2026 |

## Cost per held meeting: a worked example

| Line (illustrative) | India-based setter | US-based setter |
|---|---|---|
| Hourly rate used | $12 | $35 |
| Seat cost, 160 hours | $1,920 | $5,600 |
| Data, domains, inboxes, dialer, tools (your side or theirs) | $800 | $800 |
| Total for the month | $2,720 | $6,400 |
| Meetings held in the month | 8 | 8 |
| **Cost per held meeting** | **$340** | **$800** |
| Same, if the India team holds 6 and the US team holds 8 | $453 | $800 |

## Which US and UK rules does an Indian team have to follow?

| Market and channel | The rule in plain English | What to ask the provider |
|---|---|---|
| US email (CAN-SPAM) | The FTC says the law makes no exception for business-to-business email. Headers must be accurate, the message must carry a valid physical postal address, opt-outs must be honored within 10 business days, and each email in violation can be penalised up to $53,088. If you outsource, you cannot contract away your responsibility: the company whose product is promoted and the company sending can both be liable. | Whose postal address goes in the footer? How are opt-outs captured and suppressed across all your clients? |
| US calls (FCC rules, Telemarketing Sales Rule) | FCC rules bar telephone solicitations to residential numbers before 8am or after 9pm at the called party's location (most providers apply the same window to every call), require the caller to give their own name, the business they call for and a contact number or address, and protect numbers on the national do-not-call registry. The FTC's Telemarketing Sales Rule exempts most business-to-business calls, but not calls selling nondurable office or cleaning supplies. | Do your setters state their real name and your company? How do you handle mobile numbers and prerecorded or auto-dialled calls? |
| UK email (PECR) | The ICO says you can email or text any corporate body (companies, LLPs, Scottish partnerships, public bodies) provided you identify yourself and offer an opt-out, and recommends keeping a "do not email" list. Sole traders and some partnerships are treated as individuals and need consent. UK GDPR still applies to named business addresses. | How do you tell a limited company from a sole trader in the list? Where is your UK opt-out list kept? |
| UK calls (PECR) | For live marketing calls to businesses the ICO says you must screen against both the TPS and the CTPS registers and your own do-not-call list, always say who is calling, and allow your number or an alternative contact number to be displayed. | Show me the date of your last TPS and CTPS screen for a UK list. |
| India (your prospect data) | India's Digital Personal Data Protection Act was passed by Parliament in August 2023 and covers digital personal data processed in India. Your prospect lists are personal data about people in the US or UK, so you want a written data processing agreement that says where the data is stored, who can see it and what happens to it when the contract ends. | Which contract covers my data, and can I audit it? |

## How do you vet an Indian appointment setting provider? The 12-point scorecard

| # | Check | 3 points | 1 point | 0 points |
|---|---|---|---|---|
| 1 | Three recorded calls to your buyer type | Sent within a day, clear English, objection handled | Sent, but generic calls | "We cannot share recordings" |
| 2 | Named shift supervisor for your time zone | Named, with hours, and on the kick-off call | "A team lead" | Nobody awake on your shift |
| 3 | Written definition of a qualified meeting | Title, company size, need and attendance all defined | "Decision-maker meeting" | Booked invites count |
| 4 | No-show and reschedule policy | Rebooked free; billed only when held | Billed on booking, credit on no-show | Billed on booking, no credit |
| 5 | Who owns domains, inboxes and phone numbers | You do, in your accounts | Theirs, transferred on exit | Theirs, kept |
| 6 | Data source and verification | Named sources, every address verified before sending | Named sources | "Proprietary database" |
| 7 | Compliance per market (CAN-SPAM, FCC calling hours, PECR, TPS/CTPS) | Walks you through each one unprompted | Knows the words | "We have never had a complaint" |
| 8 | Data processing agreement | Their template, with storage location and exit clause | Will sign yours | No DPA |
| 9 | References in your market | Two clients in the US or UK you can call | Written testimonials | None |
| 10 | Reporting | Weekly: dials, connects, conversations, meetings held, with recordings | Monthly summary | Meetings only |
| 11 | Contract length and exit | Monthly, with full export | Three months | Twelve months locked |
| 12 | Attrition on your account | Named setters, replacement plan in writing | "Low" | Won't say |

