Chapter: 8

Study of e-banking products & services of different banks of Maharashtra

8.1. Introduction:
Maharashtra is one of the most developed states, both industrially and financially, it is sometimes called as an economic powerhouse of India. The state’s capital Mumbai is called the commercial or business capital of India. “Maharashtra contributes almost 14.7% of India’s GDP and more than 15% of the national income. The state also accounts for 40% of the total tax collections in the country. It has the largest share of public funds for the development of industrial and social infrastructure. It contributes 22% of India’s net value added in the organized industrial sector. About 70% of India’s stock transactions are in Mumbai with the head quarters of Reserve Bank of India and almost all central financial institutions and banks located here.” [1] Maharashtra is also technologically advanced state in the country. It is found that electronic banking is implemented in all the types of banks in the state. The objective of this chapter is to study the e-banking products and services of different banks situated in Maharashtra. The researcher has conducted the study of ten different banks from private and nationalized public commercial banks, which are as follows:

8.2. ICICI Bank:
ICICI Bank (Industrial Credit and Investment Corporation of India) is India’s largest private sector bank and second largest in the world. In the year 1955 the world Bank and the Government of Indian industry formed ICICI Limited, as a development finance institution, to provide medium-term and long term project financing to Indian businesses. Earlier, ICICI was not a bank, It could neither take retail deposits nor was required to comply with Indian banking requirements for liquid reserves. ICICI borrowed funds from many multilateral agencies (such as the World Bank), often at concessional rates. These funds were provided as loans to large corporate houses or Industries. It has been working was worked as a financial services institution.
“Established in 1994, ICICI Bank is today the second largest bank in India and among the top 250 in the world. In less than a decade, bank has become a universal bank offering a well-diversified portfolio of financial services. It currently has assets of over USD41 billion, a market capitalization of USD 9 billion and provides services to over 14 million customers through a network about 570 branches, 2000 ATMs and a 3200-seatcall (as of June 2005).” [2] The ICICI group today is having Retail banking, Corporate Banking and insurance etc. The Retail Financial Services include car loans, Mortgages, credit cards, personal loans, deposits, life insurance, mutual funds. Similarly the Corporate Financial Services include term loans, project finance, commercial bank, investment bank, venture capital, general Insurance, IT and E-Banking services.

8.2.1 E-Banking in ICICI Bank: “ICICI Bank was incorporated as a commercial banking company, by the Industrial Credit and Investment Corporation of India, in May 1994. The first ICICI branch was started in June 1994 at Chennai.”[3] The bank provides an array of domestic and international banking services to enable national and international trade and business, investment and foreign exchange and treasury services. ICICI Bank was set up when the process of deregulation and liberalization had just begun in India, and the Reserve Bank of India had to prepare the way for private bankers (private banks), which at that time was dominated by state-owned and foreign banks. For serving the majority of population of the country, the state-owned banks had a large branches network, with minimal or no automation (computerization) and little focus on services. On the other hand, foreign bank having high end technology and innovative product offerings but they are unable to serve the huge population, specifically middle class group, because of very small branch network that served only corporate and individuals with high income group. At the same time, ICICI Bank comes one step forward and decided to target India’s middle class population and corporate segment by offering a high level of customer services at low cost. The ICICI Bank was automated from day one, when its first branch opened in the city of Chennai. From beginning, ICICI Bank provided the technology (computerized) oriented products and services to their customers like ATM services, Cards, EFT, Internet Banking etc. The ICICI Bank selected Infosys
as its technology partner and selected “Finacle”, the universal banking solution from Infosys, as its core banking platform. The Finacle (the universal banking solution), is open systems approach and low Total Cost of Ownership (TCO) were some of the major benefits Finacle offered the bank. Finacle integrate with multiple applications such as credit cards, mutual funds, brokerage, call center and data warehousing systems. Shown in figure (a). “The Scalable and open system-based architecture enabled Finacle to successfully manage the resultant increase in transaction levels from 400,000 transactions a day, in 2000 to nearly 2.1 million, by 2005, with an associated growth in peak volumes by 5.5 times. With Finacle, the bank currently has the ability to process 0.27 million checks, per days and manages 7000 concurrent users”. [4]

(Figure (a) Finacle core banking solution)
(Source: www.infosys.com/finacle/casestudies-icici.asp)

Over the years, the strategic partnership between ICICI Bank and Infosys that started in 1994 has grown stronger and close collaboration has resulted in many innovations. In the year “1997, ICICI Bank launched ‘Infinity’ from Infosys, the
first internet banking services."[5] The Internet banking services was launched to reduce transaction cost and offer convenient banking to customers without visiting physical bank branch. ‘Infinity’ was initially targeted at the non-resident Indians (NRIs) to enable them to manage their bank accounts in Indian through the Internet. The service was also aimed at individuals in the age group of 30 to 50 years in the corporate sector and proficient in using technology. However, over the next few years, the bank enhanced its services to attract other customers also. “The bank operated the largest chain of ATM’s in the country, which amounted to more than 450 in 2000. All the bank’s branches were fully computerized and networked through VSAT (Very Small Aperture Terminal) technology. By 1999, the number of branches increased to 65 and the bank had planned to have over 200 branches by the end of 2002. In April 2000, ICICI became the first Indian bank to be listed on the New York Stock Exchange. ICICI was always one of the best private banks to apply advanced technology in the banking sector. In early 2000, ICICI had created over 110,000 Internet banking customers and in the first half of 2000, ICICI touched 275,000 Internet banking customers. [6] “As per the table (1), in March 2000 the share of transactions, in branches, was 94% and it was decreased to 25% till March 2004.

<table>
<thead>
<tr>
<th>Channels</th>
<th>Share of Transactions March 2000</th>
<th>Share of Transactions March 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branches</td>
<td>94%</td>
<td>25%</td>
</tr>
<tr>
<td>ATMs</td>
<td>3%</td>
<td>43%</td>
</tr>
<tr>
<td>Internet and Mobile</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>Call centers</td>
<td>1%</td>
<td>11%</td>
</tr>
</tbody>
</table>

(Table 1: Share transaction in year March 2000)  
(Source: [www.infosys.com/finacle/casestudies-icici.asp](http://www.infosys.com/finacle/casestudies-icici.asp))

The use of ATMs was 3% in March 2000 and it increased to 43% till March 2004, Internet and mobile banking, in March 2000, was 2% and it increased to 21% till March 2004, similarly call centers were 1%, in March 2000, and it increased to 11% till March 2004”[7]

8.2.2. E-Banking products & services: Electronic banking is a process by which a customer performs banking transactions electronically without visiting a brick-and-mortar institution. The ICICI bank also provides the e-banking service to the customer like:
1) ATM
2) CARD
3) Mobile Banking
4) Phone Banking
5) Internet Banking

1) ICICI Bank ATM:-

One of the most important electronic banking service provided by the ICICI bank is ATM. “The bank’s 24 hour ATM network is one of the largest and most widespread ATM Network in India. The ICICI bank’s ATMs are located in commercial areas, residential localities, major petrol pumps, airports, near to bus and railway stations and other places where the are conveniently accessible to the bank customers. The important feature of ICICI bank is, its ATM is having the user-friendly graphic screen with easy to follow instructions by the customers in their local language for increased convenience. To access the ICICI bank’s ATM services customers need to open a savings or current account.”[8]

a) Features of ICICI Bank ATM:

Other features available on ICICI bank’s ATM, which can be accessed form anywhere at anytime, are as follows:

i) Cash Withdrawal: Customer can withdraw upto Rs. 25000/- per day from his/her account and Rs. 50,000/- for HNI’s. There are two options i) Fast Cash option provides the facility of withdrawing prefixed amounts and ii) Ultra Fast Cash option allows customer to withdraw Rs. 3000/- in one shot.

ii) Balance Enquiry: Customer can get the information about ledger balance and available balance of his/her account through ICICI bank’s ATM.

iii) Mini Statement: The ICICI bank’s ATM provides the print out of the customers’ last eight transactions and also show the current balance of the account.

iv) Deposit cash/ Cheques: Available at all full function ATMs, customers can deposit both cash and cheques. Cash deposited in ATMS will be credited to the account on the same day (provided cash is deposited before the clearing) and cheques are sent for clearing on the next working day.
v) **Fund Transfer:** The customer can transfer fund from one account to another linked account in the same branch.

vi) **PIN Change:** Change the personal Identification Number (PIN) of ATM or Debit card.

vii) **Payments:** Through this service the customer can be used for payment of bills, making donations to temples/trusts, buying internet packs, recharge for prepaid mobile etc.

viii) **Other features:** The customer can request for a checkbook from ATMs, and branch will dispatch it to the customer within 10 working days.

ix) **Charges:** There is no charge levied on to ICICI Bank customers for transacting on ICICI bank’s ATMs. However for customers not maintaining the minimum quarterly average balance in their savings account, first six transactions in the quarter will be free and Rs. 25/- per transaction will be charged thereafter.

b) **ICICI Bank ATM Services:**

“Customer can access the different services through ICICI Bank ATM, which are:

i) Mobile Prepaid Card Recharge

ii) Internet Packs (ATN – Any Time Net)

iii) Donations (Anytime Blessing)

iv) Mutual funds Transactions

v) Bills Payments

vi) Flexi Top up

vii) Charity

viii) Calling Cards”[8]

i) **Mobile Prepaid Card Recharge** - Through this facility customer can use ATM/Debit Card at any ICICI Bank ATM to purchase mobile re-charge cards. The recharge code is displayed on the screen of ATM helped to select the right combination of operator and the circle. This recharged code is provided on the transaction slip also.
Currently this service is available for following operators:

<table>
<thead>
<tr>
<th>Name</th>
<th>Area</th>
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<tbody>
<tr>
<td>AirTel</td>
<td>Airtel – Delhi, Kolkata, Hyderabad &amp; AP</td>
</tr>
<tr>
<td>BPL mobile Live wirefree</td>
<td>BPL - Mumbai, Maharashtra &amp; Goa</td>
</tr>
<tr>
<td>Spice</td>
<td>Spice Quickly – Punjab, Karnataka</td>
</tr>
<tr>
<td>SRPGCELLULAR</td>
<td>RPG – Chennai</td>
</tr>
</tbody>
</table>

(Tables - Name of the Service Operators)
(source: www.icicibank.com/pfsuser/channels/atm/services-at.atm.htm)

There is a simple operation of recharge code. Select the Payments-Service- Mobile pre paid, then Select the relevant operator for which re-charge card is desired.

2) **Internet Packs (ATN – Any Time Net)** - Through this facility customer can purchases a new Internet connection or buy a renewal pack using ATM / Debit Card at ICICI Bank ATMs. “Currently this service is available for the customer of TATA Indicom Internet Service Provider and SIFY. This facility enables to buy new internet connection and renew the existing internet account. The customer has to select suitable option on any of ICICI Bank ATMs and both the serial no. and pin no. which are displayed on the ATM screen at the time of accessing service. The serial no. and pin no is on the transaction slip also. The operation to get a new internet connection or renew an existing internet account is very easy.

3) **Donations (Anytime Blessing)** - There is also a facility of offering donations. Currently this service is available in Tirupati Tirumala Devasthanams, Nathdware Temple and Shri Mata Vaishnodevi Shrine.

4) **Mutual Funds Transactions** - The customer can buy and sell funds through any ICICI Bank ATM using ATM /Debit Card. This requires prior registration with the Fund House for which the customer has to buy/sell Mutual Funds.

5) **Bills Payments** - ICICI Bank Bill Payment is the easiest way to manage day-to-day bills through any ICICI Bank ATMs. There is a complete list of Billers for which this facility is available.

6) **Flexi Top up** - The ICICI Bank Debit/ ATM card holder, can refill pre paid phone cards through ICICI Banks ATMs or through SMS. This facility is available for all circles of the operators like Hutch/Orange, Airtel & Idea. The customer can refill the phone for any amount. However there is a lower limit as well as upper
limit on the amount of recharge. These limits vary depending on the operator and the circle.

7) **Charity:** Through this facility the customer can donate for charity to Child Welfare, Education, Health and Sanitation Livelihood & Poverty and Services for the disabled

8) **Calling Cards:** Calling cards enable a user to make a call either through the normal phone or through the Internet protocol. There are two kinds of cards available.

   a) **Indian on All card** - Using the calling card, customer would be able to place a call from anywhere in the world to anywhere in India through a telephone line.

   b) **Hello World cards** - Using this card customer would be able to place a call from India to any other country using Internet connection. Customers need a microphone and a speaker connected to computer to be able to make such calls. Such cards enable deposit transactions only. This service is further facilitated by the provisions of special bags at ATMs wherein a customer can put his money. After filling the deposit slip, customer can insert the bag in ATM. Transaction slip is generated at the ATM as an acknowledgement of deposit.

2) **ICICI Bank Cards:**

The ICICI Bank provides variety of cards to fulfill the different transactional needs through e-banking services. “These cards are:

i) Credit Cards

ii) Debit Cards

iii) Prepaid cards

These cards are useful for the convenience of the customer for the financial transactions like cash withdrawal, shopping and traveling. These cards are widely accepted both in India and abroad.”[9]
i) Credit Cards: ICICI Bank credit cards give the customer a smart way to shop, and offer flexibility and convenience in managing their finance.

ICICI Bank credit cards provide a host of exciting offers and benefits such as low interest rates, rewards programs, and a high credit and cash limit.

a) Feature of ICICI Bank Credit Card: Some of the features of ICICI Bank Credit cards are as follows:

i) Auto Debit: The customer of ICICI Bank is having the option of making payments of monthly credit statement directly through their account. The bank can auto debit the customer account at the due date of credit card payments.

ii) Internet Banking: The bank provides ICICI Bank Credit card and related information through Internet at http://www.icicibank.com/. The customer makes transactions like accessing account information i.e. current and last statement. Customer can get their payment status, viewing monthly statement by e-mail, requesting a duplicate PIN, recording a change of address, ordering a draft, giving auto debit instructions, requesting a replacement card or an add-on card, redeeming points online from the rewards catalogue and subscribing to statement by e-mail and mobile alerts.

iii) Email statement/mobile alerts: The statement Online is very simple, powerful, and convenient way to View credit-card statement details instantly without any postal delays. Customers can signup for statement online and get faster, reliable access to their account statement. The customer can also get the
information of credit card statement through Mobile alerts, when they are traveling. Presently customers with Internet banking user-IDs can subscribe to the alerts.

iv) Balance transfer: ICICI Bank’s Balance Transfer gives the option of transferring outstanding balance from any other bank’s credit card to customers ICICI Bank credit card. The main benefit of these services is to save interest cost. No interest is charged for transferring other credit card balances to ICICI bank credit card.

v) Cash Advance: With an ICICI Bank Credit Card in customer’s wallet, they will not be strapped for cash ever again. They can withdraw cash on their card, 24 hours in a day from any VISA or MasterCard participating member bank ATM using their APIN. During banking hours customer can also draw cash over-the-counter, from any ICICI bank branch in cities where the ICICI Bank Credit Card has been introduced. For each cash transaction there is a fee of 2.5% levied on the amount withdrawn subject to a minimum of Rs. 300. In addition to the transaction fee, an interest charge will also be levied from the date of transaction to the date of repayment. This feature will be activated for selected logos after 90 days of issue of card.

vi) Dial-a-draft: Bank provides the dial-a-draft facility to their customer. They have to call the ICICI bank’s 24-hours customer care or SMS ‘DAD’ to 5676766 and request for a draft, payable anywhere in India and in favour of any company or individual as per the available cash amount of the account. The draft will be delivered to the customer by mailing address. For each draft request, as transaction fee of 3% of the amount withdrawn, subject to a minimum of Rs. 300, will be levied. The transaction fee and an interest charge will also be levied from the date of transaction to the date of repayment. The amount of the draft will be billed in customer’s monthly credit card statement.

