

## **CHAPTER – III**

### **PROFILES OF SELECTED BANKS AND RESPONDENTS**

This chapter is divided into two sections. Section - I deals with the Selected Banks i.e., two from the Public Sector banks including State Bank of India, Andhra Bank and two from the Private Banks including ICICI and HDFC Banks profiles, Section-II covers the Socio-economic profile of respondents.

#### **Section-I**

##### **Public Sector Banks**

##### **1. SBI PROFILE:**

The State Bank of India, the country's oldest Bank and a premier in terms of balance sheet size, number of branches, market capitalization and profits is today going through a momentous phase of Change and Transformation – the two hundred year old Public sector behemoth is today stirring out of its Public Sector legacy and moving with an agility to give the Private and Foreign Banks a run for their money.

The bank is entering into many new businesses with strategic tie ups – Pension Funds, General Insurance, Custodial Services, Private Equity, Mobile Banking, Point of Sale Merchant Acquisition, Advisory Services, structured products etc – each one of these initiatives having a huge potential for growth.

The Bank is forging ahead with cutting edge technology and innovative new banking models, to expand its Rural Banking base, looking at the vast untapped potential in the hinterland and proposes to cover 100,000 villages in the next two years.

It is also focusing at the top end of the market, on whole sale banking capabilities to provide India's growing mid / large Corporate with a complete array of products and services. It is consolidating its global treasury operations and entering into structured products and derivative instruments. Today, the Bank is the largest

provider of infrastructure debt and the largest arranger of external commercial borrowings in the country. It is the only Indian bank to feature in the Fortune 500 list.

The Bank is changing outdated front and back end processes to modern customer friendly processes to help improve the total customer experience. With about 8500 of its own 10000 branches and another 5100 branches of its Associate Banks already networked, today it offers the largest banking network to the Indian customer. The Bank is also in the process of providing complete payment solution to its clientele with its over 21000 ATMs, and other electronic channels such as Internet banking, debit cards, mobile banking, etc.

With four national level Apex Training Colleges and 54 learning Centres spread all over the country the Bank is continuously engaged in skill enhancement of its employees. Some of the training programmes are attended by bankers from banks in other countries.

The bank is also looking at opportunities to grow in size in India as well as internationally. It presently has 82 foreign offices in 32 countries across the globe. It has also 7 Subsidiaries in India – SBI Capital Markets, SBICAP Securities, SBI DFHI, SBI Factors, SBI Life and SBI Cards - forming a formidable group in the Indian Banking scenario. It is in the process of raising capital for its growth and also consolidating its various holdings.

Throughout all this change, the Bank is also attempting to change old mindsets, attitudes and take all employees together on this exciting road to Transformation. In a recently concluded mass internal communication programme termed 'Parivartan' the Bank rolled out over 3300 two day workshops across the country and covered over 130,000 employees in a period of 100 days using about 400 Trainers, to drive home the message of Change and inclusiveness. The workshops fired the imagination of the employees with some other banks in India as well as other Public Sector Organizations seeking to emulate the programme.

## **EVOLUTION OF SBI**

The origin of the **State Bank of India** goes back to the first decade of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta on 2 June 1806. Three years later the bank received its charter and was re-designed as the Bank of Bengal (2 January 1809). A unique institution, it was the first joint-stock bank of British India sponsored by the Government of Bengal. The Bank of Bombay (15 April 1840) and the Bank of Madras (1 July 1843) followed the Bank of Bengal. These three banks remained at the apex of modern banking in India till their amalgamation as the Imperial Bank of India on 27 January 1921.

Primarily Anglo-Indian creations, the three presidency banks came into existence either as a result of the compulsions of imperial finance or by the felt needs of local European commerce and were not imposed from outside in an arbitrary manner to modernise India's economy. Their evolution was, however, shaped by ideas culled from similar developments in Europe and England, and was influenced by changes occurring in the structure of both the local trading environment and those in the relations of the Indian economy to the economy of Europe and the global economic framework.

### **Bank of Bengal H.O.**

#### **Establishment**

The establishment of the Bank of Bengal marked the advent of limited liability, joint-stock banking in India. So was the associated innovation in banking, viz. the decision to allow the Bank of Bengal to issue notes, which would be accepted for payment of public revenues within a restricted geographical area. This right of note issue was very valuable not only for the Bank of Bengal but also its two siblings, the Banks of Bombay and Madras. It meant an accretion to the capital of the banks, a capital on which the proprietors did not have to pay any interest. The concept of deposit banking was also an innovation because the practice of accepting money for safekeeping (and in some cases, even investment on behalf of the clients) by the indigenous bankers had not spread as a general habit in most parts of India. But, for a long time, and especially upto the time that the three presidency banks had a right of note issue, bank notes and government balances made up the bulk of the investible resources of the banks.

The three banks were governed by royal charters, which were revised from time to time. Each charter provided for a share capital, four-fifth of which were privately subscribed and the rest owned by the provincial government. The members of the board of directors, which managed the affairs of each bank, were mostly proprietary directors representing the large European managing agency houses in India. The rest were government nominees, invariably civil servants, one of whom was elected as the president of the board.

### **Group Photograph of Central Board (1921)**

#### **Business**

The business of the banks was initially confined to discounting of bills of exchange or other negotiable private securities, keeping cash accounts and receiving deposits and issuing and circulating cash notes. Loans were restricted to Rs. one lakh and the period of accommodation confined to three months only. The security for such loans was public securities, commonly called Company's Paper, bullion, treasure, plate, jewels, or goods 'not of a perishable nature' and no interest could be charged beyond a rate of twelve per cent. Loans against goods like opium, indigo, salt woollens, cotton, cotton piece goods, mule twist and silk goods were also granted but such finance by way of cash credits gained momentum only from the third decade of the nineteenth century. All commodities, including tea, sugar and jute, which began to be financed later, were either pledged or hypothecated to the bank. Demand promissory notes were signed by the borrower in favour of the guarantor, which was in turn endorsed to the bank. Lending against shares of the banks or on the mortgage of houses, land or other real property was, however, forbidden.

Indians were the principal borrowers against deposit of Company's paper, while the business of discounts on private as well as salary bills was almost the exclusive monopoly of individuals Europeans and their partnership firms. But the main function of the three banks, as far as the government was concerned, was to help the latter raise loans from time to time and also provide a degree of stability to the prices of government securities.