## Shift coverage and supervision clause **(template: copy and adapt)**

```
The Provider will staff calling for the Client's [US Eastern / UK] market between [9.00am and
5.00pm] in the buyer's local time on business days, which the parties acknowledge is [7.30pm
to 3.30am / 2.30pm to 11.00pm] India Standard Time, adjusting for daylight saving in the
buyer's market.

A named supervisor ([name]) will be on duty for the whole of that shift, will review at least [
10] recorded calls per setter per week, and will share the recordings and scores with the
Client every [Friday].

Any change of setter or supervisor on the Client's account will be notified in writing at
least [5] business days in advance, with a handover call.
```

## Qualified meeting and no-show clause (template: copy and adapt)

```
A "Qualified Meeting" is a meeting that (a) is attended by a person holding one of the titles
in Schedule A at a company matching the profile in Schedule B, (b) was told the purpose of the
meeting when it was booked, and (c) is held for at least [15] minutes.

Fees are payable only for Qualified Meetings that are held. A meeting that is not attended or
is cancelled by the prospect will be rebooked by the Provider at no charge. A meeting that the
Client's representative misses counts as held.

The Client may dispute a meeting's qualification within [5] business days of the meeting with
a written reason; disputed meetings are reviewed on the next weekly call.
```

## Who should choose what

| Your situation | Best fit | Why |
|---|---|---|
| UK company, deal size under £20k, first outbound program | India-based managed team, email-led with afternoon-shift calls | Hours fit a normal Indian shift; cost per meeting stays low enough for small deals |
| US East Coast company, needs phone-first appointment setting | India-based team with a named evening-shift supervisor, or a hybrid with a US closer | Workable evening shift; supervision is the risk to manage |
| US West Coast company, phone-first | Nearshore or US setters for calls; India for research, list building and email | Night shifts from India are hard to supervise well |
| Enterprise deals over $100k with long cycles | In-house SDRs, with an agency for research and list building | Context and account knowledge matter more than seat cost |
| Indian IT, SaaS or consulting firm selling abroad | India-based partner that already books US and UK meetings, UK first | Shared hours, lower cost, proof in your market |

## Quick answers

**How much do appointment setting services in India cost?**
The most common hourly-rate band for Indian providers on review directories is under $25, with minimum project sizes from about $1,000; one large Indian outsourcer advertises calling from $10 an hour. Managed programs with data, sending infrastructure and reporting are priced monthly instead, and the useful comparison is cost per held meeting, not the hourly rate.

**Can an India-based team call US prospects during US business hours?**
Yes, but it is an evening or night shift for the team. India is 10.5 hours ahead of New York in winter and 9.5 in summer, so a 9-to-5 Eastern day runs from 7.30pm to 3.30am in India. A Pacific day runs 10.30pm to 6.30am. Ask who supervises those hours and how calls are reviewed.

**Is India a good fit for UK appointment setting?**
It is the easiest fit of all. A UK working day of 9am to 5.30pm falls between 2.30pm and 11pm in India in winter, and an hour earlier in British Summer Time. An Indian team can cover the whole UK day on a normal afternoon shift, which keeps supervision simple and attrition lower than night work.

**Which US laws apply to an Indian appointment setting team?**
The same ones that apply to you. CAN-SPAM makes no exception for business-to-business email, carries penalties of up to $53,088 per email, and the FTC says the company whose product is promoted and the company sending the email can both be liable. FCC rules restrict solicitation calls to residential numbers to 8am to 9pm at the called party's location, a window most providers apply to every call, and require the caller to identify themselves and the business.

**Which UK rules apply to appointment setting calls and emails from India?**
Under PECR you can email or text any corporate body, such as a limited company, with an opt-out, but sole traders and some partnerships count as individuals and need consent. For live marketing calls to businesses the ICO says you must screen against both the TPS and the CTPS registers, say who is calling and display a contact number. UK GDPR still applies to named business contacts.

**What should I check before hiring an Indian appointment setting company?**
Three recorded calls to your kind of buyer, the name of the person who supervises the shift that covers your time zone, who owns the sending domains and phone numbers, how your prospect data is stored and under which contract, and a written definition of a qualified meeting with a no-show policy. The scorecard in this guide turns those into points.

**Is an Indian company selling to the US better off with an Indian or a US appointment setting partner?**
Either can work; what matters is proof of booked meetings with your US buyer profile and clean sending infrastructure. An India-based partner shares your hours and usually costs less per hour; a US-based partner adds local accents and references. Many Indian IT and SaaS firms use an India-based team for research and email and reserve the calls for the evening shift.

**Book a free strategy call**
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