vii) EMI-on-Call: This service gives the option to the customer to pay back their credit card purchases in easy installments. The customer can convert any of their credit cards purchasing of over Rs. 2000 into EMI-on-call with just a phone cell. The request for this service is available on 24-hour customer care of the bank. The benefit of this service is ease of repayment, payback in 3,6,9,12,18, or 24 easy
installments and easily converts a purchase transaction of any amount, above Rs. 2000, into smaller installments; make it easier to pay back.

viii) Payment Options: Savings account holders of the banks are allowed to make online payment and the same facility is also provided to the customers of other banks. The website of the banks “icici.com” lets the customers to transfer the funds from one savings account to another.

ix) Cash In: Through this facility, bank provides a personal loan on credit card. The loan can be against the credit/cash limit or over and above the credit limit. Not only in cash-in-pre-approved, it can be availed without submitting any documents. This service can be requested by the customer on 24-hour customer care. Cash is available at a very attractive rate of interest and at tenures of 6, 12, 18, 24, 36 and 48 months. A one-time processing fee will be required to pay by the customer.

x) Self Set Limit: The only card that allows customers to pre-define their own credit limits. Customers can request a limit lower than what they are eligible for. They can preset the monthly spending limit on the “bandhan” card. Any transactions over the specified ‘spend limit’ will be declined. The monthly spending limit can be reset by every billing cycle and by simply calling on 24-hour customer care and placing request with the executive.

b) Types of ICICI Bank Credit Card: Bank offers different types of credit cards to suit different needs and requirements for added features. Some are them are as follows:

i) ICICI Bank Signature Credit Card: The ICICI Bank provides the Signature Credit Card to their customers.
A world of special rewards and privileges designed to exceed the customer’s high expectations along with the prestige of a premium credit card available only to a select group of cardholders. The key benefits of this card are: a) Powerful rewards programme: Earn 5 points on every international spend of Rs.100, 4 points on every travel-related spend of Rs.100, 2 points on every hotel and dining related spend of Rs.100 and 1 point on every Rs. 100 on all other transactions, b) The Signature Unique Travel Programme, with special travel-related experiential offers, c) Complimentary access to a range of prestigious members-only private clubs and hotels’ executive club floors across South East Asia, d) Complimentary tee-offs all the year round at 18 clubs in 9 countries. Also enjoy access to 200 of the world’s famous golf clubs, e) Fuel-surcharge waiver across all petrol pumps, f) Specials’ exclusive offers designed for premium card members, g) Fee structure - Joining Fee - Rs 25000, Annual fees (2nd year onwards) - Rs. 2000 Earn 1500 bonus reward points against annual fee (2nd Year onwards) Service tax applicable.

ii) ICICI Bank Singapore Airlines VISA Platinum Credit Card: The ICICI Bank Singapore Airlines VISA Platinum Credit Card is a very special card for those customers, who are frequently traveling by air.

The key feature of this card is: Special Exclusive fares from Singapore Airlines, when customers can make a booking at “singaporeair.com/india/SQICICI” with their card, 5000 Kris Flyer miles when the customer uses the card first time, up to 18 Kris Flyer miles on every Rs.200 spent.
iii) ICICI Bank Titanium Credit Card: ICICI Bank Titanium Credit Card is one of the premium credit cards that ICICI Bank offers as exclusive usage cards to its customers.

ICICI Bank Titanium Credit Card is based on MasterCard platform with absolutely no joining or annual charges. It is free for Life Card with global acceptance at MasterCard accepting establishments. Customer can apply for the card through online web application forms available on their website or access to ICICI Bank Customer Care available 24-hours. The service charges for revolving credit in case of ICICI Bank Titanium Credit Card are 3.15% along with EMI on call, Dial-a-draft and global emergency assistance services as part of the package deal. The ICICI Bank Xpress Rewards Programme is duly applicable to the ICICI Bank Titanium Credit Cards. The additional features of ICICI Bank Titanium Credit Card are a waiver across all petrol pumps, revolving credit facility and a free credit period of 22-52 days considering due payments of previous credit statements. ICICI Titanium Credit Card also provides the personal loan facility by ICICI Bank. Customer get to relax in opulence at the Oberoi lounges across numerous domestic and international airports in India. For any retail purchases outside India, customer get as high as 10 reward points for every Rs. 200 spend along with special discounts. Customer can also avail up to 25% discount at major restaurants across all metros.
iv) ICICI Bank Future Gold Credit Card: Future Gold Credit Card of ICICI Bank is one of the cards for shopping. It provides several offers and discount on purchase of the customers.

Some of the exclusive Shopping partner outlets of Future Gold Credit cards- Food Bazaar, Home Town, Big Bazaar, eZone, Central, Furniture Bazaar, Electronics Bazaar, Spoon, futurebazar.com, VLCC, HPCL outlets, Yatyra and The Apollo Clinic etc. The customer can get 2.5% Fuel surcharge waiver at the purchase of every HPCL outlets, all feature of Silver Credit Card, all feature and benefits of Solid Gold Card, and to get 2 reward points at the purchase of Rs 100 from all future Outlets and 1 point on every Rs 200 spends on other outlets. Fee and charges of Future Gold Credit Card: Joining Fee: Rs 0.00, Annual Fee: Rs 0.00, Add-on card Fee: 0.00.

v) ICICI Bank HPCL Gold Credit Card: ICICI Bank HPCL Credit Card is one of the credit cards that ICICI Bank offers as exclusive usage cards to its customers.
The major benefits of this card are: Refund of surcharge (2.5%) on fuel purchases at HPCL Outlets on ICICI Bank charge slip only, transactions above Rs.3,000 will not be eligible to a fuel surcharge waiver and earn 1 reward point on every Rs.200 spent on all purchases except on fuel purchases at HPCL outlets.

ii) Debit Card: ICICI Bank Debit card is a revolutionary form of cash that allows customers to access their bank account around the clock, around the world.

The ICICI Bank Debit card can be used for shopping at more than 3.5 lakh merchants in India and 24 million merchants worldwide. ICICI Bank Debit card is the most convenient accessory for banks customers. Now, there is no more fear of overspending and no more searching for the nearest ATM for withdrawal of cash for spending in market. It gives more comfort and convenience to the customer.

a) Features of ICICI Bank Debit card: The features of ICICI Bank Debit cards are as follows:

i) Cashless spending: Customer can spend without carrying the cash with them. The ICICI Bank Debit card enables instant on-line debit from customer’s account. This card is usable in restaurants, shops, petrol pumps, multiplex etc. The amount that customer spends is debited from his/her account.

ii) Use online spending safely: The customer can use VISA Debit card online for online shopping, buying airline and movie tickets, payment of bills and so on. It is very safe and secure. At the time of activating this service, through Internet
Banking, customer has to enter User-Id and password to complete the transaction. The VISA Debit card can only be used on websites which are secured and verified by VISA.

**iii) Lost card protection:** Card is safer than cash. If customer has lost his card, he can call bank’s 24-hour customer care, and a new card would be issued within a week. The customer is protected from any financial liability arising from any purchase transaction made on lost card. This insurance is valid only on non-cash transactions made at merchant outlets within 30 days prior to the date of reporting.

**iv) Country wide Acceptance:** This card is accepted at over 3.5 lakh merchant establishment in India i.e. restaurant, department stores, grocery stores, petrol pumps etc. This card can be used in more than 3,000 ICICI Bank ATMs and more than 18000 VISA/MasterCard ATMs all over India.

**v) World wide Acceptable:** This card is acceptable world wide. This debit card gives customer an access to over 24 million shops and 1 million Visa ATMS all over the world, giving freedom to customer for payment anywhere in the world.

**b) Types of ICICI Bank Debit Card:** There are different types of debit cards provided by the bank to their customers are as follows:

**i) ICICI Bank Titanium Debit Card:** The ICICI Bank Platinum Debit Card fulfills the financial requirements of the customers.

This card has a versatile feature and provides multiple benefits to their customers. The key benefits are:

a) High withdrawal limit and transaction limit: The customer can withdraw cash of Rs.1 lac and a transaction limit is 2 lac per day is fixed.
b) Online transactions: Customer can use this card on the Internet for buying travel or movie tickets, paying bills etc. For accessing this service, customer has to register for ‘Verified by VISA’ and online transaction limit per day for this card up to Rs. 75,000. This is only applicable in Visa debit card.

c) Fuel surcharge waiver: Get a waiver of 2.5% surcharge for the fuel transactions available at all petrol stations. This is only for spending Rs.400 and more.

d) Insurance: Air insurance of Rs. 20 lac is complementary to this card. The Insurance is valid only if the customer has bought Air ticket using this card, and has done two retail swipes within 90 days, prior to the claim; the age limit is 69 years.

e) Zero Liability Protection: This is a unique feature which protects against unauthorized purchase, loss, theft or misplacement.

ii) ICICI Bank Women’s Debit Card: This debit card is specially designed for women. Through card, holder will get the attractive discounts for shopping, dining etc.

The key benefits of this card are:

a) High withdrawal limit and transaction limit: Customer can withdraw Rs.25, 000 per day and a transaction limit of Rs. 25,000 per day.

b) Zero Liability Protection: This is a unique feature which protects against unauthorized purchase, loss, theft or misplacement.

C) Better Tracking: Receive instant SMS alerts on transactions made on Women’s Card.
d) Itemized billing: This allows to track the spending on regular basis. The details of the purchases made on the card, along with the date, merchant name and amount are mentioned in the bank statement.

iii) ICICI Bank VISA Signature Debit Card: ICICI Bank has introduced the ‘ICICI Bank Visa Signature Debit Card’ is useable in India as well as globally.

The key benefit of this card is:

a) High withdrawal limit and transaction limit: Customer can withdraw Rs.1.5lac per day and a transaction limit of Rs. 2.5 lac per day.

b) Online transactions: Customer can use this card on the Internet for buying travel or movie tickets, paying bills etc. For accessing this service, customer has to register for ‘Verified by VISA’ and online transaction limit per day for this card is Rs. 75,000.

c) Zero Liability Protection: This is a unique feature which protects against unauthorized purchase, loss, theft or misplacement.

d) Fuel surcharge waiver: Get a waiver of 2.5% surcharge for the fuel transactions available at all petrol stations. This is only for spending of Rs.400 and more.

e) Better Tracking: Receive instant SMS alerts on transactions made on ICICI Bank Visa Signature Debit Card.

f) Itemized billing: This allows to track the withdrawals on regular basis. The details of the purchases made on the card, along with the date, merchant name and amount are mentioned in the bank statement.

g) Insurance: Air insurance of Rs. 30 lakh is complementary to ICICI Bank Visa Signature Debit Card holders. The Insurance is valid, only if the customer has
bought Air ticket using this card, and has done two retail swipes, up to 90 days prior to the claim.

h) Fees- Annual fees is just 1200/-

iv) ICICI Bank HPCL Debit Card: ICICI Bank in association with HPCL has designed the HPCL Debit Card, used at any HPCL petrol pump.

![ICICI Bank HPCL Debit Card](image)

The customer can use this card for shopping, restaurant, and traveling. The key benefits of this card are:

a) High withdrawal limit and transaction limit: Customer can withdraw Rs.25,000 as well as for POS transactions a day.

b) Online transaction: Customer can use this card on the Internet for buying travel or movie tickets, paying bills etc. For accessing this service, customer has to register for ‘Verified by VISA’ and online transaction limit per day for this card is Rs. 25,000. This is only applicable on Visa debit card.

c) Fuel surcharge waiver: Get a waiver of 2.5% surcharge for the fuel transactions available at HPCL petrol stations. This is only for the withdrawal of Rs.400 and more.

d) Zero Liability Protection: This is a unique feature which protects against unauthorized purchase or loss, theft or misplacement.

e) SMA Alerts on Point-of-sales (POS) transactions: The customer can receive SMS alert information, if any debit card payments is above Rs. 500.
iii) **Travel Card:** Now, the customer can travel across the world in hassle freely. It provides the currency of US Dollar, Euro, Pound Sterling or Swiss Francs. This is PIN based security and more convenient for using credit or debit card.

![Travel Card Image]

iv) **Commercial Card:** ICICI bank Commercial cards have been designed as payment solution for large & mid-sized organizations. A widely accepted concept internationally, commercial card help to better streamline payment processes & thus increase efficiencies.

![Commercial Card Image]

v) **Merchant Services:** To give the customer quick and convenient ways to make payments, the bank provides two payment acceptance solutions. POS machine at the retail establishment assist customer to accept cards.
Payseal, online payment gateway will make e-commerce more convenient, easy and secure on Internet.

3. ICICI Mobile Banking:
The Mobile banking is electronic and mechanical technology oriented equipment used in bank for performing banking transaction. Application or use of Mobile Banking is one of the important parts of e-banking. “Bank offer Mobile Banking facility to its entire bank, credit card, demats and loan customers etc. Therefore, ICICI Bank provides various types of Mobile banking services to their customers like:

i) Request Facility

ii) Speak to transfer facility”

i) Request Facility: The ICICI Bank offers a new value added feature in “Request” Facility. The customer can check holdings using any scrip description like company name, Web trade scrip code, NSE symbol, BSE code in the message. With the “Request” facility customer can conveniently access the Demat Account at any time using mobile phone. This service is free of cost. The customer can access information by using “Request” facility. By registering mobile number, customer can get the following information at his/her convenience: Holding Enquiry, Transaction Status, Bill Details, and ISIN for Scrip. The Customer can access the information by using the “Request” Facility in following way:
Just send a SMS to 9837142424 (98371 ICICI) in the following format

<table>
<thead>
<tr>
<th>Instruction Type</th>
<th>Format of SMS (Mandatory fields in bold font)</th>
<th>SMS from CICI Bank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Holdings Enquiry</strong></td>
<td>IBALD &lt;Account No.&gt; &lt;Company Name&gt;</td>
<td>IBALD 13052455 ICICI</td>
</tr>
<tr>
<td></td>
<td>IBALD &lt;Account No.&gt; &lt;Webtrade Scrip Code&gt;</td>
<td>IBALD 13052455 ICIBAN</td>
</tr>
<tr>
<td></td>
<td>IBALD &lt;Account No.&gt; &lt;BSE code&gt;</td>
<td>IBALD 13052455 ICICIBANK</td>
</tr>
<tr>
<td></td>
<td>IBALD &lt;Account No.&gt; &lt;BSE code&gt;</td>
<td>IBALD 13052455 532174</td>
</tr>
<tr>
<td><strong>Transaction Status</strong></td>
<td>ITRAND &lt;Doc Type&gt; &lt;Slip NO.&gt;</td>
<td>ITRAND TIFD 123456789 ICICI Bank Ltd. INE090A01013 Qty 50</td>
</tr>
<tr>
<td><strong>Bill Details</strong></td>
<td>IBILLD &lt; Account No.&gt;</td>
<td>IBILLD 13052455 13052455, Last Bill No. 1234, For Rs. 300 due on 20-Oct-2007. OS: Rs.0</td>
</tr>
<tr>
<td><strong>ISIN for Scrip</strong></td>
<td>ISIND &lt;Scrip Descriptor&gt;</td>
<td>ISIND SAIL</td>
</tr>
</tbody>
</table>

(Table – 3: Format of SMS for accessing mobile banking services)  
(Source: Mobile banking broacher)

The Customer can subscribe the “Request” Facility; just call ICICI Phone Banking Number.