#### **Old Bank of Bengal**

## **Major change in the conditions**

A major change in the conditions of operation of the Banks of Bengal, Bombay and Madras occurred after 1860. With the passing of the Paper Currency Act of 1861, the right of note issue of the presidency banks was abolished and the Government of India assumed from 1 March 1862 the sole power of issuing paper currency within British India. The task of management and circulation of the new currency notes was conferred on the presidency banks and the Government undertook to transfer the Treasury balances to the banks at places where the banks would open branches. None of the three banks had till then any branches (except the sole attempt and that too a short-lived one by the Bank of Bengal at Mirzapore in 1839) although the charters had given them such authority. But as soon as the three presidency banks were assured of the free use of government Treasury balances at places where they would open branches, they embarked on branch expansion at a rapid pace. By 1876, the branches, agencies and sub agencies of the three presidency banks covered most of the major parts and many of the inland trade centres in India. While the Bank of Bengal had eighteen branches including its head office, seasonal branches and sub agencies, the Banks of Bombay and Madras had fifteen each.

## **Presidency Banks Act**

The presidency Banks Act, which came into operation on 1 May 1876, brought the three presidency banks under a common statute with similar restrictions on business. The proprietary connection of the Government was, however, terminated, though the banks continued to hold charge of the public debt offices in the three presidency towns, and the custody of a part of the government balances. The Act also stipulated the creation of Reserve Treasuries at Calcutta, Bombay and Madras into which sums above the specified minimum balances promised to the presidency banks at only their head offices were to be lodged. The Government could lend to the presidency banks from such Reserve Treasuries but the latter could look upon them more as a favour than as a right.

## **Bank of Madras**

The decision of the Government to keep the surplus balances in Reserve Treasuries outside the normal control of the presidency banks and the connected decision not to guarantee minimum government balances at new places where branches were to be opened effectively checked the growth of new branches after 1876. The pace of expansion witnessed in the previous decade fell sharply although, in the case of the Bank of Madras, it continued on a modest scale as the profits of that bank were mainly derived from trade dispersed among a number of port towns and inland centres of the presidency.

India witnessed rapid commercialisation in the last quarter of the nineteenth century as its railway network expanded to cover all the major regions of the country. New irrigation networks in Madras, Punjab and Sind accelerated the process of conversion of subsistence crops into cash crops, a portion of which found its way into the foreign markets. Tea and coffee plantations transformed large areas of the eastern Terai, the hills of Assam and the Nilgiris into regions of estate agriculture par excellence. All these resulted in the expansion of India's international trade more than six-fold. The three presidency banks were both beneficiaries and promoters of this commercialization process as they became involved in the financing of practically every trading, manufacturing and mining activity in the sub-continent. While the Banks of Bengal and Bombay were engaged in the financing of large modern manufacturing industries, the Bank of Madras went into the financing of large modern manufacturing industries; the Bank of Madras went into the financing of small-scale industries in a way which had no parallel elsewhere. But the three banks were rigorously excluded from any business involving foreign exchange. Not only was such business considered risky for these banks, which held government deposits, it was also feared that these banks enjoying government patronage would offer unfair competition to the exchange banks which had by then arrived in India. This exclusion continued till the creation of the Reserve Bank of India in 1935.

### **Bank of Bombay**

### **Presidency Banks of Bengal**

The presidency Banks of Bengal, Bombay and Madras with their 70 branches were merged in 1921 to form the Imperial Bank of India. The triad had been

transformed into a monolith and a giant among Indian commercial banks had emerged. The new bank took on the triple role of a commercial bank, a banker's bank and a banker to the government.

But this creation was preceded by years of deliberations on the need for a 'State Bank of India'. What eventually emerged was a 'half-way house' combining the functions of a commercial bank and a quasi-central bank.

The establishment of the Reserve Bank of India as the central bank of the country in 1935 ended the quasi-central banking role of the Imperial Bank. The latter ceased to be bankers to the Government of India and instead became agent of the Reserve Bank for the transaction of government business at centres at which the central bank was not established. But it continued to maintain currency chests and small coin depots and operate the remittance facilities scheme for other banks and the public on terms stipulated by the Reserve Bank. It also acted as a bankers' bank by holding their surplus cash and granting them advances against authorised securities. The management of the bank clearing houses also continued with it at many places where the Reserve Bank did not have offices. The bank was also the biggest tenderer at the Treasury bill auctions conducted by the Reserve Bank on behalf of the Government.

The establishment of the Reserve Bank simultaneously saw important amendments being made to the constitution of the Imperial Bank converting it into a purely commercial bank. The earlier restrictions on its business were removed and the bank was permitted to undertake foreign exchange business and executor and trustee business for the first time.

## **Imperial Bank**

The Imperial Bank during the three and a half decades of its existence recorded an impressive growth in terms of offices, reserves, deposits, investments and advances, the increases in some cases amounting to more than six-fold. The financial status and security inherited from its forerunners no doubt provided a firm and durable platform. But the lofty traditions of banking which the Imperial Bank consistently maintained and the high standard of integrity it observed in its operations inspired confidence in its depositors that no other bank in India could perhaps then equal. All these enabled the Imperial Bank to acquire a pre-eminent position in the Indian banking industry and also secure a vital place in the country's economic life.

## **Stamp of Imperial Bank of India**

When India attained freedom, the Imperial Bank had a capital base (including reserves) of Rs.11.85 crores, deposits and advances of Rs.275.14 crores and Rs.72.94 crores respectively and a network of 172 branches and more than 200 sub offices extending all over the country.

## **First Five Year Plan**

In 1951, when the First Five Year Plan was launched, the development of rural India was given the highest priority. The commercial banks of the country including the Imperial Bank of India had till then confined their operations to the urban sector and were not equipped to respond to the emergent needs of economic regeneration of the rural areas. In order, therefore, to serve the economy in general and the rural sector in particular, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. An act was accordingly passed in Parliament in May 1955 and the State Bank of India was constituted on 1 July 1955. More than a quarter of the resources of the Indian banking system thus passed under the direct control of the State. Later, the State Bank of India (Subsidiary Banks) Act was passed in 1959, enabling the State Bank of India

to take over eight former State-associated banks as its subsidiaries (later named Associates).

The State Bank of India was thus born with a new sense of social purpose aided by the 480 offices comprising branches, sub offices and three Local Head Offices inherited from the Imperial Bank. The concept of banking as mere repositories of the community's savings and lenders to creditworthy parties was soon to give way to the concept of purposeful banking subserving the growing and diversified financial needs of planned economic development. The State Bank of India was destined to act as the pacesetter in this respect and lead the Indian banking system into the exciting field of national development.

