This study begins with the premise that marketing is an essential element in the management of modern financial institutions. And this essential element has not received much acceptance, required attendance and deserved importance in Indian financial services sector. This thesis attempts to measure the extent of marketing followed in the financial services sector of India, it further attempts to measure the scope of marketing in the field of financial services and the mode by which marketing can be applied to financial services sector. My thesis argues that market-research should be considered the basic and most important aspect of marketing-strategy. If the market research is centered in finding the needs and requirements of customers and searching the most appropriate ways to satisfy them, then automatically marketing is adopted as marketing itself is consumer-oriented philosophy. It further argues that in the context of marketing of intangibles, four 'Ps' inadequately sum up the concept, in a service industry dealing with intangibles, two more Ps, viz.,'People' and 'Procedures' are important. Six Ps, thus, become the concern of marketing. So, marketing for service industry like financial institutions is a philosophy to be understood by the whole organisation from the chief executive to the person working at the counter. The first and most important step in applying the marketing concept should be the whole-hearted commitment to customer orientation by all the employees. This means, without exception that each individual working in the financial institution is a marketing person.

The whole study has been divided into eight chapters, Chapter I deals with the introduction, review of relevant literature, objectives of the study and the research methodology followed for the study. Chapter II includes conceptual framework. This chapter has made clear the meaning of services, characteristics of services, meaning of financial services, characteristics of financial services, meaning of marketing. Further,
the mode by which marketing can be applied to the financial services was set up. Chapter III deals with marketing strategy for financial services and includes marketing strategy defined, developing a marketing strategy, a historical perspective of bank marketing, and marketing strategies of Punkan National Bank (PNB) and State Bank of India (SBI). The product strategy of financial services has been dealt with in Chapter IV. It includes the concept of service-product, concept of product strategy, new-product development strategy for financial services, and new-product development strategy of PNB and SBI. Chapter V deals with promotion of financial services. It includes introduction to promotion of financial services, trends in promotion of financial services, promotion planning for financial services, and promotion strategies of PNB and SBI. Chapter VI deals with the pricing of financial services. It includes determination of prices for various financial services in the context of competition, risk, return and liquidity, a historic perspective of pricing and pricing of financial services by PNB and SBI. Chapter VII discusses the distribution of financial services. This chapter embodies introduction to the concept of distribution, sales distribution and physical distribution, the role of distribution in purchase chain and distribution techniques followed by PNB and SBI. Chapter VIII is the gist of the thesis and includes conclusion and recommendations based on the study.