**ii) Speak to Transfer facility:** The ICICI Bank Demat (Dematerialization) Services offers “Speak to Transfer facility”. With this facility, customer will be able to transfer or pledge his/her securities by just speaking on the “Phone Banking Officer”. Dial the local phone banking number and follow the simple steps below:
Therefore, after registering for e-instructions, the customer can now submit instructions through: i) Internet, just log on to www.icicibank.com or ii) “Speak to Transfer” or iii) Interactive Voice Response (IVR). Presently, pledge instructions can be given only through “Speak to Transfer”.

a) **Advantages of e-instructions:** Following are the advantages of e-instructions:

i) **Convenience:** This service is more convenient and having the following benefits like:

a) No need to fill-up physically TIFD/IDT/ Pledge Slips, b) No need to visit branches c) Know the demat balance and transactions in your account, and d) time-saving, quick and hassle-free.

ii) **Security:** a) No risk of auction from rejection on account of missing/wrong information, signature mismatch b) To avoid wrong/fraudulent transfer or pledge can be done only to target account registered with bank in writing.
iii) Cost Saving: a) No late charge for same day execution  
   b) Avail 50% discount on minimum sales transaction charges  
   c) The customer has to visit the ICICI Bank to register for e-Instruction with proof of identity.

iv) Alert Facility: ICICI Bank Mobile Banking Alerts facility keeps customer informed about the significant transactions in their accounts through SMS.

4) ICICI Phone Banking:
Through phone banking facility, the customer can just dial up any of customer care centers to avail of user friendly, 24 hour interactive customer support for Balance enquiry, Statement of account; cheque status enquiry; Stop payment; Cheque book request, Dial-a-draft/pay order and a user friendly automated service menu offers for customers convenient access to their accounts with high security provision by providing PIN, Personnel Password etc.

a) Self phone banking access mechanism: Through self phone banking access mechanism customer can access the following services:

i) For Deposits: - the customer would need to key-in his ATM/Debit Card Number and its corresponding ATM PIN.

ii) For Credit Card: - The Customer would need to key-in his 16 digit card number and its corresponding ATM PIN.

iii) For Demat Account Holders: - The Customer would need to key-in his 14 digit Demat number and its corresponding TPIN.

iv) For Bond Account Holders: - The customer would need to key in his bond holder number only.

5) ICICI Internet/ Online Banking:
ICICI Bank has its own separate website for providing three different types of service to their customer.

i) Information website

ii) Transaction website only for requesting services

iii) Finical transaction website, high security oriented

ICICI Bank’s Internet banking service offers to customer to access the account through the Net and offers banking that is truly time and location independent. Customer can access their account at anytime and from anywhere in the world.
Through ICICI Bank’s Internet banking service, customer can view account details, get a summary of his account, transfer funds between two accounts as well as between branches instantly. Customer can also submit cheque book requests electronically and issue stop payment requests. Customer can also communicate with his/ her account manager. The mail-box facility enables customer to send secure mail to enquire of any specific or account-related query.

ICICI Bank providing on-line banking services through E-banking. There is a separate website named “ICICIdirect.com” for on-line banking. Banking with “ICICIdirect.com” is a fast, easy, transparent and hassle-free way to trade in shares. This website offers to customer a wide choice of products and services. It also allows investments in shares, mutual funds and other financial products. These services can be easily accessed by customers on through internet at their home PC or in office PC, without visiting the bank and share broker’s office. The “ICICIdirect.com” also organizes Investor Education Sessions on a regular basis in various cities across India. Hence ICICI Bank’s main online services are as follows: Credit card payments, Repayments of arrear s of loan, Bills payments, online shopping, Funds transfer, purchase of travel tickets, Share trading, Charity, Recharge of prepaid mobile, On line tax calculation, etc.

8.3. HDFC Bank

The HDFC was incorporated in 1977 as the first specialized Mortgage Company in India. Shri Hasmukhbhai parekh was the founder and chairman of the HDFC Ltd. Born in a traditional banking family in Surat Gujrat, and Mr. Parekh started his financial career at Harkishandass Lukhidass- a leading stock broking firm. The firm closed down in the late seventies, but long before that, he went on to become a towering figure on the Indian financial scence. In 1956 he began his life’s long financial affair with the economic world, as General Manager of the newly-formed Industrial Credit and Investment Corporation of India (ICICI). He rose to become chairman and continued so till his retirement in 1972. At the ripe age of 60, Hasmukhbhai started his second dynamic life, even more illustrious than his first. He gave birth to the Housing Development Financial Corporation (HDFC). It was setter for housing finance in the whole Asian continent. He left this earthly abode
on Nov. 18, 1994. He was a true development banker. His building up HDFC without any government assistance is itself a brilliant chapter in financial history. Today, HDFC Ltd is a milestone on the Indian financial sector. HDFC provides financial assistance to Individuals, corporate and developers for the purchase or construction of residential housing. It also provides property related services (e.g. property identification, sales services and valuation), training and consultancy. Of these activities; housing finance remains the dominant activity. HDFC has a client base of around 9.5 lakh borrowers, around 1 million depositors, over 91000 shareholders and 50,000 deposit agents as at March 31, 2007. HDFC has raised fund from international agencies such as the world bank, IFC (washing tone), USAID, DEG, ADB and KPW, international syndicated loans, domestic term loan from banks and insurance companies, bonds and deposits. The HDFC Ltd. has started its subsidiaries as HDFC Bank, a commercial private bank and HDFC standard life Insurance company in the private sector to be granted a certificate of Registration on oct. 23, 2000 by the Insurance Regulatory and Development Authority to transact life insurance business in India. “The Housing Development Finance Corporation Limited (HDFC) was amongst the first to receive an in principle approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as a part of the RBI’s liberalization of Indian Banking Industry in 1994. The Bank was incorporated in August 1994 in the name of ‘HDFC Bank Limited’, with its registered office at Sandoz House Dr. Annie Besant Road, Worli in Mumbai, India. HDFC bank commenced operations as a scheduled commercial bank in January 1995.”

8.3.1. E-Banking in HDFC Bank: HDFC bank Ltd. is a new-generation, private sector commercial bank in India, founded 1994 by India’s leading housing company. HDFC bank initially focused on corporate banking. Within only 1.5 years HDFC bank was established as the premier bank in this segment, forming relationship with the top 200 corporation in India. HDFC bank corporate Internet banking provide core account and real time transactions services to the bank’s commercial customers, Internet banking is popular and in demand, as many corporate customers are using it to automate there own value chain. “The HDFC
Bank hire/or in connection with the CORPORATE NET BANKING (name of the software or solution), documented by solutionNET India Pvt. Ltd. for the core banking, Internet banking solution or (software)."[12] The HDFC is a client of this organization.

a) Challenge: The Data, from branches which were distributed across different locations all over the country, in oracle, had to be consolidated at the web center database in oracle, for providing the customer of HDFC Bank with a single point of entry to view all the transactions from the client to the central server using IDM transmission tool.

b) Solution: The main features of the solution are as follows:

i) Existing enterprise IT Architecture: At HDFC Bank Internet banking exists in the context of a mixed, integrated enterprise IT architecture, featuring solutions deployed on latest hardware-architecture systems. HDFC Bank Internet solutions feature 3-tier, layered architecture with distinct layers for presentation, application, and enterprise application integration that interfaces with the bank’s host system.

ii) Core bank and corporate net banking interface: The “core bank” application system is built on SQL-2000 and is deployed on EJB/Microsoft. The “corporate net banking” developed on J2EEE architecture with oracle 8.0.5 as database server. Both core bank and the corporate net banking are interface with each other via Extensible Markup Language (XML) through IBM MQ-Series.

iii) Transaction Flow Architecture:

(Figure – b: Transaction Flow Architecture of solutionNET)
(Source: Case Study of Solution Net “Corporate Net Banking” Documented by Solution Net India Pvt. Ltd.)
i) Transaction Process: The Corporate transactions, for example payments (Single, quick, bulk, special payments, and file up loads), Collection of file upload, Salary file uploads are tanked at oracle Db at our end (Enet) and forwarded to core bank via XML through IBM MQ-Series to the core bank applications system. The processed transactions are received from core application via XML through IBM MQ-Series. Finally the status of the transactions is displayed to the corporate customers. These transactions are basically for account-to-account transfer.

ii) CMS and Corporate Net Banking interface: The Core, Cash Management System (CMS) is built on oracle and Microsoft technologies. Both Enet and CMS interface is done online for DD/PO status and reference number. For beneficiaries not having account with bank, the payments are sent through DD/PO. The Corporate transactions like payments (single, quick, bulk, and file uploads), collection of file uploads, salary file uploads are tanked at oracle Db and the transaction details are sent to Cash Management System (CMS) in external file format (DBF). The reference number like CQ/DD number is fetch directly from CMS data base from Enet online.

8.3.2. E-Banking Services of HDFC Bank: The HDFC Bank also provides the e-banking service to the customer like:

1) ATM
2) CARD
3) Mobile Banking
4) Phone Banking
5) Internet Banking

1) HDFC Bank ATM Service:
ATM is a machine that allows customers, who have an ATM card, to perform routine banking transactions without interacting with human teller. ATMs are currently becoming popular in India that enables the customer to withdraw their money 24 hours a day, 7 days in a week. “The HDFC bank is having over 1,740 ATM across India. Therefore, HDFC bank’s ATM machine is having versatile features and it provides the huge benefits to their customers which are as follows:
i) Withdraw Cash at 24-hour
ii) Accessing the detail of Account balance
iii) Order a Cheque Book/ Account Statement
iv) Transfer Funds between Accounts
v) Refill the prepaid card
vi) Bills Payments:
    vii) Deposit cash or Cheques
viii) Change PIN
ix) Learn about other products

i) Withdraw Cash at 24-hour: The customer can withdraw up to Rs. 10,000/- per day from their ATM card and up to Rs. 15,000/- from the debit card. The ‘fast cash’ option save the time by providing the cash in denomination of Rs. 500/-. 

ii) Accessing the detail of Account balance: The customer can get the details of the last nine transactions, along with present available balance in the account, through mini-statements.

iii) Order a Cheque Book/ Account Statement: The customer can give the order for Order a Cheque Book/ Account Statement through ATM.

iv) Transfer Funds between Accounts: The Customer also transfer money from one of the account to another. Both accounts must be linked to ATM Card and Customer ID. A maximum of five savings and 5 current accounts can be linked.

v) Refill the prepaid card: HDFC Bank Account holder and a prepaid customer can refill their prepaid card by using the ‘Prepaid Refill Service’ of the bank thorough ATM machine.

vi) Bills Payments: The customers can pay their cellular bills, telephone and electricity bills through the ATM using ‘BillPay’, a comprehensive bill payment solution for payments of their regular bills.

vii) Deposit cash or Cheques: The customer can deposit cash or cheques into their account and the ATM will immediately print a receipt for the same.

viii) Change PIN: Through this facility, the customer can conveniently change PIN whenever required.
ix) **Learn about other products:** Through ATM, customer can learn about other products of HDFC bank. Simply select a product and all the information that customer requires will be displayed on the screen.

The Global Network HDFC Bank ATMs are a part of the VISA International plus ATM Network and the MasterCard International Cirrus ATM Network, and can be accessed by all domestic and International MasterCard, Cirrus or Maestro and VISA Electron Cardholders for cash withdrawals and balance inquiries. The HDFC Bank is partnered with American Express to offer their domestic and international cardholders, this benefits the cash advances from any of bank’s ATM.

2) **HDFC Banks Cards:**

HDFC Bank cards help the customer for fulfill the financial objectives. It help for increasing customers buying power, conducting cashless shopping or budgeting expenditure etc. “There are many different cards available as per the requirements of customers. These cards are as follows:

a) **HDFC Credit Cards:**
   i) Silver Card
   ii) Gold Credit Card
   iii) Titanium Credit Card
   iv) Women’s Gold Credit Card
   v) Value plus Credit Card
   vi) Health plus Credit Card
   vii) Corporate Credit Card
   viii) Business Gold Credit Card

b) **HDFC Debit Cards:**
   i) Easy Shop International Debit Card
   ii) Easy Shop International Gold Debit Card
   iii) Easy Shop International Business Debit Card
   iv) Easy Shop Women’s advantage Debit Card
   v) Easy Shop NRO Debit Card
   vi) Kisan Card
c) HDFC Prepaid Cards:

i) Forex Plus Cards (prepaid travel card)
ii) Gift plus card”[14]

a) HDFC Credit Card: - HDFC Bank provides best and unique features of credit cards to their customers to fulfill their financial requirements. Different products of HDFC Bank credit card are as follow:

i) **Silver Card:** The HDFC Bank provides the International Silver credit Card. The main features and benefits of this card are, it fulfill the financial requirements of the card holders.

![HDFC Silver Card Image]

It can be used in market for shopping, eating out, holidaying, fuelling vehicles, Railway tickets reservations etc, getting reward point facility on spending, Zero liabilities for loss of card i.e. in case the card gets lost, customer should report it immediately to bank’s 24-hour call center and avoid any fraudulent transactions. This card is widely accepted by 1,10,000 almost merchants, established across India and Nepal and close to 18 million merchants, establish around the world.

ii) **Gold Credit Card:** The HDFC Bank International Gold Card has several privileges.

![HDFC Gold Card Image]
The versatile features of this card are: a) up to 5% cash back on air ticketing, 5% cash back on train ticketing, discount on hotel tariff, insurance benefits etc. This is accepted by worldwide.

iii) Titanium Credit Card: The HDFC Bank provides the Titanium Credit Card.

![Titanium Credit Card](image)

The HDFC Bank Titanium credit card is quite simple, the most exclusive credit card, with many features like Discounts on hotel tariff, worldwide concierge services, accelerated two-tier reward point on spending, Zero petrol surcharges, Insurance benefits, lost card liabilities, Internet free credit facility etc.

iv) Women’s Gold credit card: The HDFC Bank provides a Golden Credit Card, exclusively for the new age woman.

![Women’s Gold credit card](image)

The main feature/benefit of this card is to get 5% cash back on monthly household purchases, 5% cash back on mobile bill payments through smart pay, discount on hotel tariff, accelerated rewards programmer, and discount on galore and superior insurance.
v) **Value plus Credit Card:** The value plus credit card, is self-explanatory, it provides added value, unlike any other card.

It is guaranteed cash back card which enables customer to earn up to 5% cash back on their spends. The features of this card are, it can be used any time and anywhere during the year and avail up to 5% cash back on all retail spends. For example, in railway, hospital, medial stores 5%, Grocery, departmental stores, supermarket, restaurant 1.50%, all other retail spends 0.50% cash back facility is available. This card is acceptable world wide.

vi) **Health plus Credit Card:** Introducing the HDFC Bank Health plus International credit card. India’s first Health care credit card with a free inbuilt cashless mediclaim.

This card is launched by HDFC Bank in association with United Indian Insurance Company (UIIC), one of the leading insurance service providers. It has a unique feature of cashless medi-claim facility. This credit card comes with free cashless medi-claim cover of Rs. 50,000 plus a critical illness cover of Rs. 1.5 lakes. The
critical illness cover includes open heart surgery, cancer, kidney failure and vascular stroke. This facility is available over more than 3000 networked hospital across the country.

**vii) Corporate Credit Card:** HDFC Bank corporate card is the first among few to provide truly world beating features on credit card.

![Corporate Card Image](image1)

It comes with a unique 24X7 expense management Solution called SMARTY DATA ONLINE, powered by Master and International. Corporate benefits are 24X7 online MIS information, 60 MIS reports for better informed business decision, substantial savings for the business through better negotiations with airline, hotel chains, and other service providers, helps in integrating with the existing accounting systems, fabulous discounts all over the world, petrol surcharge waiver, lower interest rates, protection through insurance.

**viii) Business Gold Credit Card:** HDFC Bank Gold Credit Card is specially designed for Business class and the self employed community.

![Gold Business Card Image](image2)
There are versatile features like higher credit limit i.e. cardholder can get up to Rs. 10 lakhs, as credit limit on the card. There is attractive business savings i.e. 1% cash back on Air spends for domestic air tickets, 1% cash back on utility bill payments (e.g. Electricity, Phone, and Mobile etc.), and full waiver of the fuel surcharge across all fuel pumps. Cardholder can enjoy surcharge waiver on rail ticket booking through http://www.irctc.co.in/.