### **Branches**

The corporate center of SBI is located in Mumbai. In order to cater to different functions, there are several other establishments in and outside Mumbai, apart from the corporate center. The bank boasts of having as many as 14 local head offices and 57 Zonal Offices, located at major cities throughout India. It is recorded that SBI has about 10000 branches, well networked to cater to its customers throughout India.

### **ATM Services**

SBI provides easy access to money to its customers through more than 8500 ATMs in India. The Bank also facilitates the free transaction of money at the ATMs of State Bank Group, which includes the ATMs of State Bank of India as well as the Associate Banks – State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Indore, etc. You may also transact money through SBI Commercial and International Bank Ltd by using the State Bank ATM-cum-Debit (Cash Plus) card.

### **Subsidiaries**

The State Bank Group includes a network of eight banking subsidiaries and several non-banking subsidiaries. Through the establishments, it offers various services including merchant banking services, fund management, factoring services, primary dealership in government securities, credit cards and insurance.

**The eight banking subsidiaries are:**

- State Bank of Bikaner and Jaipur (SBBJ)
- State Bank of Hyderabad (SBH)
- State Bank of India (SBI)
- State Bank of Indore (SBIR)
- State Bank of Mysore (SBM)
- State Bank of Patiala (SBP)
- State Bank of Saurashtra (SBS)
- State Bank of Travancore (SBT)

**Products And Services:**

**Personal Banking**

- SBI Term Deposits SBI Loan For Pensioners
- SBI Recurring Deposits Loan Against Mortgage Of Property
- SBI Housing Loan Loan Against Shares & Debentures
- SBI Car Loan Rent Plus Scheme
- SBI Educational Loan Medi-Plus Scheme

**Other Services**

- Agriculture/Rural Banking
- NRI Services
- ATM Services
- Demat Services
- Corporate Banking
- Internet Banking
- Mobile Banking
- International Banking
- Safe Deposit Locker
- RBIEFT
- E-Pay
- E-Rail

- SBI Vishwa Yatra Foreign Travel Card
- Broking Services
- Gift Cheques

## **2. ANDHRA BANK PROFILE:**

The Bank came into existence on 15th April 1980 , consequent to the taking over of the undertaking of Andhra Bank, Ltd. It is a Government of India undertaking. The Bank transacts general banking business of all kinds including foreign exchange. The Bank has 974 full fledged branches, 40 cluster branches, 76 extension counters. In March 1983 the Bank sponsored its second RRB Chaitanya Grameena Bank in Guntur district. The Bank sponsored its third RRB under the name Godavari Grameena Bank in 1987. Thus by the end of 1988-89, the Bank had three RRBs, which together had 121 branches. Rs 184.32 crores capital subscribed by Government in the year 1984

Andhra Bank installed a request transmitting machine at its Jubilee Hills Branch in association the Stock Holding Corporation of India Ltd., the country's largest depository participant. Andhra Bank has tied up with a real estate portal, [indiaproperties.com](http://indiaproperties.com), to provide housing loans through the Internet. Andhra Bank has announced that it has entered into a rupee drawing arrangement with the National Exchange Company, WLL, Doha, Qatar, for facilitating private remittances to India, mainly on behalf of non-resident Indians (NRIs). The credit card division of Andhra Bank will market cards with additional features -- such as the rollover facility to its account-holders, though it will not fight shy of issuing cards to non-account holders too.

Andhra Bank has posted a growth of 38% growth in its net profit for the third quarter of Rs.46.78cr as against Rs.33.76cr for same period in previous year in the year 2002. Andhra Bank now mainly focussing on Retail lending and personal banking. Andhra Bank has reduced their rate of interest on the housing loans and is providing a series of special features. Andhra Bank signed Memorandum of Understanding with United India Insurance Co.Ltd., and it would provide its products through various branches. Bank unveils Credit Card Laghu Udyami, which would offer hassle-free loan facility upto 2 lakh to small scale entrepreneurs. Andhra Bank

has started its online ATM service. Bank started a new service called collection of Direct taxes which comprises corporate tax, estate tax, gift tax etc. Andhra Bank opened a special counter at its Narayanagunda branch in Hyderabad to provide note exchange facility. Bank has entered into an alliance with Western Union Financial Services International, so as to make available inbound money transfer services at all its locations in India. Bank reduces interest rates on deposits under FCNR scheme for the US dollar, UK pound and Euro currency in the year 2002.

In the year 2003 Andhra Bank takes position in Top 1000 banks of the world, as its operating profit zoomed 77%. Andhra Bank has received Insurance Regulatory and Development Authority license to act as a corporate agent for procuring or soliciting business of the United India Insurance Company Ltd. Bank set up Trade Finance Centres at Ashoknagar, Chikkadapalli, Nampallyand, Malakpet in Hyderabad. Hyderabad zone of Andhra Bank has succeeded in the establishment of exclusive Lok Adalats to deal with bank's defaulters for compromise deals. Bank has donated Rs.20 lakh to the state branch of Indian Red Cross Society. IDBI has inked a strategic pact with Andhra Bank to hike their Automated Teller Machine reach. Andhra Bank has achieved 100% computerization of all its branches and all of them are running on uniform application software.

In the year 2003 Southern Railway Erode junction forms a strategic pact with Andhra Bank to accept credit cards for booking of train tickets Launched the anywhere banking facility for the account holder. Andhra Bank has launched two credits card brands targeting the artisans and self-employed beneficiaries. The two cards, Artisan Credit Card and Swarojgar Credit Card were launched on December 20<sup>th</sup> 2003.

In 2004 Bank awarded special prize for lending to self help group run by women. Andhra Bank card holders get healthcare sops from New India Assurance. It has Sign MoU with National Housing Bank for the securitisation of individual housing loan portfolio to the extent of Rs 50.36 crore, becomes the first public sector bank (PSB) to go in for securitisation of its housing loan portfolio. Signs MoU with Bajaj Auto Ltd. for purchase of its two wheelers. Eicher Tractors, a unit of Eicher Ltd, has entered into an agreement with Andhra Bank for retail financing of tractors to the farmers. ICICI Bank and Andhra Bank have announced a tie-up, that enables sharing

of their ATM networks. Bank has entered into an alliance with HDFC Bank for sharing its network of automated teller machines (ATMs). On March 29, 2004

Andhra Bank has started live operations with Real Time Gross Settlement (RTGS) system, the online funds transfer service, as a part of the guidelines and framework of the Reserve Bank of India (RBI). Andhra Bank has opened an exclusive branch for non-interest income operations. Andhra Bank sets up financial services centre in Hyderabad. Andhra Bank has announced that it has joined hands with Mahindra Tractors for financing the distribution of tractors through the bank branches across the country

Andhra Bank has launched a new health insurance product for its account holders. The scheme called 'AB Arogyadan' is to meet hospitalisation of family members of those who have any form of account with the bank at a very affordable premium. Andhra Bank signs agreement with Export Credit Guarantee Corpn. Of India Ltd. (ECGC) for marketing of ECGC's export credit insurance products through the network of the bank's branches. Andhra Bank, Indian Bank forge alliance to share their automated teller machine (ATM) facilities .Andhra Bank unveils co-branded credit card in association with ICFAI.

Andhra Bank enters MoU with SBI Mutual Fund and signs MoU with TVS Motor .SBI enters ATM tie up with Andhra Bank .Andhra Bank signs MoU with TAM. Andhra Bank partners with ACGA to aid women entrepreneurs. Andhra Bank ties up with Tata Motors.

In 2005 it has Launched composite credit card for farmers and two insurance schemes for self-help groups (SHGs) and senior citizens. Andhra Bank ties-up with Kirtilal Kalidas & Company, a leading jewellers to extend loans for the purchase of jewellery. Andhra Bank join hands with NCMSL for loans against farm produce. Andhra Bank receives registration as Depository Participant (DP) of CDSL. Andhra Bank has filed for its follow-on public offer for 8.5 crore new equity shares to raise nearly Rs 800 crore to shore up its capital.

In the year 2006 Andhra Bank sets up new branch at Kalina and sets up overseas office at Karama in Dubai. Andhra Bank joins hand with Consortium of

Institutions for Higher Learning for study loans. Andhra Bank sets up 21st branch in Kerala at Vyttila in Kochi on December 15.

In 2007 Andhra Bank all set to introduce mobile ATM in Vizag. Andhra Bank has been awarded the 'Indira Gandhi Rajbhasha Puraskar 2008' for the execution of official language policy in the bank.

Andhra Bank on June 23 launched a deposit scheme 'AB Recurring Plus' with several special features, including monthly instalments of not less than Rs.100 and not more than Rs.1 lakh (core amount).

In 2010 Andhra Bank has entered into an insurance joint venture with Bank of Baroda and Legal and General Launching the joint venture under the name India Frist Life Insurance Company Ltd. Andhra Bank has tied up with the United Arab Emirates Exchange Centre at Kuwait in an arrangement under which the bank's customers, NRIs there, can remit amounts that will be credited to account holders in India the same day. In 2012 Andhra Bank cuts Base Rate by 25 bps to 10.5% .

## **PRIVATE BANKS:**

### **1. ICICI BANK PROFILE:**

#### **History**

ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial institution, and was its wholly-owned subsidiary. ICICI's shareholding in ICICI Bank was reduced to 46% through a public offering of shares in India in fiscal 1998, an equity offering in the form of ADRs listed on the NYSE in fiscal 2000, ICICI Bank's acquisition of Bank of Madura Limited in an all-stock amalgamation in fiscal 2001, and secondary market sales by ICICI to institutional investors in fiscal 2001 and fiscal 2002. ICICI was formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. The principal objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses.

In the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services group offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like ICICI Bank. In 1999, ICICI became the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the NYSE.

After consideration of various corporate structuring alternatives in the context of the emerging competitive scenario in the Indian banking industry, and the move towards universal banking, the managements of ICICI and ICICI Bank formed the view that the merger of ICICI with ICICI Bank would be the optimal strategic alternative for both entities, and would create the optimal legal structure for the ICICI group's universal banking strategy. The merger would enhance value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services. The merger would enhance value for ICICI Bank shareholders through a large capital base and scale of

operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new business segments, higher market share in various business segments, particularly fee-based services, and access to the vast talent pool of ICICI and its subsidiaries.

In October 2001, the Boards of Directors of ICICI and ICICI Bank approved the merger of ICICI and two of its wholly-owned retail finance subsidiaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was approved by shareholders of ICICI and ICICI Bank in January 2002, by the High Court of Gujarat at Ahmedabad in March 2002, and by the High Court of Judicature at Mumbai and the Reserve Bank of India in April 2002. Consequent to the merger, the ICICI group's financing and banking operations, both wholesale and retail, have been integrated in a single entity.

ICICI Bank has formulated a Code of Business Conduct and Ethics for its directors and employees.

The Industrial Credit and Investment Corporation of India Limited (ICICI) incorporated at the initiative of the World Bank, the Government of India and representatives of Indian industry, with the objective of creating a development financial institution for providing medium-term and long-term project financing to Indian businesses. Mr.A.Ramaswami Mudaliar elected as the first Chairman of ICICI Limited. ICICI emerges as the major source of foreign currency loans to Indian industry. Besides funding from the World Bank and other multi-lateral agencies, ICICI was also among the first Indian companies to raise funds from international markets.

The first West German loan of DM 5 million from Kredianstalt obtained in the year 1961. ICICI made its first debenture issue for Rs.6 crore, which was oversubscribed in the year 1967. The second entity in India to set up merchant banking services. ICICI sponsored the formation of Housing Development Finance Corporation. Managed its first equity public issue in the year 1977.

ICICI became the first ever Indian borrower to raise European Currency Units. It has commenced leasing business from the year 1982. It is the first Indian institution to receive ADB Loans.

ICICI, along with UTI, set up Credit Rating Information Services of India Limited, India's first professional credit rating agency. It promotes Shipping Credit and Investment Company of India Limited. The Corporation made a public issue of Swiss Franc 75 million in Switzerland, the first public issue by any Indian entity in the Swiss Capital Market in 1987 and in 1988 it has signed a loan agreement for Sterling Pound 10 million with Commonwealth Development Corporation (CDC), the first loan by CDC for financing projects in India.

In the year 1993 it has Promoted TDICI - India's first venture capital company. ICICI Securities and Finance Company Limited in joint venture with J. P. Morgan set up in the year 1995. In the next year it has set up ICICI Asset Management Company, Bank set up and became the first company in the Indian financial sector to raise GDR.