**b) Debit Card:** HDFC Bank Debit Cards gives the customer complete and instant access to the money from their accounts without the risk or hassle of carrying cash. The different products of debit card are:

**i) Easy Shop International Debit Card:** The HDFC Easy shop International Debit Card brings to customer a world of convenience.

![Easy Shop International Debit Card](image)

The cardholder can withdraw Rs. 15000/- at ATM and Rs. 25000 spend for the shopping in a day. There are over 8, 00,000 Visa/Maestro/Cirrus ATMs to access the account, in India and abroad. The cardholder can get 0% petrol surcharge at selected BPCL petrol pumps. This card is usable/valid, in more than 3, 50,000 shops in all around the India and 13 million shops across the world. The Bank can directly debit the customer’s account after withdraw or use the card. There is zero liability on fraudulent point of sales (POS) usage on lost or stolen. Every purchasing transaction of the customer is informed of mobile phone or by email through Insta Alert Service of the bank. For using Insta Alerts, customer has to register for this service. It is used across the world through Visa and master card.
ii) Easy Shop International Gold Debit Card: HDFC Bank Easy shop international Gold Debit Card not only replaces the ATM/ Regular Debit Card, but it also opens a world of privileges that match customer’s status and lifestyles.

The main feature and benefit of this card is, customer can withdraw Rs.50,000 at ATMs and Rs. 50,000 at merchant establishments for shopping. For every Rs. 100 spending, customer can receive Re 1 as cash back. This cash back is valid on all purchases made through the card, at all times of the year. There is a 0% petrol surcharge at every petrol pump in India, will be reserved in the subsequent month and zero liability on fraudulent point of sale (POS) usage on lost or stolen cards. Customer gets Alert for every purchasing transaction through mobile phone or e-mail. To get Insta Alerts Service, customer has to register. There is a facility of Insurance coverage too.

iii) Easy Shop International Business Debit Card: This card is designed to give combine business benefits with shopping facilities to card holder.
The features of the card are: a) for every Rs. 200 that customer will spend can get cash back of Re.1. b) Every purchasing transaction through this card is informed to card holder by ‘Insta Alert’ facility of the bank c) Insurance cover, d) Special alliances by Master card -special partner programs in the form of value adds/special privileges/ discounts from premium outlets and office related products. The cardholder can withdraw Rs. 50,000 at ATMs and Rs. 50,000 at merchant establishments for shopping in a day. e) 0% petrol surcharge at petrol pumps. f) Zero liability on fraudulent point of sales usage on lost or stolen of card.

iv) Easy Shop Women’s advantage Debit Card: Easy Shop Women’s advantage Debit Card in India’s first women’s debit card of its kind. Not only does it replace ATM card, but it also opens a world of privileges that matches customers’ status and life styles.

The feature of this card is, cardholder can get cash back of Re 1/- for every Rs. 200 spends. A unique service number will be available for women’s debit card for customers to avail information/booking for services listed ahead. These services are subject to availability and rendered on a best effort basis. In Entertainment assistance the card holder can get dining referral and reservation assistance, flower and gift delivery, movie ticket. In home assistance- financial planning & Advisory service assistance, electrical & electronic gadget repair assistance, home cleaning assistance. In wellness- medical checkup, package and nursing care arrangement, 50% discount on locker fee, special discount of gold bars, insurance cover, zero liability, and free bill pay service (alert the customer to the payment of utility bills).
The card holder can withdraw Rs. 20,000/- and Rs. 30,000/- at merchant establishment for shopping in a day.

v) Easy Shop NRO Debit Card: The main feature and benefit of this card is that, card holder can withdraw Rs. 15000/- and Rs. 25000/- at merchant establishments for shopping in a day.

This debit card can be used only in India to make purchases at merchant locations and withdraw local currency at ATMs. The NRO debit card can be used at HDFC bank ATMs for all ATM transactions, Visa/NFS ATMs in India for Balance inquiry and cash withdrawal only. It is used at merchant locations in India for purchasing/shopping. There is zero liability on fraudulent point-of-sales usage on lost or stolen cards. Every purchase transaction is alert through mobile phone or email to cardholder for accessing ‘Insta Alerts’ service.

vi) Kisan Card: Agriculture is the main occupation of the people of India. Nearly 2/3rd of our country’s population is directly or indirectly engaged in agriculture. It contributes to 21% of our GDP (Gross Domestic Product).
HDFC Bank has especially designed the Kisan Gold Card to envisage a convenient and hassle-free loan to the farmer for meeting their production and investment requirements. This card has provided loan or financial facility to Indian farmers at anywhere and anytime. This card, launched in association with visa International, can also be used at POS terminals globally. The Kisan Gold card is aimed at meeting the production and investment needs of the farming community. Production needs broadly cover crop production requirements, including funds for all related inputs to grow a crop. It can fulfill the requirement of post harvest and domestic consumption. The card caters to investment needs such as purchase of agricultural related equipments, irrigation requirements, construction of farm buildings, and investments in agricultural activates such as dairy, animal husbandly and so on. The credit limit on the card, sanctioned for three years, is based on the production requirements of the farmer. This limit will be renewed after every three years. This card can be used at any HDFC Bank ATM across the country and all Visa establishments worldwide. Personal accident insurance covers of Rs. 2 lakh, free to all cardholders. The cardholders can use the daily withdrawal limit, through the card, upto Rs. 15000 at ATMs and Rs.25000/- for usage at merchant outlets.

c) Prepaid cards: This prepaid card required paying first and use later, which are as follows:

i) Forex Plus Cards (prepaid travel card): HDFC bank provides the forex plus travel card- a pre-paid traveler’s card designed to give customer a secure and hassle-free travel experience.
This card is accepted at over 13 million visa merchants worldwide. It can be used to withdraw cash at 24 hour VISA ATMS anywhere in the world. It can reload anytime and anywhere. The US dollar, Euro and GBP, Japanese yen currencies are available on forex plus card. This card provides personal accident insurance covers of Rs. 2 lakhs. This card is safe and secure and fraudless.

ii) Gift plus card: Gift on HDFC Bank ‘gift plus card’ is the perfect gift for every occasion. The card has been packaged to suit any gifting occasion and is available for any denomination of customer's choice.

![Gift Plus Card](image)

It gives gifting the personal touch. The feature & benefit of this card are more personal than cash, freedom of choice- it allows the cardholder (the beneficiary) the freedom to choose their own gift shop. This card is used at any visa card affiliated merchant outlet, both in India and abroad. This gives world wide usage to over more than 13 million merchant establishments. The ATM Pin allows the cardholder the access to any HDFC bank ATM for balance enquiry on the card.

3) HDFC Mobile Banking:
HDFC Bank provides the free Mobile Banking services to their customers. The customers can access their account through mobile phone at any time and anywhere. This is a fast and easy accessing service for the Bank customers. “The customer can SMS the request of the services through mobile phone and sent it on 5676712 numbers. Mobile banking is an easy as ending a text message or navigating through menu. For every transition there is a pre-defined key word. “Pre-define keyword” is a Keyword given to different services, which will be
accessed through mobile banking. The Customer can access the Mobile Banking in two ways:

i) SMS Based Mobile banking
ii) Menu-based Mobile banking”[15]

a) Working of Mobile Banking: There are two methods of accessing Mobile Banking Services by customers, which are as follows:

i) SMS Based Mobile banking: The customer can send small messages through (SMS) from the mobile phone for getting the details of their bank account.

ii) Menu-based Mobile banking: HDFC bank, mobile banking services are access to Menu-based, Mobile banking customers can make use of Airtel’s and BSNL’s value added services. Customers should simply visit Airtel’s live or BSNL’s services and download the user-friendly menu under mobile banking in his/her SIM card. The HDFC Bank provides the following services through Mobile Banking to their customers:

a) Customers can get balance details of their accounts.

b) Obtain the details of last three transactions.

c) Stop cheque Payment

d) Enquire cheque status

e) Request for an account statement

f) Get fixed deposit details

g) Alert to customer for bill payments.

Mobile Banking works through a set of text messages (SMS). With SMS, customer can perform a wide range of query-based transaction as text message and send it on to the number 5676712 provided by the bank. The customer can get the response in the form of text massage on his/her mobile phone screen within a few second.

b) Insta Alerts: ‘Insta Alerts’ is one of the E-banking services provided by the bank to its customers. Through this service every transaction of the account is intimated to the customer, through mobile phone or e-mail. For accessing this service, customer has to register. “The customer can register for any or all of the following alerts:
a) Debit transactions greater than Rs. 5,000/-, Rs. 10,000/-, Rs. 20,000/- and Rs. 50,000/-
b) Credit transactions greater than Rs. 5,000/-, Rs. 10,000/-, Rs. 20,000/- and Rs. 50,000/-
c) Account balance below Rs. 5,000/-, Rs. 10,000/-, Rs. 20,000/- and Rs. 50,000/-
d) Weekly account balance
e) Salary credit
f) Utility bill payment due Alert”[16]

4) HDFC Phone Banking:
HDFC Bank provides the phone banking services to its customers. In phone banking after dialing the number, a voice prompt guides the customer through the various transactions. The Customer can directly talk to a phone banker who provides the information of the query of customer. “The customer can access the following services through phone banking:
a) Balance enquiry: Customer can ask the current available balance of the saving or current accounts.
b) Enquire on cheque status: Customer can use phone banking to check on the status of cheque issued or deposited from anywhere in India.
c) Order a cheque book/ account statement: Just call on phone banking and customer can get cheque or latest account statement delivered at doorstep.
d) Stop payment: Customer can intimate the bank of stop payment of a single cheque or a series of cheques, 24 hours a day.
e) Open or enquiry of fixed deposit: The customer can make an enquiry or open a fixed deposit”[17]

5) Internet Banking:
HDFC bank provides free Non-banking services to its customers. “The features of these services are as follows:
i) Non-financial Transactions (only accessing)
ii) Financial Transactions (online banking)”[18]
i) Non-financial Transactions (only accessing): Bank provides the non-financial transactions through internet banking. These services are:
a) Account balance/Account status Inquiry: The customer can check the latest account balance or view the transactions for specific period without any charge.
b) Update mailing address: There is a facility of updates mailing address online through Net Banking.
c) Free stop payment request: Customer can request for a stop payment on a cheque or series of cheques, on the net, by just entering the cheque number or numbers.
d) Cheque status Inquiry: through net banking the customer can view the status of a specific cheque issued on any of the customers’ accounts.
e) Cheque book request: customer can request for a new cheque book on the net and it will be received through courier.
f) FD inquiry: Customer can make the fixed deposit inquiry or a TD (term deposit) inquiry through net banking.
g) Demate on net: The customer can access demate account on the net, and check account holding as well as company-wise transactions. The customer needs to register separately for this service.
h) Customer support: Customer can use net banking facility to communicate with the bank for clarification and customer feedback.
i) Insta Alerts online: At any time the customer can register online and get these services through mobile banking or e-mail.

ii) Financial Transactions (online banking): Bank provides the financial transactions through internet banking. These services are:
a) Fund Transfer: - Customer can transfer funds between the accounts, in different branches or cities. There is also a facility of transfer of funds to another person having an HDFC bank account, at anytime, anywhere using “third party funds transfer” option.
b) Demand draft: - Customer can request for DD at a ‘preferred rate’ without coming to the bank and have it couriered to customer to their mailing address. DD will be issued only at locations where the bank has a branch or an arrangement with a correspondent bank.
c) New FD request: Customer can open the fixed deposit through online banking.
d) HDFC bank credit card payment: The customer can pay HDFC bank credit card bill through online banking.

e) Bill Pay: The customer can register for bill pay and enjoy the ease and convenience of paying bills like LIC premium, electricity, telephone and mobile bills on the net.

f) Third-Party Transfer: Online third-party transfer facility allows instant transfer of funds to any person, who is having an account in HDFC bank at anytime and anywhere. For accessing this transfer facility the customer has to separately register for it.

g) Use direct Pay to shop online: HDFC Bank ‘Direct pay’ is an online payment option, exclusively for Net Banking users. With ‘Direct Pay’, customer customer use bank account to make online purchasing in a safe and secure environment. There are many ‘Direct pay’ sites to pay for purchases. The popular sites are rediff.com, sify.com, fabmall.com, VSNL.com, myvalueshop.com etc. The myvalueshop.com is a shopping site launched by eshakti.com, exclusively for HDFC Bank customers. Customer can get 30% off on top selling brands. Customer will register for Net Banking and log on to myvalueshop.com. It is a convenient method of shopping without visiting to any shop physically.

8.4. IDBI Bank

As one of India’s largest banks, IDBI has played a significant role in the country’s Industrial and economic progress, for over 40 years. First as a Development Financial Institutions, and now as full-fledged commercial bank. Reaching out to millions of Indian through an array of corporate and retail products and services. IDBI (Industrial Development Bank of India), was established under an Act of parliament as a subsidiary of Reserve Bank of India in July 1964. After passing of one decade, in February 1976, the ownership of IDBI was transferred to government of India. In January 1992, IDBI accessed domestic retail debt market for the first time with innovative deep discount bond and registered path-breaking success. In December 1993, IDBI set up IDBI capital market services Ltd, as a wholly owned subsidiary to offer broad range financial services, including Bond Trading, Client Asset Management and Depository Services. In September 1994, in
response to RBI’s policy of opening up domestic banking sector to private participation, IDBI in association with SIDBI set up IDBI Bank Ltd. Today, IDBI Bank has network of 161 branches, 369 ATMs, and Extension counters spread over 95 cities.

8.4.1 E-Banking Services of IDBI Bank: The IDBI Bank also provides the e-banking service to the customer like:

1) ATM/ Card Products & Services
2) Mobile / SMS Banking
3) Phone Banking
4) RBI EFT
5) Internet Banking
6) Account Alerts

1) ATM/ CARD Products & Services:
The IDBI bank provides various types of ATM / card products and services. “These are as follows:

i) International Debit-cum-ATM Card
ii) Gold Debit card
iii) IDBI Gift Card
iv) World Currency Card
v) IDBI BANK Cash Card
vi) Crop Loan with Kisan Credit Card”[19]

i) International Debit-cum-ATM Card: IDBI bank designs the card which is usable in India as well as anywhere in the world. The new way of accessing the account is with the IDBI International debit-cum-ATM Card.
This card enables customer to access their IDBI account from anywhere money in the world, anytime of the day or night. This card is not only used for withdrawal of money from ATM but also empowers shop, dine and travel without the worry of carrying cash, with all the time. The benefits of this card are a) loyalty points with great rewards, b) Enhance access to over 10 lakh ATMs and 14 million establishments worldwide, c) Promotional programs with exciting prizes and d) zero lost card liability insurance.

ii) Gold Debit card: The IDBI Bank presents another revolutionary card product i.e. the Gold Debit Card. This card is used for not only withdrawal of the cash and make purchases through card, but also avail a host of services and facilities lets make to perform banking transaction, simple and enjoyable.

The main features are that, this card can be used to transact at IDBI ATMs and 20,000 VISA/Plus ATMs in India and for making purchases at 3.24 lakhs visa locations. The Gold Debit Card can also be used abroad to make purchases at 14 million merchant locations and with draw local currency at 10 lacks visa/plus ATMs. The card holder can avail the benefits of a) Petrol surcharge waiver of 2.5% at all petrol pumps. Surcharge will be waived only for transactions with a value between Rs.400 and Rs.2000, b) Insurance cover- in addition to insurance cover for lost/stolen cards, there are some other benefits also, like: PA (personal accident) cover of Rs. 5 lakhs, loan of checked baggage of Rs. 50,000, purchase protection of Rs. 20,000 and fire and burglary for household contents of Rs. 50,000. c) Customer can withdraw cash up to Rs. 75,000 and make purchases worth Rs. 75,000 in a day.
iii) **IDBI Gift Card**: The IDBI Bank presented the new card as IDBI Gift Card which can be used for every occasion like birthday, weddings, anniversaries, festivals or achievements. This card gives special freedom to choose gifts from the favourite store across India.