In 1997 SCICI merged with ICICI Ltd. it was the first intermediary to move away from single prime rate to three-tier prime rates structure and introduced yield-curve based pricing. The name The Industrial Credit and Investment Corporation of India Ltd changed to ICICI Ltd in the year 1998 and announced the takeover of ITC Classic Finance. It has Introduced the new logo symbolising a common corporate identity for the ICICI Group and announced takeover of Anagram Finance.

In the year 2000 ICICI launched retail finance - car loans, house loans and loans for consumer durables and becomes the first Indian Company to list on the NYSE through an issue of American Depositary Shares. And by 2001 ICICI Bank became the first commercial bank from India to list its stock on NYSE. ICICI Bank announces merger with Bank of Madura.

The Boards of ICICI Ltd and ICICI Bank approved the merger of ICICI with ICICI Bank. By 2002 ICICI Ltd merged with ICICI Bank Ltd to create India's second largest bank in terms of assets. ICICI assigned higher than sovereign rating by Moody's. : ICICI Bank launched India's first CDO (Collateralised Debt Obligation) Fund named Indian Corporate Collateralised Debt Obligation Fund (ICEDO Fund).

"E Lobby", a self-service banking centre inaugurated in Pune. It was the first of its kind in India. ICICI Bank launched Private Banking. 1100-seat Call Centre set up in Hyderabad and ICICI Bank Home Shoppe, the first-ever permanent aggregation and display of housing projects in the country, launched in Pune, ATM-on-Wheels, India's first mobile ATM, launched in Mumbai.

In the year 2003 it has launched first Integrated Currency Management Centre in Pune. ICICI Bank announced the setting up of its first ever offshore branch in Singapore. The first offshore banking unit (OBU) at Seepz Special Economic Zone, Mumbai, launched. ICICI Bank's representative office inaugurated in Dubai. Representative office set up in China. ICICI Bank's UK subsidiary launched. India's first ever "Visa Mini Credit Card", a 43% smaller credit card in dimensions launched. ICICI Bank subsidiary set up in Canada. Temasek Holdings acquired 5.2% stake in ICICI Bank. ICICI Bank became the market leader in retail credit in India.

ICICI Bank opened its 500th branch in India in the year 2004. ICICI Bank introduced 8-8 Banking wherein all the branches of the Bank would remain open from 8a.m. to 8 p.m. from Monday to Saturday.

ICICI Bank introduced the concept of floating rate for home loans in India. Its First rural branch and ATM launched in Uttar Pradesh at Delpandarwa, Hardoi. ICICI Bank and Visa jointly launched mChq – a revolutionary credit card on the mobile phone.

It is the First Indian company to make a simultaneous equity offering of \$1.8 billion in India, the United States and Japan. ICICI Bank became the largest bank in India in terms of its market capitalisation. ICICI Bank became the first private entity in India to offer a discount to retail investors for its follow-up offer. In the year 2007 it has introduced a new product - 'NRI smart save Deposits' – a unique fixed deposit scheme for nonresident Indians. In the same year ICICI Bank raised Rs 20,000 crore (approx \$5 billion) from both domestic and international markets through a follow-on public offer. ICICI Bank's GBP 350 million international bond offering marked the inaugural deal in the sterling market from an Indian issuer and also the largest deal in the sterling market from Asia.

ICICI Bank became the first bank in India to launch a premium credit card -- The Visa Signature Credit Card. Introduced SME Toolkit, an online resource centre, to help small and medium enterprises start, finance and grow their business.

ICICI Bank became the first private bank in India to offer both floating and fixed rate on car loans, commercial vehicles loans, construction equipment loans and professional equipment loans. In a first of its kind, nation wide initiative to attract bright graduate students to pursue a career in banking, ICICI Bank launched the "Probationary Officer Programme".

ICICI Bank launched iMobile, a breakthrough innovation in banking where practically all internet banking transactions can now be simply done on mobile phones. ICICI Bank concluded India's largest ever securitisation transaction of a pool of retail loan assets aggregating to Rs. 48.96 billion (equivalent of USD 1.21 billion) in a multi-tranche issue backed by four different asset categories. It is also the largest deal in Asia (ex-Japan) in 2008 till date and the second largest deal in Asia (ex-Japan & Australia) since the beginning of 2007.

ICICI Bank is India's second-largest bank with total assets of Rs. 4,062.34 billion (US\$ 91 billion) at March 31, 2011 and profit after tax Rs. 51.51 billion (US\$ 1,155 million) for the year ended March 31, 2011. The Bank has a network of 2,533 branches and 6,401 ATMs in India, and has a presence in 19 countries, including India.

ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialised subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management.

The Bank currently has subsidiaries in the United Kingdom, Russia and Canada, branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar and Dubai International Finance Centre and representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia. Our UK subsidiary has established branches in Belgium and Germany.

ICICI Bank's equity shares are listed in India on Bombay Stock Exchange and the National Stock Exchange of India Limited and its American Depository Receipts (ADRs) are listed on the New York Stock Exchange (NYSE).

## **2. HDFC Bank Profile:**

The Bank was incorporated on 30th August 1994. A new private sector Bank promoted by housing Development Corporation Ltd. (HDFC), a premier housing finance company. The bank is the first of its kind to receive an in principle approval from the RBI for establishment of a bank in the private sector. Certificate of Commencement of Business was received on 10th October 1994 from RBI. The Bank transacts both traditional commercial banking as well as investment banking. HDFC, the promoter of the bank has entered into an agreement with National Westminster Bank Plc. and its subsidiaries (Natwest Group) for subscribing 20% of the banks issued capital and providing technical assistance in relation to the banks proposed banking business.

The Bank opened its first branch in Ramon House at Church gate, Mumbai on January 16<sup>th</sup> 1995. The Bank has created an efficient operating system using well tested state of the art software.

HDFC Bank has entered the banking consortia of over 50 corporates, including some leading multinational companies, flagship companies of local business houses and strong public sector companies. HDFC Bank has set up a state of the art dealing room to handle all transactions possible in Indian financial markets. The Certificates of Deposits were awarded a PP1+ rating which is the highest rating for short term instruments indicating superior capacity for repayment.

In 1997 HDFC Bank, one of the nine new generation private sector banks, has planned to set up an all India online automated teller machine (ATM) network. HDFC Bank proposed to launch telebanking for the first time in June in Mumbai at its Chandiveli branch. HDFC Bank has drawn up plans to become a niche player in corporate banking by sticking to top run corporates. HDFC Bank has become the first

private sector bank to conclude a structured interest rate option deal. HDFC Bank has entered into strategic alliances with 10 overseas banks to provide customers with a wide range of derivatives including interest rate and foreign currency swaps. HDFC Bank on October 14 introduced ATMs that converse in a regional language. HDFC Bank has introduced the Freedom Account for the average retail customer located in the major metros as a means to wean away the middle income market from nationalised banks. HDFC Bank has launched an account in all its 28 branches across India that seeks to free depositors from minimum balance requirement, for the first time in the country. HDFC has introduced a new loan product for the payment of betterment fees announced by the Bangalore Mahanagar Palike. HDFC Bank is all set to launch its debit card by April 1998.

In the year 1998 HDFC Bank has tied up with the Ahmedabad Stock Exchange (ASE) to act as its clearing bank. HDFC Bank proposes to strengthen its branch network in Calcutta with the addition of two new branches in the first quarter of the next fiscal. HDFC Bank has signed an agreement with the National Stock Exchange (NSE) which will give it a second charge over the brokers deposit for providing loan against share facility to NSE brokers. The bank has also entered into a similar understanding with the Bombay Stock Exchange (BSE) whereby the bourse will provide support for recovery of money against the card for loan against share facility. The bank has also entered into 'Cirrus' arrangements by which all master card holders across the globe will be able to transact at HDFC Bank in India. The bank has tied up with Visa International to offer its Debit Card. HDFC Bank Ltd has entered into a memorandum of understanding for a strategic business collaboration with Chase Manhattan Bank.

HDFC Bank has become the first bank in India to link up its automated teller machine (ATM) network with all the three major payment systems worldwide. HDFC Bank will be the first bank in the AsiaPacific region to connect the American Express (Amex) payment system. The HDFC Bank is expanding its ATM network to connect to American Express Interchange based in Phoenix, Arizona, USA. With this connectivity, HDFC Bank has become the first bank in the Asia pacific region to connect to the Amex Interchange. HDFC Bank was the first to sign up with AMEX in December of 1998. The Bank has tied up with ITC Thread needle Mutual Fund to

provide its investors with the High Interest Fund (HIF), a facility to encash their units through the bank's Automated Teller Machines in addition to a cheque book facility also to be provided by the bank.

Sony India Ltd (SIL) has joined hands with HDFC Bank to work out an innovative car finance package under which a sony car audio system would be installed to a new car for no additional upfront cash outflow. HDFC Bank, has tied up with BPL Ltd to offer Internet enabled supply chain management and business to consumer (B2C) ecommerce services to corporates.

HDFC Bank also signed a memorandum of understanding with Singapore Telecom's ecommerce arm Sesami.Com Pvt Ltd. The Bank latter also entered into a partnership agreement with National Computer Systems, the ecommerce unit of Singtel. A new company called SESAMi.com (India) has been formed by a strategic alliance between HDFC Bank and Singapore Telecom's ecommerce company SESAMi.com, to offer ecommerce solutions for the Indian market. HDFC Bank has a tieup with Maxtouch for giving the facility to the latter's customers in Mumbai. This is the first and only service of this sort in the country. HDFC Bank launched an online electronic banking solution called Enet which will allow corporates to access their accounts over the net and carry out trade related transactions and cash management functions. HDFC Bank is the first bank in the country to offer wireless application protocol (WAP) services to customers. The Bank has tied up with financial portals, ebrokerages and the National Stock Exchange to enable broker payments for eboking ventures. The Bank has set up 100 new electronic data capture (EDC) terminals in Mumbai. HDFC Bank has launched its first B2C payment gateway which allows Visa and MasterCard credit cardholders to do transaction online and real time.

CYBERITMALL.COM has joined hands with HDFC Bank to provide VISA/MasterCard users with an online payment gateway solution to enable them to have a secure eshopping experience.

HDFC Bank and portal clickforsteel.com have signed a memorandum of understanding for offering online credit and services to facilitate `post transaction' activities through the portal's `allied services providers' programme. Indianfoline.com signed an agreement with HDFC bank for the use of payment gateway to enable

online financial transactions. HDFC Bank, in association with cellular service provider Orange, has launched the entire range of mobile banking services and mobile commerce services using wireless application protocol (WAP) technology.

BPL Mobile has tied up with HDFC Bank to offer Internet banking through the mobile phone. HDFC Bank launched Instant Car Loans' a new scheme for offering customers a range of net enabled loan products. HDFC Bank launched depository services on the net. HDFC Bank tied up with NSE.IT, a wholly owned subsidiary of the National Stock Exchange, for providing payment gateway services for the latter's Internet trading operations.

The Mumbai based Geojit Securities Ltd. has tied up with HDFC Bank for Internet trading of shares. Calcutta's cellular services provider Modi Telstra, and HDFC Bank have entered into a collaboration to provide mobile commerce in Calcutta. HDFC Bank, in association with Tata Cellular, has launched Mobile Commerce Service, for customers in Hyderabad and Vishakaptnam. HDFC Bank has tied up with portal brainvisa.com to retail education loans to students.

The Bank has opened its first branch in Aurangabad in the year 2001. HDFC Standard Life Insurance has entered into a memorandum of understanding with the Chennai based Indian Bank. The Bank has launched the international Maestro debit card in association with Master Card. HDFC Bank entered into a strategic tieup with Tally Solutions Pvt. Ltd. to offer online real time accounting services to small and medium enterprises. HDFC Standard Life Insurance has launched a 'Development Insurance Plan' a low cost life insurance product developed specifically to meet the needs of economically weaker sections.

In 2002 HDFC Bank launched new products to its wealth management programme to increase its customer base. The bank introduced a non interactive product named "Financial Planner", which would be available for all its customers for an annual fee starting from Rs 10,000. The bank is offering fee based advisory programme to the "mass affluent" segment, which was earlier offered to high net worth customers. The wealth management programme would cater to individual needs taking into account various factors such as customer's age, financial goals and

risk profile, which includes equity, MFs and debt instruments such as RBI Relief Bonds.