There are 3.24 lakh merchants established in all over India that accept visa cards. The main feature of this card is: no hassles of opening an account, instant card, sold over the counter, accepted at over 3.24 lakh shops that accept visa cards across India, pre-wrapped and ready to gifting etc.

iv) **World Currency Card**: The world currency card is a prepaid multi currency card that provides customer sort of convenience in making purchases and withdraw cash while travelling almost anywhere abroad. The card dose away with the inconvenience of carrying traveler’s cheques, it is much safer than carrying the foreign currency and is more economical than credit cards. The powerful features of the card offers great deal on air tickets, holiday packages, and insurance package to take care of all the travel needs. The IDBI world currency allows the customer to make purchases and withdraw cash in the local currency all over the world.

v) **IDBI Bank Cash Card**: IDBI bank brings for the corporate sector an easy solution for their employees for salary disbursement and other reimbursements- the IDBI Bank Cash Card. The corporate sector opting for IDBI bank cash card, can give this card to its employees for getting their salary disbursed and the employees are not required to open an account with the bank for this.
The IDBI bank cash card allows the corporate employees to use this card to make purchases at merchant establishment in India and it can also be used to withdraw cash from IDBI ATMs & all shared network ATMS in India. The main features of are: a) Visa Flag card- can be used to make purchases over 3.24 lakhs merchant establishment in India. It can also be used to withdraw cash from 531 IDBI ATMS and over 20000 visa/plus ATMS in India. b) This can be used more than once. The card can be used to make repeated purchases/ withdrawals till the specified value on the card has been spent. c) This card is available to IDBI & non IDBI corporate. d) This card can be loaded for any amount up to Rs. 25000/- per card per month as per the instructions from the corporate. e) This card is valid for a period of 2 years from the date of issue.

vi) Crop loan with Kisan Credit card: IDBI Bank provides the credit card facilities of Indian farmers through ‘CROP LOAN WITH KISAN CREDIT CARD’. The benefit of this card is, credit to farmers/ group of farmers for crop loan, working capital or investment credit for viable agriculture purpose. All farmers/ owner cultivates, tenant cultivators and share croppers/ individual farmers are eligible for loan and card. This card would be valid for five years, and working capital components have to be renewed annually.

2) Mobile/SMS Banking:
In today’s busy life, it is impossible to frequently visit the bank for performing small transactions. For understanding the problems of customer, IDBI bank had launched the Mobile or SMS banking service. The SMS banking initiatives permit customer to access his/her bank account and carry out various banking transactions
and inquires. There is no need for the customer to visit the bank every time. There are two ways to access the mobile banking facility:

**a) Non-WAP Enabled Mobile phone:** Non-WAP enable mobile phone helps customers use “SMS facility and conduct the following operations using the messaging services of their service provider:

i) Balance enquiry
ii) Last three transactions
iii) Cheque payment status
iv) Cheque book
v) Statement request
vi) Demat- free balance holding
vii) Demat – last two transactions
viii) Bill payment”

**b) WAP Enabled Mobile phones:** The WAP enable mobile phone helps customers to have interactive banking with the bank. For example, If the customer withdrawn cash during travel, through mobile phone, the customer can get the information about the nearest IDBI branch and its phone number. Transactions using WAP-WTLS compliant (meaning customer have the comfort of transacting at the highest level of security standard available internationally).

For accessing mobile or SMS banking services, the customer has to register personally in bank or through online.

**3) Phone banking:**

The phone banking is one of the technology oriented service provided by IDBI bank. IDBI’s phone banking service enables customer to access authentic, instantaneous information about their account balances and transactions. The service is available free of cost round the clock, 365 days a year. Customer can access the different services through phone banking facility of the bank. Banks provide a 4-digit TIN (telephone identification number) to its customers for using this service. Such services are:

i) Account related Services : The account related information is updated balance enquiry, balance as on date, last five transitions, statement of account by fax, e-mail
or post, Request for cheque book, funds in clearing, bills payment details, stop payment cheques, open a fixed deposit by debiting the account etc.

ii) Demat Account related Services: The demat Account related services are Detail of demat account, Holding details in ascending or descending order, holding statement by fax, mail or email, last five transaction, transactions statement by fax, billing details by fax.

iii) Information about the loan account: The information about the loan account is its last five transactions, request for account statement, request for provisional certificate etc.

iv) Product Information: the product information such as, foreign exchange rates, deposit rates, NRE and FCNR interest rates, deposit rates by fax etc.

v) Other services: The other services access through phone banking are change of TIN (telephone identification number), General information about the bank, and call transfer to officer on request during office hours, voice mail facility etc.

Security: Phone Banking is totally secure. There is a TIN (telephone identification number) which is known only to the customer, such TIN is useful for the customer in accessing the account. Customer can change it at any time. Phone banking keeps the customers transactions private and safe.

4) RBI EFT:

IDBI Bank provides the Electronic Fund Transfer facility to its customers. Through this facility, the customer can transfer funds to his/her near and dear ones. “Customer can transfer funds from his account to:

i) Another IDBI bank account belonging to others.

ii) A bank account of any other person having an account with IDBI branch.

iii) Any bank account of any other person in over 8,000 branches’ of any bank within 14 cities (Mumbai, Delhi, Calcutta, Chennai, Bangalore, Ahmadabad., Kanpur, Hyderabad, Jaipur, Nagpur, Chandigarh, Patna, Bhubaneswar, Thiruvananthapuram)”[21] A fee of Rs. 15/- per transaction is charged for using this facility.

Features of EFT: The main feature of this service is easy regular transfer service. Customer can set up one–time standing instructions for fund transfers that he/she
do on a periodic basis. The customer has to enter the recipient’s detail for the regular payments. For fund transfers to another bank’s account, amounts will be credited to the beneficiary’s account within three days. This service is available to IDBI account holders (savings, current, fixed deposit accounts). In future, bank will provide this service to Demat account holders too. It is also available to proprietors of firm. For accessing this service, customer has to register in bank or download the registration form through Internet.

5) Internet Banking:
In today’s digital world, Internet banking assumes a special significance. Realising that the default access to customers banking information in the near future would be only through the Internet, IDBI bank has made available to its customers a globally benchmarked Internet banking facility. With IDBI Internet Banking, Bank travels with its customers around the world and there is on-line, real-time access for the accounts. The IDBI Bank provides security of the highest nature and complete privacy protection. There is completely secure environment, using 128-bit SSL (Secure Sockets Layer), digitally certified by Verisign. 128-bit SSL guarantees world-class security for Internet and e-commerce applications. There are many services that are available through Internet banking. To avail these services, is very simple. Bank provides the Internet Banking User ID and Internet Banking password to its customers for accessing the net banking services.

Features of Internet banking: For accessing the net banking, he customer has to log on www.idbibank.com, to view the account information and carry out transactions over the Internet. The products and services that are available on Internet banking are as follows:

i) Account Information:
a) Account balance
b) Account enquiry and status
c) Transaction tracking and history
d) Installments and fund flow details
e) Statements
f) Cheque Status
ii) **Demat Account Information:**

a) Account details displays the name, correspondence address, account number and bank account numbers associated with the account.

b) Holding statements displays the list of demat scrip with ISIN code, scrip name, and balance.

c) Statement of Transaction lists the transaction for a period, with details of security and balance.

d) Billing statement details the charges for respective transactions.

iii) **Online Instructions and Requests:**

a) Cheque book

b) Stop payment

c) FD Renewal

iv) **Customer Service:**

a) Mail/ Messages

b) Alerts

c) Customized features

i) Change of lignin and transaction password

ii) Creation of nicknames for accounts

iii) Data and amount format choices

v) **Online Payment Services:**

Internet Banking offers online payment facility linked with merchant websites/e-shops serving as a payment gateway. The Bank offers this facility to any agency requiring online payment services such as online shopping malls, online share trading agency, online mutual funds or registering/subscribing for internet connection with ISP.

vi) **Charges in Accessing Internet banking:** Presently all services under Internet Banking are free of cost except for the following:

a) Funds Transfer to another Bank (RBI EFT): Rs. 15 per transactions.

b) Visa Card to card transfer: Rs. 15 per transaction.

c) Online Railway ticket booking: Rs. 10 per ticket.
6) Account Alerts:
This service of IDBI Bank, intimates the customers about their financial transactions like salary credited, cheque gets cleared, pay cheque to get credited, MTNL bills have been paid etc. Through these services, the customer’s bank account transaction information is delivered automatically. The customer has no need to visit the bank branch or ATM to check routine things like account balances, cheque clearance, verification of ATM transaction, bill payment verification etc., account Alerts allows customer to monitor any type of activity of these accounts, and be notified by e-mail or cell phone SMS as and when they are executed.

8.5. Yes Bank:
“YES BANK Limited is a private sector bank promoted by Mr. Ashok Kapur (Non-Executive Chairman) and Mr. Rana Kapoor (Managing Director & CEO). YES BANK Limited is a publicly held bank engaged in providing a wide range of banking and financial services. YES BANK Limited is a banking company governed by the Banking Regulation Act, 1949. The Bank was incorporated as a limited company under the Companies Act, 1956 on November 21, 2003 with its registered office at 9th floor, discovery of India Building, Nehru Centre, Dr. A.B. Road, Worli Mumbai 400 018. The Bank received the license to commence banking operations from the Reserve bank of India (RBI) on May 24, 2004 and further it was included to the second schedule of the Reserve Bank of India Act, 1934, with effect from August 21, 2004. The YES BANK aims at providing excellent services to its customers regardless of whether they are in one of the branches or far from them. Direct banking has enabled comprehensive 24/7 access to all customers across various channels like Internet, Mobile, ATM, Phone and Debit card. Branded ‘YES TOUCH’, these services were setup in record time, using the latest technology.”[22]

8.5.1. E-Banking in Yes Bank:
The YES Bank’s e-banking services are designed to suit the customer’s needs. The banks technology-enabled banking services provide customer 24 hour access to their accounts, not only in India but also anywhere in the world. Therefore these services are:
1) 24 hour ATM Access
2) Card
3) Mobile Banking
4) Internet banking

1) 24 hour ATM Access:
The Customer can access ‘YES BANK’, ATM (Automated Teller Machine) for a host of banking services, including cash withdraw and deposits, at any time of the day or night. This is an ‘any time’ banking service and customers can access their accounts at all times. There are 21,000 ATMs all over the India. The procedure for accessing this service, is to just insert ATM cum Debit card into the ATM card slot, enter PIN ‘four digits’ personal Identification Number and user-friendly ATM screen will guide the user for various services.

Features of ‘YES BANK’ ATM Machine and Services:
i) Easy Cash Withdraw: YES BANK ATM provides the easy cash withdraw services to its customers. The customer can select from the option displayed or enter the amount you like to withdraw, the ATM will dispense notes in denominations of Rs. 500/- and Rs. 100/-.

ii) Easy Enquiries: The customer can enquire about the latest available account balance and it also gives the details of previous ten transactions from the account, which is linked with customers debit card.

iii) Easy Transactions: Transfer fund, request for statements and cheque book, issue or stop payment, information about the lost/stolen cheques etc are the services that can be performed, through 24-hour ATM services.

iv) Easy PIN Change: Through this service, the customer can change their existing four digits PIN (personal identification Number) frequently to maintain confidentiality.

v) Easy Access: - The partnership with ‘Master Card’ ensures that the customer can withdraw funds or check account balance at any ATM displaying the MasterCard, Maestro or Cirrus logos on the door of ATM machine room.

vi) Secure Access: All the ATM’s of YES Bank are manned or have electronic surveillance mechanisms to help the customer to make transact securely.
2) YES Bank Cards:
‘YES Bank’ “International gold and silver debit cards are offered in partnership with MasterCard International. The Customer can access over 21,000 ATMs Affiliated to MasterCard, National Financial Switch & Cash Tree networks in India and over 1.25 million ATMs associated to Master Card globally.”[23]

i) International Gold Debit Card:
The YES Bank’s unique International Gold Debit card provides the recognition and flexibility to the customer to carry their account every time with them. Launched in partnership with MasterCard International, this global card gives unparalleled access to withdraw cash from innumerable ATMs, and can be used to make cash less purchases in millions of establishments worldwide to their customers.
Therefore the unique advantages and usage of this card are:

a) The YES Bank International Gold Debit Card is the first Indian debit card to offer 0% surcharge on petrol purchase transactions at any petrol pump. It can provide instant savings of up to 2.5% of the value of all petroleum transactions.
b) The customer can withdraw cash up to Rs. 50,000/- a day from any ATM displaying the Maestro, Cirrus, MasterCard logos worldwide.
c) The daily purchase limit is of Rs. 50,000/- from any merchant establishment displaying the MasterCard logo.
d) There is a special offer to their customers on travel, lifestyle and fine dining etc.
f) There is an Instant updation of customers account’s transaction so that they can be manages their money in better way.
g) International transactions are always reflected in Indian Rupees.

ii) International Silver Debit Card:
The International Silver Debit card, not only allows conducting the ATM transactions like balance enquires and cash withdrawals at all MasterCard, Maestro and Cirrus ATMs but also provides with easy access to supermarkets, shopping malls and outlets, restaurants and many more merchant establishments across the world. The advantages and usage of this card are:
a) The daily cash withdraw limit of Rs. 15,000 and it is usable from any ATM displaying the Maestro, Cirrus, MasterCard logos worldwide.
b) The customer can purchase Rs. 25,000 from any merchant establishment displaying a MasterCard logo.
c) There is a special offer on travel, lifestyle and fine dining. The customer can also refer their bank statements for regular updates on the latest offers from the selected partners (Maestro, Cirrus, and MasterCard).
d) Instant updation in the account is also possible International transactions are always reflected in Indian Rupees.

**Some common Benefits and Features:**

a) Daily cash withdrawal limit is increased to INR 75,000 on Gold and INR 25,000 on Silver debit cards.
b) Daily purchase limit is also increased to INR 75,000 on Gold and INR 25,000 on Silver debit cards from any merchant establishment displaying the MasterCard logo.
c) Personal Accident Insurance, up to INR 200,000, on Gold and up to INR 100,000 on Silver Debit Card.
d) Purchase Protection Insurance up to INR 50,000 on Gold Card and up to INR 25,000 on Silver Card. All purchases will be indemnified against any damage caused by fire, burglary and or theft up to 90 days from the date of purchase.
e) Lost Card Liability Protection, the YES BANK debit card is safer than cash. If card is lost and haven’t made a purchase transaction, the customer doesn’t need to pay for it. The customer is safe for transactions made on their debit cards up to 7 days prior to reporting the loss to YES BANK. However, for the safety the customer has to report the loss immediately. This insurance is valid for all transactions made at merchant outlets without the use of PIN. This facility does not cover cash withdrawal transactions at ATMs.

**3) Mobile Banking:**

This cutting edge technology allows the customer to access a single number for all their Mobile Banking requirements. Through this service customer can get the information about his account actives. For all Mobile Banking requests, the
customer has to send the SMS to the bank on the number in text format: + (91) 9840909000 and unique Customer ID must be mentioned in all communication.