HDFC Bank has entered into an alliance with Clearing Corporation of India Ltd (CCIL). The tie up offers the latter's collateral borrowing and lending obligation (CBLO) product to cooperative banks that are not direct members of the negotiated dealing system (NDS). Andhra Bank has entered into an alliance with HDFC Bank for sharing its network of automated teller machines (ATMs). On March 29, 2004 HDFC Bank has entered into an agreement with Shrachi Securities Ltd, the flagship company of the Kolkata based Rs 300crore Shrachi Group, for financing of multi utility vehicles all over India HDFC Bank has launched an online bill payment facility for its customers who are also subscribers to Tata Teleservices

In 2008 HDFC Bank has signed an agreement with Tata Pipes to offer credit facilities to farmers across the country. The Housing Development Finance Corporation Limited (HDFC), one of the largest private sector banks in India, which had a network of 1,725 branches as at March 2010, opened 275 new branches in the current fiscal. The bank now has a total network of 2,000 branches spread across 1,000 cities. The bank also acquired Centurion Bank of Punjab in 2008, which adds around 404 branches to its network. The Asian Banker magazine has declared that the strongest bank in Asia Pacific region is HDFC. India's private banking major ,HDFC Bank has launched its new credit card offering called Infinia in direct competition with global credit card major ,American Express(Amex) .The new HDFC product is exclusively for the bank's high net worth and super rich clients in the country. Company has splits its Face value of Shares from Rs 10 to Rs 2

HDFC Bank which is a major Indian financial services company based in Mumbai stated that they have collaborated with Punjab Grains Procurement Corporation Ltd (PUNGRAIN) with an aim to make easy and faster payment to its agents who are dealing in agricultural products in about 350 mandis in Punjab.HDFC Bank has launched its mobile banking application in Hindi on targeting about 560million Hindi speaking population of India. HDFC Bank opens 87 branches in Punjab, Haryana in a single day.

## **Section – II**

## **SOCIO ECONOMIC PROFILE OF RESPONDENTS**

Employees and customers play a significant role in influencing the effective functioning of an organization. The quality of services by the organization and the consequent image or good will created in the eyes of public at large depends on the efficiency with which the personnel perform the tasks.

In view of the significant role of personnel in the effective functioning of organization, it would be fruitful to examine and understand their socio-economic characteristics that influences, in a large measure of, their behavior and performance. Therefore, an attempt is made in this section to present the socio-economic profile of selected employees and customers of selected Banks of Visakhapatnam.

### 3.1 GENDER:

In olden times organizational practices is to differentiate the potentialities of the individuals based on sex. But in modern times there is no such discrimination is made as both are showing equal performance. Consequently, women are competing equally with the male candidates. Further, the governments have been encouraging the female candidates by making it obligatory on the part of organizations, be it public or private sectors, by providing certain extent of reservations to the female candidates. Hence, gender is identified as a potential variable on the present study. Table shows the classification of respondents on the basis of gender.

**Table 3.1: Gender wise Distribution of Respondents**

| Gender | Selected Banks |                |              |              | Total        |
|--------|----------------|----------------|--------------|--------------|--------------|
|        | SBI            | ANDHRA<br>BANK | ICICI        | HDFC         |              |
| Male   | 110<br>22.0%   | 115<br>23.0%   | 119<br>23.8% | 116<br>23.2% | 460<br>92.0% |
| Female | 15<br>3.0%     | 10<br>2.0%     | 6<br>1.2%    | 9<br>1.8%    | 40<br>8.0%   |
| Total  | 125<br>25.0%   | 125<br>25.0%   | 125<br>25.0% | 125<br>25.0% | 500<br>100   |

#### **Interpretation:**

From the above table it can be inferred that, though there is greater opportunities for the women's in the organization but still some of the women's reserving to the house and domestic activities this has to be ruled out to see definite change in the society by allowing them to participate in every aspect to get real development in the society. When compared to gents they are about 92 % participated in the response which is significant for the study.

### 3.2. AGE:

Age has influence on one's own life. As age advances the maturity of an individual increases. The attitude, mental maturity, exposure, individuality and the behaviour pattern of a person varies with advancement in the age. Productivity also said to be a function of age. During youth men and women are in full of vigour and vitality, the achievement level of productivity at work place is naturally high. However, it cannot be totally rejected that the productivity is inversely related to age. In other words as age advances, normally, productivity per person decreases and vice-versa.

**Table 3.2:Age wise Distribution of Respondents**

| Age   | Selected Banks |             |       |       | Total |
|-------|----------------|-------------|-------|-------|-------|
|       | SBI            | ANDHRA BANK | ICICI | HDFC  |       |
| <35   | 50             | 20          | 20    | 62    | 152   |
|       | 10.0%          | 4.0%        | 4.0%  | 12.4% | 30.4% |
| 35-50 | 62             | 103         | 103   | 47    | 315   |
|       | 12.4%          | 20.6%       | 20.6% | 9.4%  | 63.0% |
| >50   | 13             | 2           | 2     | 16    | 33    |
|       | 2.6%           | .4%         | .4%   | 3.2%  | 6.6%  |
| Total | 125            | 125         | 125   | 125   | 500   |
|       | 25.0%          | 25.0%       | 25.0% | 25.0% | 100   |

#### **Interpretation:**

From the above information it can be understood that among the different age groups of the sampling, the age group between 35 to 50 is participated in large number, which is notable information for the banking organization to take future decisions.

### 3.3 LOCATION:

For the operation of any business the location point is very important otherwise the success of the business will be at stake, so in order to flourish in the business the location of the business is to be indentified properly. In this regard following survey was made and analysis was formulated in the table No: 3.3

**Table 3.3: Location wise Distribution of Respondents**

| Location   | Selected banks |              |              |              | Total        |
|------------|----------------|--------------|--------------|--------------|--------------|
|            | SBI            | ANDHRA BANK  | ICICI        | HDFC         |              |
| Rural      | 9<br>1.8%      | 11<br>2.2%   | 11<br>2.2%   | 14<br>2.8%   | 45<br>9.0%   |
| Semi urban | 21<br>4.2%     | 29<br>5.8%   | 29<br>5.8%   | 31<br>6.2%   | 110<br>22.0% |
| Urban      | 95<br>19.0%    | 85<br>17.0%  | 85<br>17.0%  | 80<br>16.0%  | 345<br>69.0% |
| Total      | 125<br>25.0%   | 125<br>25.0% | 125<br>25.0% | 125<br>25.0% | 500<br>100   |

**Interpretation:**

From the analysis it can be perceived that there is huge response from the respondents belonging to urban areas when compared with other areas, hence it can said that bank activities is mostly followed in the urban areas.