**Advantages:**

a) Easy Registration: for accessing this service the customer has to register, by sending one SMS to bank i.e. YESREG CUSTID to number 9840909000. There is no manual registration for this service.

b) Comprehensive Range of services: The Bank’s Mobile Banking facility provides customers with an exhaustive range of services in an easy way are given below:

<table>
<thead>
<tr>
<th>Description</th>
<th>SMS Keyword</th>
<th>Example (Custid : 1234)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Registration</td>
<td>YESREG</td>
<td>YESREG 1234</td>
</tr>
<tr>
<td>Account Balance Inquiry</td>
<td>YESBAL</td>
<td>YESBAL 1234</td>
</tr>
<tr>
<td>Last 5 transactions in the account</td>
<td>YESTXN</td>
<td>YESTXN 1234</td>
</tr>
<tr>
<td>Cheque Status Inquiry</td>
<td>YESCST</td>
<td>YESCST 1234 cheque number</td>
</tr>
<tr>
<td>Stop Cheque Request</td>
<td>YESSTP</td>
<td>YESSTP 1234 cheque number</td>
</tr>
<tr>
<td>Chequebook Request</td>
<td>YESCHQ</td>
<td>YESCHQ 1234</td>
</tr>
<tr>
<td>Details of fixed deposits linked to the account</td>
<td>YESFDQ</td>
<td>YESFDQ 1234</td>
</tr>
<tr>
<td>Request for an account statement</td>
<td>YESSTM</td>
<td>YESSTM 1234</td>
</tr>
<tr>
<td>List of all the above supported Requests</td>
<td>YESHLP</td>
<td>YESHLP 1234</td>
</tr>
</tbody>
</table>

(Table 5: Yes banks mobile banking requests)
(Source: YESBANK-YESTOUCH-Mobile Banking.htm)

**Mobile Banking Payment solution:**

Day by day technology keeps progressing and the bank’s mission is to build the World’s Best Quality Bank in India, is supported by the core commitment of a "Superior Service Experience" under which it has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions. Therefore, in partnership with Obopay Mobile Technology India Pvt. Ltd., this is a unique Mobile Payment Solution. This special solution enables customer to 'Send Money', 'Get Money 'and 'Spend Money', or even review the account activity. All in real time, that too, from any of the 240 plus million mobile phones in India. One instant message is all it takes to send money by customer to their nearest and dearest on special occasions, immediate and secure the YES BANK OBOPAY Mobile Payment Solution allows for a confirmation once the payment has been made and is one of the most economical modes of remittances. It's one of the fastest and most convenient ways to take care of business when customer are on the go and simply great for
unforeseen situations. The customer can easily transform his mobile phone into own VIRTUAL WALLET, to use it at anytime and anywhere.

**Mobile Alerts:**
The following alerts are available through mobile banking:
a) Debit Alert: The bank informs customer about any debit (above a particular limit) to his account.
b) Credit Alert: The bank informs customers about any credits (above a particular limit) to their account.
c) Balance Alert: The bank informs customer about account balance at regular intervals i.e. daily/weekly/monthly.
d) Salary Credit Alert: The bank informs the customer when salary is credited to the account.
e) Overdraft Alert: The bank informs the customer when the account balance gets overdrawn.

**4) Internet Banking:**
‘YES BANK’ provides the Internet facility to its customers. The unique advantages to Internet banking are:
a) Provision of Access through Key: For accessing the Internet facility, the customer has to log on the bank’s website, selecting Internet Banking services and enter the customer ID key and debit card PIN. After completing the procedure the online banking services are activated and customer can easily access it.
b) Secure Technology: For the first time in India, YES Bank’s Two Factor Authorization allow for “One Time Password” for Internet Banking transactions authentication to be delivered via SMS on the Mobile Phone. This Password enhances the Internet Banking security and allows customer the freedom of banking without remembering multiple passwords.
c) Instant Payment Solution: The Real Time Gross Settlement (RTGS) Payment and Electronic Funds Transfer (EFT) facilities all the customers to transfer funds to own or third party accounts instantly. The customer can also request for multiple Demand Drafts at various locations and set up standing instructions to execute routine payments form the account.
d) 128 bit SSL Encryption: The bank has used a high level of encryption stand for all Internet transactions and ensures that the information exchanged between customer and bank is completely secure.

e) Verisign Certification: The Internet Banking services are certified by Verisign as a Verisign secure site.

**Services and features:**
The Internet Banking of the ‘YES BANK’ provides the various services are:
a) Easy View: The customer can view real-time balances, transactions and related details of his account.
b) Easy Transact: Customer can open a Fixed Deposit Account through online, Stop payments of cheques or request for a cheque book online.
c) YES Alerts: Bank sends the account transactions details of customers through e-mail or SMS.

**8.6. Axis Bank:**
AXIS Bank India, which is the new name of UTI bank, the first bank begins operations a new private bank in 1994 after the Government of India allowed new private banks to be established. AXIS Bank was jointly promoted by the administrator of the specified undertaking of the Unit Trust of India (UTI), Life Insurance Corporation of India (LIC) and General Insurance Corporation Ltd. It is also associated with, National Insurance Company Ltd, the New India Assurance Company, the Oriental Insurance Corporation and United Insurance Company Ltd. “The bank was renamed on 30th July 2007. AXIS Bank India today is capitalized with Rs. 282.65 crores with 57.05% public holding, other than promoters. It has more than 574 branch offices and extension counter in the country with over 2428 AXIS Bank ATM proving to be one of the largest ATM networks in the country”[24] AXIS Bank performing the retail as well as corporate banking services and had over more than 60 lakhs Debit Cards holders all over the India.
8.6.2. Axis bank (UTI) - Internet connects I-Connect Net Banking Payment option on CCAvenue:

CCAvenue S/W Company established in the year 2001 and head quartered in Mumbai. It provides turnkey e-commerce solutions to hundreds of e-merchants across India and preferred Indian Payment-processing services for e-commerce, providing server-based payments solutions; enabling merchants to process secure transactions in real time, 24 hours a day. The company’s services are powered by proprietary technology that integrated online payment processing, fraud control, financial reporting and tracking. CCAvenue’s payment solutions process credit cards and net-banking transactions and work with any business model, including internet call centers and retail. The company has also formed strategic alliances with leading financial institutions and technology partners to deliver the most comprehensive online authorization and processing services available to Indian e-merchants. “On July 2, 2002, AXIS Bank (UTI) provided iconnect Net Banking services for buying goods and services of hundreds of CCAvenue’s appointed merchant’s sites and pay directly through UTI I-connect net banking accounts. This is because of UTI was tie-up with ccAvenue.com, India’s first neutral online payment gateway. CCAvenue.com currently offers integrated payment gateway services of leading financial institutions like HDFC Bank, Amex, and accepts credit payments through the most respected international brands such as Amex, MasterCard, Diners and Visa cards. CCAvenue is a unique service, that it is India’s first online payment gateway that conducts the entire transactions in Rupees.”[25]

8.6.3. E-banking in AXIS Bank:

AXIS Bank is one of the few banks in India which has built up a fully integrated centralized banking architecture to offer e-banking products and services i.e. anywhere, anytime banking. The Internet is an increasingly indispensable medium of communication and commerce, therefore the bank has provided various banking services through this medium. This time Internet Banking module, and i-connect, allows the customer to view all their accounts, details of daily transactions, fund transfers etc. bank provides the facilities for bills payments, NRI Services, online shopping etc. Banks provides the various types of cards to its customer for
fulfilling their financial requirements. Therefore as per the versatile features of
bank, the main E-banking services provided by the bank are as follows:

1) ATM
2) Cards products and Services
3) Mobile banking
4) Tele banking
5) Fund Transfer
6) Internet/online banking

1) ATM:
The AXIS bank’s ATM is one of the Electronic Banking Services, ensuring ease of
conducting both banking and non-banking transactions, without having to visit the
branch. There is a wide network of over 3595 ATMs providing 24 hrs a day
banking services to its customers. This is one of the large ATM networks in the
country. The AXIS bank’s ATM provides various facilities like Balance enquiry,
Cash withdraw with MasterCard and VISA cards, PIN Change, Mini Statement
with last seven transactions, VISA money transfer, money transfer between linked
accounts, request for a new cheque book, Pre-paid mobile recharge, Mutual fund
payments i.e. purchase or redeem units of any UTI MF scheme without filling any
forms or writing cheques and Insurance premium payments, Register for SMS
banking/ NETSECURE.

2) Cards products & services:
“The AXIS bank provides the various types of cards products and services to their
customer for fulfilling their requirements. The few are:

i) Debit Card
ii) Business Gold Debit Card
iii) Gold Debit Card
iv) Gold Plus Debit Card
v) Priority Debit Card”[26]
i) **Debit Card:** In the busy life, it necessitates that, we have to access to our money anytime and anywhere.

The Axis Bank International Debit card addresses this need. A deposit access program, the Debit Card redefines convenience. Apart from being an ATM (Automated Teller machine) card, used for withdrawing cash, it also enables customer to shop and make cashless purchases. This card is used to make payments at shops, department stores, restaurants, petrol pumps and many more outlets in India and overseas. The Axis Bank Debit Card is a VISA Electron Card and is accepted at VISA and VISA plus ATMs worldwide, and all the merchant establishments using electronic terminals and displaying the VISA Electron Sign.

ii) **Business Gold Debit Card:** The Business Gold Debit Card is an effort from Axis Bank to offer its customers the best deals possible through a debit card.

This card is specially designed for the business class people, having the current account in the bank. The benefits of Axis Bank Business Gold Debit Card are: Instant identification, flexibility of usage, worldwide reach, zero petrol surcharge,
special offers and discounts on card usage, reward program, Additional safety and enhanced insurance, Enhance limits for cash withdrawal, 24-hour customer service, and customer service contact.

iii) **Gold Debit Card:** Axis Bank’s Gold Debit Card is more than a debit card. It comes with a host of enhanced benefits and exclusive reward program.

Therefore the exclusive benefits of this card are: flexibility of usage, worldwide reach, reward program, zero petrol surcharge, special offers and discounts at merchant establishments on card usage, additional safety and enhanced insurance, Enhanced limits for cash withdrawal, 24-hour emergency helpline and customer service contact.

iv) **Gold Plus Debit Card:** The Golden plus Debit Card is an effort from Axis Bank to offer customers the best value possible through a debit card. This card is specifically provided to the saving account holders.

The benefits of this card are: Instant identification, flexibility of usage, worldwide reach, zero petrol surcharge, special offers and discounts on card usage, reward
program, additional safety and enhanced insurance, enhanced limits for cash withdrawal, 24-hour emergency helpline, and customer service contact etc.

v) **Priority Debit Card:** The Priority Banking Debit card is an International Visa Debit card meant exclusively for priority banking customers.

![Priority Debit Card Image]

It comes with a host of enhanced benefits: Free usage at all Visa ATMs, Zero Fuel Surcharge, Instant Identification, higher transaction limits, No Insurance charges, Free Add-on card, Enhanced Insurance coverage, exclusive offers, reward program and 24-hour emergency helpline.

ii) **Credit Cards:** “The Axis bank’s credit cards are presented as below:

i) Gold Credit Card

ii) eshop card

iii) Gift Card

iv) Gold Plus Credit Card

v) Corporate Credit Card” [27]

i) **Gold Credit Card:** Axis Bank presents an exclusive credit card for exclusive people i.e. Gold Credit Card.

![Gold Credit Card Image]
With it customer can access special features and avail the best benefits. Therefore the exclusive benefits of this card are: plus point rewards, eshop card, comprehensive insurance cover, mobile alerts, global acceptance, global emergency assistance, interest free period, revolve facility, balance transfer, cash advance facility, dial a draft, auto debit facility and EMI facility.

ii) eShop Card: Axis Bank presents the eShop Card. A virtual credit card that allows customer to shop online securely without divulging their credit card details.

For online shopping the customer has to register once with their AXIS Bank Credit Card details, accept the terms and conditions and add personal details to get a unique login and password. Next, the customer has to specify the amount to shop with eshop card. It should be within the available limit of Axis bank credit card and customer has to logon to start shopping. The eshop card can be used for online purchasing only.

iii) Gift Card: The Axis Bank gift card is especially present for to gift to dearest and suit for gifts of all purposes.
This card will be gifted on any festivals or any occasions etc., it is the perfect gift. The main features of this card are:
a) Aesthetic design: The Axis Bank gift Card comes in a unique Gift wrap shape thus making it more adorable as gift.
b) Denomination: Load any amount between Rs. 1000 up to a maximum limit of Rs. 50,000.
c) Simple to use: It works in the same way as a Debit Card for purchase transactions at merchant outlets including hotels, restaurants, shops etc.
d) Balance Enquiry: Axis bank provides the facility of Balance enquiry on the Gift card through our Telebanking facility.
e) Redemption of unutilized Balance: Redeem any unutilized balance within three months of the expiry of the card form any of the Axis bank branch.

The Axis Bank Gift Card is a VISA electron Signature based card, which signifies the widest acceptance. It is accepted at over 4,00,000 VISA enables merchant outlets across the country.


There are multiple benefits to the customer for using this card. These befits are:
a) Holiday voucher worth Rs. 2000 or hotel voucher worth Rs. 1000.
b) Shopping voucher worth Rs. 1000 from Deals4all.
c) Two travel vouchers worth Rs. 250 each from www.akbartravelsonline.com
d) 50% guaranteed discounts on hotels
e) Petrol surcharge waiver
Other Gold plus credit card benefits are: Plus point rewards, eshop card, comprehensive insurance cover, mobile alerts, global acceptance, global emergency assistance, balance transfer, cash advance facility, dial a draft, auto debit facility and EMI facility.

v) Corporate Credit Card: Axis bank’s corporate card offers the best travel and expense management solution to corporate with global acceptance and customized solutions powered by VISA.

Axis bank Corporate Card comes with two liability options: a) corporate Liability and b) Individual Liability. The corporate liability is an effective way of managing travel policies and negotiating preferential terms with key suppliers. These cards are issued after credit assessment of the corporate, who in turn defines the limit of individual cards. The corporate bears the liability for the entire outstanding amount on the cards.

3) Mobile Banking:
Mobile banking is one of the electronic banking services, frequently used by the banks customer. This is anywhere, any time banking. Therefore, the benefits of this service is safety, convenience, time saving, updates, accessibility etc.

Charges for the services:
A flat fee of Rs.120 (plus taxes) would be charged for the financial year and a fee for trial period is offered to every first time registration.

Features of Mobile Banking:
“Axis Bank’s mobile banking service provides the information in two ways:
i) Automatic Alerts

Through this service the debit or credit transactions of above Rs. 5000 are immediately intimated to the customer through alert function of the mobile banking and if the customer register for ‘bill payment’, again through alert function, customer gets informed that his bills are pending for payments.

ii) SMS Request

The customer can also request for any inquiry about the account/banking related through SMS on banks number i.e. 9837000044. The customer can request for: Account balance, last three transactions details, know the status of cheque, request account statement and request security balance in demat account. The customer can register this service through ATM or Axis banks Internet Banking website, iConnect TM and also deactivate this service by sending an SMS to the mobile banking number with the keyword SUSPSMS along with the last three digits of account number.

4) Tele Banking:

The Axis bank provides telebanking and phone banking service to its customers. This service can access through BSNL or MTNL landline with number 1860-425-8888, used anywhere in India and various telephone numbers of its centers across the India.

5) Fund Transfer:

The Customers can transfer funds between accounts across multiple banks through ‘Axis Bank Power Transfer’ services and they have to register on Internet on bank’s website, for accessing the service.

6) Internet / online banking:

AXIS Bank provides Internet banking services to its customers. Using the internet, customer can look-up the status of their account, submit queries and undertake a wide range of transactions.

Features of Internet banking:
i) Online balance inquiry for savings bank accounts, current accounts, term deposits and loan accounts.

ii) Online transaction query- It gives detail of last six transactions of the customers’ account, request for cheque book, fund transfer and bills payments through internet banking services.

The customer can use this service through applying to iconncet facility on Internet of bank’s.

8.7. Bank of Maharashtra:

Bank of Maharashtra is registered on 16th Sept 1935, with an authorized capital of Rs. 10.00 lakh and commenced business on 8th Feb. 1936. Known as a common man’s bank since inception, its initial help to small units has given birth to many of today’s industrial houses. After nationalization in 1969, the bank expanded rapidly. It now has 1421 branches all over India. The bank has the largest network of branches, in the state of Maharashtra. The ability of the banking industry to achieve the socio-economic objectives in the process, bringing more and more customers into its fold will ultimate depends on the satisfaction of the customers. Satisfaction of customers is the foremost factor in developing the banking business. Therefore, in this regard, Bank of Maharashtra is customer friendly bank in India. The Vision statement of the bank is, to be a vibrant, forward looking, techno-savvy, customer centric bank, serving diverse sections of the society, enhancing shareholders’ and employees’ value while moving towards global presence. There is 3M’s of bank i.e. a) Mobilization of Money b) Modernization of Methods and c) Motivation of staff.

The bank wishes to cater all types of needs of the entire family, in the whole country. Its dream is “One Family, On Bank, Bank of Maharashtra”. The Bank attained autonomous status in 1998. It helps in giving more and more services with simplified procedures without intervention of Government. The bank excels in Social Banking, overlooking the profits aspect; it has a good share of priority sector lending 38% of its branches are in rural areas. Bank is the convener of State level bankers committee. Bank offer depository and demat facilities at 131 branches. Bank has a tie up with LIC of India and United India Insurance Company for sale of Insurance policies. All the branches of the bank are fully computerized. The
bank has fine tuned with its services to cater to the needs of the common man and incorporated the latest technology in banking offering a variety of services. In the present age of competition, Bank of Maharashtra also has entered in to the electronic environment. Today bank provides the many electronic banking services to its customers. These services are:

8.7.1. E-Banking Products and Services:
1) ATM /Cards products and service
2) Mobile/ phone banking
3) Internet banking

1) ATM /Cards:
Bank provides the many electronic banking services to its customers, especially ATM services and Card services are given below:

i) “Mahabank” ATM cum Debit Card

ii) Bank of Maharashtra’s Indian Card (Credit card)”[29]

i) “Mahabank” ATM cum Debit Card:
Bank of Maharashtra provides the “Mahabank” ATM cum Debit Card facility to its customers. This is a VISA Debit card and customer has a freedom to access their savings at any Visa accredited merchants established or ATM. This card allows purchasing goods at retails outlets and withdraws cash from ATMS in India and abroad. Some other benefits of this service are:

a) Fast cash withdrawal – cash specifies amounts i.e. Rs. 500 or Rs. 1000 or Rs. 3000 or Rs. 5000 from the primary account.

b) Cash withdrawal – Minimum amount of Rs. 100 and maximum amount of 20,000. The amount must be the multiple of Rs. 100 only. The customer has to select one of the options as per his requirements.

c) Balance inquiry

d) Mini Statement – Details of last 8 statements

e) PIN change

f) Fund transfer with in the same branch and accounts mapped/linked to the ATM card. This is completely safe and secure card for the customer.

ii) Bank of Maharashtra’s Indian Card (credit card):
The ‘INDIA CARD’ is affiliated to master Card international and is acceptable at thousands of member establishments spread all over India and Nepal where MasterCard Logo is displayed. It provides safety and convenience while traveling and shopping. The card is issued for two years with nominal membership fees and automatic renewal facility. The CREDIT CARD holder can enroll family member as add on member at concessional fee. The benefits of this card are : a) a free air travel insurance up to Rs.2.00 lakhs & accident insurance cover (group insurance) up to Rs. 1.00 lakhs is available. Cash withdraw facility up to Rs. 5000/- on two occasions in a month from any of the branch of the bank spread all over India. The card holder can also get the concession in insurance of mediclaim policy of National Insurance Company limited. There is an Insurance against any fraudulent usage on the lost/ stolen card. One time free credit card has been issued to customers having deposits above one lakh. This card is an ideal companion of the customer.

2) Mobile/ Phone banking:
Mobile and phone banking service of the bank enables SMS alerts on pre-defined debit/credit transactions and cheque returns on customers mobile along with information on foreign currency exchange rates, enquiries on account balance/cheque and issuing of cheque book through phone etc.

3) Internet banking:
Bank of Maharashtra is offering ‘Mahaconnect’ Internet banking facility whereby the customer of the bank can use Intent banking facility for various operations. These could range from fund transfer, to e-payments towards income tax, excise and service tax etc. the customer can avail more services like
i) Account Balance Enquiry
ii) Transaction History/ Statement of Account
iii) View of Account details for all types of accounts
iv) Mini Statement
v) Cheque Status Enquiry
vi) Cheque Book Queries
Application of Mahconnect (Internet banking):
Customer can download the application form for Internet Banking from the website bankofmaharashtra.in.or,. There are two types of forms: a) Forms for Retail customers and 2) Forms for corporate customers. After filling and successful processing of the application, the customer get user Id and transaction password. Just login to Mahaconnect and customer can easily access the Internet banking facility.

8.8. DCB (Development Credit Bank):
Development Credit Bank (DCB) is one of the emerging private sector banks in India. Built on 77 years of trust, tradition and togetherness, DCB was converted into a scheduled commercial bank on May 31, 1995, in the wake of India’s economic liberalization. It was only co-operative bank, which successfully crossed over the thrived in the face of change. Under the able guidance of an experienced Board of Directors and the leadership of a dynamic senior management team DCB strategically aims to enhance its reach and spread, while introducing new banking products for its customers. There are over 30,000 ATMs and 80 state-of-the-art branches spread over ten states and two union territories. The Bank has recently launched several value added initiatives and intends to be known as one of the country’s preferred and profitable retail banks. DCB aims to provide a comprehensive suit of best-in-class products for specific market segments in chosen locations. It initiates a liability and select asset product led strategy, through a mix of owned and outsourced products and multi-channel capability. Network of 80 start-of-the-art, customer friendly, and conveniently located branches spread across the states of Maharashtra, Gujarat, Andhra Pradesh, Karnataka, New Delhi, Rajasthan, Goa, Tamil Nadu, Haryana, West Bengal, Union territories of Daman & Diu and Dadra & Nagar Haveli. It has dedicated staff of over 1800. DCB intends to offer an extensive range of products across its branches. Suitable variants of the basic products like savings and current accounts as well as innovative products such as the ‘DCB Trio’ and ‘Easy Business’, keep DCB ahead of the pack. Demat Account and a range of investment products like mutual funds, insurance and bonds, make the product offering complete. Today, in the age of information
technology, DCB provides good class of electronic products and services to its customers like:

**8.8.1. E-Banking in DCB:**
1) ATM/Cards products and services
2) Mobile banking
3) Phone Banking
4) Internet/online banking

1) ATM/Cards:
   i) **International Debit Card:**
   “The DCB Debit Card in association with Visa International is much more flexible than normal ATM card. This card can be used at the time of shopping, in restaurant and traveling etc. Over 26 million merchant establishments accepting Visa Cards worldwide and more than 3 lakhs establishments in India. The customer can use DCB Debit Card to access his account at any DCB ATM for the following transactions: a) Balance enquiry b) Cash/Cheque deposit c) Cash withdrawal d) Print/view Mini Statement e) Fast withdrawal of cash on default account f) PIN change g) Cheque book request h) Statement of account request i) Fund transfer and j) Mobile Recharge. In addition to this, the DCB ATMs, DCB Debit cardholders can also use their card for cash withdraws and balance enquiries at any VISA ATM across the India free of charge and VISA ATMS overseas.”
   ii) **DCB Advantage Credit Card:** “DCB Advantage Credit Cards have been launched in association with ICICI Bank and come with versatile features and benefits offer the customer rewards, convenience and financial freedom.”
This card is absolutely free for life with no annual or renewal fee. This card is usable in shops, restaurants and travel at any MasterCard merchant establishment in India and overseas. The customer can also use this card for cash withdrawals at any of the MasterCard ATMs Worldwide.”[31]

2) **Mobile Banking:**

Mobile banking service is one of the powerful electronic banking services provided to the banks’ customers. It provides the Request and Alerts facility and customer can easily access its account balance, request for statement, request for cheque book, inquiry about cheque issue and clearances etc. Mobile phone banking service available on +91 9821878789 and it will be registered through online.

<table>
<thead>
<tr>
<th>Request</th>
<th>Instructions</th>
<th>Alert Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance enquiry</td>
<td>Type BALANCE followed by branch code</td>
<td>Alert when the user gets registered for Mobile Banking</td>
</tr>
<tr>
<td>Cheque book request</td>
<td>Type CHEQUEBK followed by branch code</td>
<td>Alert for cheque realization (outward clearing)</td>
</tr>
<tr>
<td>Cheque status enquiry</td>
<td>Type STATUS followed by branch code and cheque no.</td>
<td>Alert for cheque realization (Inward clearing)</td>
</tr>
<tr>
<td>Stop payment of cheque</td>
<td>Type STOP followed by branch code and cheque no. to be stopped</td>
<td>Alert for cheque returned (Payment)</td>
</tr>
<tr>
<td>Stop payment of range of cheque</td>
<td>Type STOPRANGE followed by branch code, first cheque no. in series to be stopped, last cheque no. in series to be stopped.</td>
<td>Alert for cheque returned (deposit)</td>
</tr>
<tr>
<td>TD receipt enquiry</td>
<td>Type TD followed by branch code, receipt no.</td>
<td>Alert for TD Maturity</td>
</tr>
<tr>
<td>Loss of ATM card</td>
<td>Type LOSTCARD followed by branch code</td>
<td>Alert when a loan instalment is due</td>
</tr>
<tr>
<td>A/c Statement request</td>
<td>Type STATEMENT followed by branch code</td>
<td>Alert for submission of sock statement</td>
</tr>
<tr>
<td>Help with mobile banking</td>
<td>Type H</td>
<td>Alert on failed standing instructions</td>
</tr>
</tbody>
</table>

(Table 6: - Customer can request for and Alerts can receive)

(Source: [http://www.debl.com/individuals/additional_services/mobile_banking.html](http://www.debl.com/individuals/additional_services/mobile_banking.html))

The above mentioned request & instructions help to get the information about the default account in the DCB branch. In case, if there is more than one account, customer has to type code of services with bank account number to access the services.

3) **Phone Banking:**

The DCB bank provides 24-hours phone banking service to its customer in six languages. The services of phone banking are:
i) Customer can check their account balance
ii) Check transitions and term deposit details.
iii) Request for a cheque book or a statement of account
iv) Get cheque clearance status
v) Stop cheque payments
vi) Report of loss of ATM/Debit card
vii) Request for reissue of Debit card and ATM PIN.
viii) Request for T-PIN (Telephone Personal Identification Number)
ix) Request for Demat holding statement
x) Enquiry about account opening application status
xi) Request for Mobile banking and Internet banking
xii) Request for Internet banking passwords
xiii) Get information about banks products and services

The customer has to register online for access the phone banking service.

4) Internet/online banking:

The bank provides Internet/online banking services to its customer on www.bankonline@dcb, can avail of wide range of banking services i.e. View account balance, print account statement, view transaction history, open or create fixed deposits, renew fixed deposit or set/change maturity instructions, Transfer funds between operative account with DCB, track/schedule fund transfers, inquire about cheque status, inquire about cheque status, inquiry about tax deduction, request for cheque book, request for demand draft, stop payment cheque and send & receive secure messages form the bank. The Resident or Non-resident individual with a saving or current account or a fixed deposit account holder is an eligible customer for this services. With bankonline@dcb customer can carry out all their banking transactions safely and with total secrecy. A multi layered security architecture including firewalls, sophisticated encryption and digital certification from Verisign makes Internet Banking facility safe. DCB uses a 128 bit SSL encryption code which is the highest grade of security standard available for financial transactions on Internet across the world. Customer can access
bankonline@deb with as much ease and confidence as to do a transaction through an ATM or at the branch.

8.9. Bank of Baroda:

On 20th July 1908, Bank of Baroda was established under the rules of companies Act 1897, in a small building at Baroda, by the Maharaja, with a paid up capital of Rs. 10 lakhs. Even during the worst financial disaster, caused by the First World War, during the period 1913 to 1917, when as many as 87 banks closed their shutters, Bank of Baroda survived the turbulence with its clear vision, ethical standards and financial prudence to grow from strength to strength. There were heroes to sustain the development of this bank to its present glory, from ordinary people as customer and the heirs of the Royal family of Baroda. On 19th of July 1969, Bank of Baroda was nationalized by the Government of India along with 13 other commercial banks. Today, Bank of Baroda is one of the most prominent banks in India, having its total assets of Rs. 1, 43,146 crores as on 31st of March 2007. As of March 2007, the bank had total deposits worth Rs.1, 24,915 crores while it had a total number of 2956 branches, located worldwide as on April 2009. Along with a huge network of its branches spread across India, Bank of Baroda has its overseas branches located in 14 other countries, which include Bahamas, Bahrain, Belgium China, Fiji Island, Hong Kong, Singapore, UK, USA Kenya, Tanzania, Australia, Malaysia and Thailand etc. Bank of Baroda had a total workforce of 38,063 employees offering their services to the institution as of September 2006. The bank offers a wide array of customized and specialized services to meet the diverse needs of its customers, and these services have been categorized into Personal banking, Business banking, Corporate banking, International Banking, Treasury Banking and Rural banking Services. “A brief statistics will reveal the magnitude of growth bank of India has achieved today, 50 larges bank in India, total assets over 1,78,000 crores, number of offices and branches 2800, more than 1000 ATMs, notwithstanding affiliates, subsidiaries and delivery channels all over the world.”

Electronically Bank is also rich to provide the innovative products and services to its customers. These are:
8.9.1. E-Banking in Bank of Baroda:

1) ATM/Debit card
2) Credit cards
3) E-Products –Mobile banking/net/online banking
4) ECS
5) Bank of Baroda online banking

1) ATM/Debit card:

Bank of Baroda provides ATM cum Debit card in association with VISA, an electronic product, convenient and payment through ATM. This card is accepted at over 4000 Visa Electron ATMs and 7, 80,000 ATMs world wide. The Card is a 45,000 Point of Sales (POS) in India and around 10 million POS world wide. The card enables the customer to enjoy cash-less purchasing power without the fear of overdrawing the account.

i) The Bank of Baroda International Debit card: “The Bank of Baroda International Debit card is accepted at Visa Electron ATMs in India and 1000000 ATMs worldwide.

The card is also accepted at any 350000 merchant outlets in India and around 29 millions globally. The key benefits of this card are:

a) Take advantage of the most widely accepted card and be able to withdraw from any ATM displaying VISA logo in India and abroad.

b) At VISA Electron merchant shop, it can also serve as a electronic purse, and money gets debited instantly from the account, immediately after the payment.
c) The card allows to get mini-statements from bank of Baroda ATMS, or to check the balance in the account.”[

2) **Credit Cards**: This credit card (BOBCARD) provides financial flexibility, worldwide acceptance and round the clock convenience at the minimum service charge in the entire card industry.

There are many other products of BOBCARD Ltd. These products have been launched keeping in view different needs of all sections of the people. The Card limit, under these cards, range from 20,000/- to 3.00 lakhs. Bank is also providing credit card cum ATM card to the customers on request. “These cards are:

i) BOBCARD CORPORATE GLOBAL

ii) BOBCARD EXCLUSIVE WOMEN

iii) BOBCARD EXCLUSIVE YOUTH

iv) BOBCARD GOLD MASTERCARD

v) BOBCARD GOLD VISA

vi) BOBCARD SILVER

vii) NEXTGEN BOBCARD GOLD”[34]
i) **BOBCARD CORPORATE GLOBAL**: This card is specially designed, only for the corporate and is affiliated with Visa International & valid throughout the world in over 30 million establishments & 8,00,000 Visa ATM’s.