**3.4 MARITAL STATUS:**

Marriage is an important event in one’s life. Marriage is treated as an important social institution in India. But its form and functions may change according

to the socio-cultural environment of the society. Marriage in India is considered as a religious sacrament in which a man and a woman are bound in permanent relationship for the physical, social and spiritual purposes, sexual pleasure and procreation. It influences the style of living and also the attitude, disposition and commitment towards work. Sometimes, matters relating to their household also affect the state of mind of the employees at work.

**Table 3.4: Marital Status of the Respondents**

| Marital status | Selected bank |              |              |              | Total        |
|----------------|---------------|--------------|--------------|--------------|--------------|
|                | SBI           | ANDHRA BANK  | ICICI        | HDFC         |              |
| Married        | 90<br>18.0%   | 115<br>23.0% | 119<br>23.8% | 101<br>20.2% | 425<br>85.0% |
| Unmarried      | 35<br>7.0%    | 10<br>2.0%   | 6<br>1.2%    | 24<br>4.8%   | 75<br>15.0%  |
| Total          | 125<br>25.0%  | 125<br>25.0% | 125<br>25.0% | 125<br>25.0% | 500<br>100   |

**Interpretation:**

From the analysis it is understood that majority of the respondents who participated in the sampling are got married and only small segments of respondents are un-married because still they are young and pursuing their education. Hence it can concluded that mostly married persons are operating the bank accounts and utilizing the services from the bank when compared to unmarried persons this should considered as a notable point for the banking organization.

**3.5 EDUCATION:**

Education play an important role in determining one’s socio-economic status in the entire society. It should be noted that education is a pre-requisite for progress and development of an individual. The high incidence of illiteracy amongst people constitutes one of the greatest barriers to their development. It limits the scope of

employment, training, utilization of health facilities and exercise of legal and constitutional rights. Educational qualification forms an important basis in hiring of employees in an organization. The qualifications differ from job to job and also from position to position.

**Table 3.5: Education wise distribution of Respondents**

| Education     | Selected bank |                |              |              | Total        |
|---------------|---------------|----------------|--------------|--------------|--------------|
|               | SBI           | ANDHRA<br>BANK | ICICI        | HDFC         |              |
| SSC           | 39<br>7.8%    | 6<br>1.2%      | 12<br>2.4%   | 53<br>10.6%  | 110<br>22.0% |
| Inter         | 53<br>10.6%   | 52<br>10.4%    | 51<br>10.2%  | 39<br>7.8%   | 195<br>39.0% |
| Graduate      | 2<br>.4%      | 8<br>1.6%      | 15<br>3.0%   | 10<br>2.0%   | 35<br>7.0%   |
| Post graduate | 15<br>3.0%    | 25<br>5.0%     | 20<br>4.0%   | 10<br>2.0%   | 70<br>14.0%  |
| Others        | 16<br>3.2%    | 34<br>6.8%     | 27<br>5.4%   | 13<br>2.6%   | 90<br>18.0%  |
| Total         | 125<br>25.0%  | 125<br>25.0%   | 125<br>25.0% | 125<br>25.0% | 500<br>100   |

**Interpretation:**

From the analysis it can be inferred that all the respondents participated in the sampling are literates and having minimum education qualification, out of the total respondents majority of the respondents are having Plus two as qualification and rest of respondents having graduate and Post graduate qualification. Hence it can be

concluded that all the respondents are having proper awareness regarding to the banking transactions.

### 3.6 OCCUPATION:

To assess the occupational status of the respondents an attempt is made to identify the nature of job performed by the respondents, their position in the service.

Table 3.6 shows the respondents nature of job.

**Table 3.6: Occupation wise distribution of Respondents**

| Occupation         | Selected bank |              |              |              | Total         |
|--------------------|---------------|--------------|--------------|--------------|---------------|
|                    | SBI           | ANDHRA BANK  | ICICI        | HDFC         |               |
| Government service | 27<br>5.4%    | 8<br>1.6%    | 4<br>.8%     | 21<br>4.2%   | 60<br>12.0%   |
| Private service    | 48<br>9.6%    | 32<br>6.4%   | 27<br>5.4%   | 48<br>9.6%   | 155<br>31.0%  |
| Agriculturalist    | 1<br>.2%      | 7<br>1.4%    | 5<br>1.0%    | 0<br>.0%     | 13<br>2.6%    |
| House wife's       | 6<br>1.2%     | 9<br>1.8%    | 6<br>1.2%    | 4<br>.8%     | 25<br>5.0%    |
| Own business       | 6<br>1.2%     | 16<br>3.2%   | 22<br>4.4%   | 8<br>1.6%    | 52<br>10.4%   |
| Professionals      | 37<br>7.4%    | 53<br>10.6%  | 61<br>12.2%  | 44<br>8.8%   | 195<br>39.0%  |
| Total              | 125<br>25.0%  | 125<br>25.0% | 125<br>25.0% | 125<br>25.0% | 500<br>100.0% |

#### Interpretation:

From the analysis it is understood that 95% of the respondents are occupied in some kind of employment and rendering services and only 5% are the respondents are un-occupied in the job and they are all house wives, by having commitments in the house they are unable to engage themselves in the job. Hence to conclude that majority of the respondents are income earners and performing their jobs at different places.

### 3.7 MONTHLY INCOME:

**Table 3.7: Income wise distribution of the Respondents**

| Monthly income | Selected banks |             |       |       | Total  |
|----------------|----------------|-------------|-------|-------|--------|
|                | SBI            | ANDHRA BANK | ICICI | HDFC  |        |
| <10000         | 40             | 20          | 20    | 45    | 125    |
|                | 8.0%           | 4.0%        | 4.0%  | 9.0%  | 25.0%  |
| 10000-30000    | 44             | 41          | 31    | 29    | 145    |
|                | 8.8%           | 8.2%        | 6.2%  | 5.8%  | 29.0%  |
| 30000-50000    | 26             | 54          | 59    | 36    | 175    |
|                | 5.2%           | 10.8%       | 11.8% | 7.2%  | 35.0%  |
| >50000         | 15             | 10          | 15    | 15    | 55     |
|                | 3.0%           | 2.0%        | 3.0%  | 3.0%  | 11.0%  |
| Total          | 125            | 125         | 125   | 125   | 500    |
|                | 25.0%          | 25.0%       | 25.0% | 25.0% | 100.0% |

#### **Interpretation:**

From the analysis it is understood that all the respondents are the income earners and 46% of the respondents are earning more than Rs.50000 per month which shows potential of the respondents. This is a notable point for the banking institution to frame the products as per the requirements of the customers so that maximum business can be attracted.