The company whose turnover of Rs. 1 crore or more can be eligible for this card. The main features of this card are:

a) Revolving credit- up to Rs. 3,00,000
b) Cash withdraw: 20% of credit limit
c) Service charges on revolving credit limit – 2.5%
d) Service charge on cash withdraw – 2.5% or Rs.100
e) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad)
f) Insurance- free personal accident insurance of Rs. 1,00,000 and in air accident Rs. 5,00,000.
g) Fuel Surcharge waiver applicable on all transactions between Rs. 250 & Rs. 2000.
h) Comprehensive monthly statements.
i) Minimum payment of due amount on monthly are: 0-1: 5%, 2-3: 10%, 4-6: 15% and 7-12: 25% of outstanding balance.
ii) BOBCARD EXCLUSIVE WOMEN: BOBCARD Exclusive Women Card is a tribute to the glorious women of India who are acclaimed for their contributions to the human civilization.

BOBCARD presents this card to offer its gratitude to the great women souls of the land. This card is welcomed at over 29 million Merchant establishments and over 8, 00,000 ATMs world wide. This card is affiliated with MasterCard International and is very popular amongst the Bobcards holder. The individual is eligible whose annual income should be of Rs 75,000 or more. The main features of this card are:

a) Revolving credit- up to Rs. 30,000 onwards and company has right to issue this card in minimum limit of Rs.25, 000 also.

b) Cash withdraw up to Rs. 10,000 per month in lower limit there is 20% of sanctioned credit limit.

c) Service charges on revolving credit limit – 2.5%

d) Service charge on cash withdraw – 2.5% or Rs.100

e) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad)

f) Insurance- free personal accident insurance of Rs. 1, 00,000 and in air accident Rs. 5, 00,000.

g) Fuel Surcharge waiver applicable on all transactions between Rs. 250 & Rs. 2000.

h) Comprehensive monthly statements and bonus points- 1.5 for every Rs. 100 spent.
i) Minimum payment of due amount on monthly are: 0-1:5%, 2-3:10%, 4-6:15% and 7-12: 25% of outstanding balance.

iii) BOBCARD EXCLUSIVE YOUTH: This card is specially designed for the youth of our country for fulfilling their financial requirements.

This card is welcomed at over 29 million establishments and over 8,00,000 ATMS worldwide. This card is affiliated with MasterCard International and is very popular amongst the Bobcards holders. The main features of this card are:

a) Revolving credit- up to Rs. 30,000 onwards and company has right to issue this card in minimum limit of Rs.25,000 also.
b) Cash withdraw up to Rs. 10,000 per month in lower limit there is 20% of sanctioned credit limit.
c) Service charges on revolving credit limit – 2.5%
d) Service charge on cash withdraw – 2.5% or Rs.100
e) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad)
f) Insurance- free personal accident insurance of Rs. 1, 00,000 and in air accident Rs. 5, 00,000.
g) Fuel Surcharge waiver applicable on all transactions between Rs. 250 & Rs. 2000.
h) Comprehensive monthly statements and bonus points- 1.5 for every Rs. 100 spent.
i) Minimum payment of due amount on monthly are: 0-1:5%, 2-3:10%, 4-6:15% and 7-12: 25% of outstanding balance.

In case of medical emergency, the cardholder can draw cash up to a maximum of Rs. 15000/- from any of the specified branches, other than at the city of residence, subject to the production of satisfactory evidence.

iv) **BOBCARD GOLD MASTERCARD:** BOBCARD GOLD is affiliated with MasterCard International & Valid throughout the world.

![BOBCARD GOLD Card Image]

It is globally accepted over 30 million, located at 8, 00,000 ATMs worldwide. BOBCARD presents these premium cards to offer its gratitude to the High Net worth Individuals. The individual is eligible whose annual income of Rs. 1,50,000 or more. Exclusively designed, these cards are packed with great features and benefits which are as follows:

a) Revolving credit- up to Rs. 75,000 onwards and company has right to issue this card in minimum limit of Rs.50,000 also.

b) Cash withdraw up to 20% of sanctioned credit limit.

c) Service charges on revolving credit limit – 2.5%

d) Service charge on cash withdraw – 2.5% or Rs.100

e) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad)

f) Insurance- free personal accident insurance of Rs. 1,00,000 and in air accident Rs. 5,00,000.

g) Fuel Surcharge waiver applicable on all transactions between Rs. 250 & Rs. 2000.
h) Comprehensive monthly statements and bonus pints also.
i) Minimum payment of due amount on monthly are: 0-1:5%, 2-3:10%, 4-6:15% and 7-12: 25% of outstanding balance.

v) BOBCARD GOLD VISA: BOBCARD GOLD VISA is affiliated with Visa International & valid throughout the world. It is globally accepted over 30 million locations and 8,00,000 ATMs world wide.

![BOBCARD GOLD VISA Card](image)

BOBCARD presents these premium cards to offer its gratitude to the high net worth individuals. The individual is eligible whose annual income is Rs 1.50,000 or more. Exclusively designed, these cards are packed with great features and benefits which are as follows:

a) Revolving credit- up to Rs. 75,000 onwards and company has right to issue this card in minimum limit of Rs.50,000 also.
b) Cash withdraw up to 20% of sanctioned credit limit.
c) Service charges on revolving credit limit – 2.5%
d) Service charge on cash withdraw – 2.5% or Rs.100
e) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad)
f) Insurance- free personal accident insurance of Rs. 1,00,000 and in air accident Rs. 5,00,000.
g) Fuel Surcharge waiver applicable on all transactions between Rs. 250 & Rs. 2000.
h) Comprehensive monthly statements and bonus pints also.
i) Minimum payment of due amount on monthly are: 0-1:5%, 2-3:10%, 4-6:15% and 7-12: 25% of outstanding balance.

In case of medical emergency, the cardholder can draw cash up to a maximum of Rs. 15000/- from any of the specified branches other than at the city of residence subject to production of satisfactory evidence.

vi) BOBCARD SILVER: This card is affiliated with visa international and accepted worldwide. The individual is eligible and whose annual income is of Rs. 75,000 or more.

![BOBCARD SILVER Card](image)

The cards are packed with great features and benefits which are as follows:

a) Revolving credit- up to Rs. 25,000 onwards and company has right to issue this card in minimum limit of Rs. 15,000 also.

b) Cash withdraw up to Rs. 10,000 per month in lower limit there is 20% of sanctioned credit limit.

c) Service charges on revolving credit limit – 2.5%

d) Service charge on cash withdraw – 2.5% or Rs.100

e) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad)

f) Insurance- free personal accident insurance of Rs. 1, 00,000 and in air accident Rs. 5, 00,000.

g) Fuel Surcharge waiver applicable on all transactions between Rs. 250 & Rs. 2000.

h) Comprehensive monthly statements.
i) Minimum payment of due amount on monthly are: 0-1:5%, 2-3:10%, 4-6:15% and 7-12: 25% of outstanding balance.

vii) NEXTGEN BOBCARD GOLD: This card is specifically designed for the students. The students in the age of 18 years and above, of professional degree /diploma level course, are eligible to use this card.

The cards are packed with great features and benefits are as:

a) Revolving credit- up to Rs. 15,000 onwards and company has right to issue this card in minimum limit of Rs. 5,000 also.

b) Cash withdraw up to Rs. 10% of sanctioned credit limit.

c) Postcard with signature canned for security

d) World wide acceptable

e) The card shall be valid for 5 years/till the completion of education or association with the institutions.

f) Insurance- free personal accident insurance of Rs. 1, 00,000 and in air accident Rs. 5, 00,000.

g) Comprehensive monthly statements.

i) Minimum payment of due amount on monthly are: 0-1:5%, 2-3:10%, 4-6:15% and 7-12: 25% of outstanding balance.

j) Service charges on revolving credit limit – 2.5%

k) Service charge on cash withdraw – 2.5% or Rs.100

l) Service charges on ATM cash withdrawal: 2.5% or minimum Rs. 100 (domestic), 3% or minimum Rs. 150 (abroad).
3) E-Products –Mobile banking/net/online banking:
It is a Hi-Tech Convenience banking product of Bank of Baroda. Baroda Internet Banking and Baroda Mobile banking are two services which allow customers to access their account at their convenience through the internet or mobile phone. These products offer a truly round the clock, around the globe banking service at selected branches. After registration with the designated branches customers can access their account via the internet for balance enquiries, transaction details, ordering a cheque book and ascertain the status of their orders.

Baroda e-money Transfer:
The Bank of Baroda e-remittance facilities at selected branches expedite payments and transfer of funds through electronic media. This facility is for both retail and corporate customers enabling efficient and instant transfer of funds.

Baroda RTGS Scheme
Baroda Real Time Gross Settlement scheme (RTGS) is an online inter-bank funds transfer facility through RBI gateway available at select branches. This ensures high degree of security, confidentiality and operational reliability.

a) Our Commitment and Responsibilities
b) Common Practices followed by our Branches
c) Safeguards
d) Common areas of customer-Banker relationship
e) Time-Norms for various banking transactions
f) Extended Banking Hours
g) Customer Communication
h) Banking Ombudsman Scheme, 2006
i) Redressal of Complaints
j) Other customer centric initiatives

4) Electronic Clearing Services (ECS)
This is a unique system under which Bank of Baroda helps companies and institutions making heavy payments disburse these amounts directly into the bank accounts of the beneficiaries such as account holders, shareholders, investors etc.
Key Benefits:

i) Fayde to a Corporate Body: Corporate bodies that have periodic, large volume payments to a fixed group investors / beneficiaries enjoy the following benefits:

a) Savings in administrative cost presently being incurred for printing of paper instruments in MICR format and dispatching them by Registered post.

b) Elimination of fraudulent encashment due to loss in transit of instruments.

c) Reconciliation of transactions is made automatic. By the time the ECS cycle is completed, the user institution gets electronic data file from its bank with the date of payment and banker’s confirmation thereon.

d) Cash management becomes easier as an arrangement for funds is to be made only on the specified date.

e) Ensures better customer/investor service.

f) In line with practices adopted by best companies across the world who pay their shareholders / investor and customers.

ii) Fayde to the customers:

a) Prompt payment on the due date.

b) Convenient receipt of money reduces trips made to the bank for depositing dividend / interest warrants.

c) Elimination of fraudulent encashment against instruments lost in transit.

BOB Cash Reach:

A tailor made product for customers that enables faster remittance of funds. A more economic, convenient, smoother mode of operation which can be availed of by a well supported network of centers.

a) Smoother: Time and money spent on dispatches are saved

b) More economic: Involves a premium service at nominal cost with a pickup service from the client’s office.

c) More Convenient: The collection and credit are both done on days convenient to the client.

d) Centered towards client benefits are passed on to the clients, in terms of enhanced quality, ease of liquidity and profit maximization through better resource management.
e) Spread over a good network: Initially launched at 5 centres, with the connectivity to be now fanned over to around 200 centers.

5) **Bank of Baroda online banking**

Bank of Baroda online banking is offered through two types of services like-

a) Baroda Internet Banking

b) Baroda Mobile Banking

Bank of Baroda, online banking products are highly sophisticated and a wide range of bank offer to the wide pool of customers of Bank spread across India. Online banking helps the customers to access their accounts as per convenience through the Internet.

**Facilities and products offered by Bank of Baroda online banking**

a) Account balance inquiries

b) Transaction details

c) Ordering of cheque book

d) Order status verification

Bank of Baroda, online banking can be accessed by logging-in to its official website. Further the Bank of Baroda online banking can also be availed by logging-in to Baroda Mobile Banking. The internet banking registration on the bank’s official website. Once registered, a unique log-in ID and password is generated. These unique log-in ID and passwords are to be filled-in every time, the customer wishes to avail the Bank’s banking services. The services can also be accessed through mobile phones once the customer is registered with the services facilities.

8.10. **State Bank of Hyderabad:**

“A subsidiary of State Bank of India, State Bank of Hyderabad was established as Hyderabad State bank on 8 August 1941. The Bank started its operations with the distinction of being the central bank of the princely state of Hyderabad, covering the present-day Telangana region of Andhra Pradesh, Hyderabad-Karnataka of Karnataka and Marathwada of Maharashtra, when it was established. Apart from functioning as a commercial bank, it managed Osmania Siikka (the currency of Hyderabad in those days) and managed public debt as well. The first branch of the Bank was established at Gun foundry, Hyderabad on 5 April 1942.
Hyderabad State Bank conducted the take over of the assets and liabilities of the Hyderabad Mercantile Bank Ltd. in 1953. It was in the same year, when the Bank started its Government and Treasury business as an agent of the Reserve Bank of India. In 1956, the RBI took over the Bank. Since then, Hyderabad state Bank came to be known as State Bank of Hyderabad (SBH), which was the subsidiary of RBI during the period. On 1 October 1959, SBH become a subsidiary of the State Bank of India.\textsuperscript{[35]}

8.10.1. E-Banking Services:

1) ATM/ Cards
2) EFT
3) Instant money transfer facility
4) Internet /online banking

1) ATM cum Debit cards:

State Bank of Hyderabad offers easy access for money to its customers, through the ATM cum debit cards issued by it. The ATM cum debit card, issued by the Bank can be used at more than 12500 ATMs of Andhra Bank, Bank of India, Corporation Bank, Dena Bank, HDFC Bank, Indian Bank, Indusland Bank, Punjab National Bank, and UCO Bank. Union Bank of India, Axis Bank, Canara Bank and Bank of Rajasthan, Which are members of bilateral sharing arrangement. Apart from withdrawing money from savings and current accounts, the customer can view the current balance and the mini statement of the last five transactions on their SBH account, by using the ATM cum debit card. The charges of the card are:

<table>
<thead>
<tr>
<th>Transaction Type</th>
<th>Revised Rate per Transaction (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash withdrawal</td>
<td>20.00</td>
</tr>
<tr>
<td>Balance enquiry</td>
<td>NIL</td>
</tr>
</tbody>
</table>

(Source [http://www.sbhyd.com/services_atmcumdebit.asp](http://www.sbhyd.com/services_atmcumdebit.asp))

ATM cum Debit Cards issued by the Bank can also be used in India at the ATMs, other than those under bilateral sharing arrangement, displaying any one or all of MasterCard, Maestro or Cirrus Logos.
The Bank’s International Debit Card can be used at more than 10,000 ATMs across the world, displaying any one or all of MasterCard, Maestro or Cirrus Logos.

<table>
<thead>
<tr>
<th>Service</th>
<th>Revised Charges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Cardholders using State Bank Group ATMs for any purpose</td>
<td>NIL</td>
</tr>
<tr>
<td>Our Cardholders using Other Bank ATMs for BALANCE ENQUIRY</td>
<td>Free</td>
</tr>
<tr>
<td>Our Cardholders using Other Bank ATMs for CASH WITHDRAWL</td>
<td>Rs.20/- Per Transaction all inclusive and no other charges will be levied to the customer with effect from 01.04.2008</td>
</tr>
</tbody>
</table>

(Source: [http://www.s meny.com/services_atmcumdebit.asp](http://www.s meny.com/services_atmcumdebit.asp))

SBH General Credit card:
The State Bank of Hyderabad (SBH) has launched the general credit card. This credit card is especially designed for customers of rural and semi-urban areas. The idea is to provide hassle-free credit, based on assessment of cash flow. Customers with more than three years standing, having sizeable deposit or loan accounts that are classified as standard assets are eligible for credit facility, with a maximum limit of Rs. 25,000.

2) Electronic Fund Transfer:
RBI’s Electronic Funds Transfer (EFT) system facilitates inter-bank fund transfers among our 15 notified centers. EFT transfers are soon coming to replace demand drafts because they are faster, less expensive and more secure. SBH levies normal service charges for such transfers. The funds are transferred to the beneficiary’s account either on the same day or on the next working day. Customer can transfer a maximum of Rs.2 crore in a single transaction. To make an EFT transfer, customer need to fill up and submit an EFT form. Customer can submit the form either online or at the branch where they hold an account. Provide the following information in the EFT form:

a) The name of the beneficiary
b) The name of bank and branch name
c) Account number
d) The amount to be remitted
SBH offers the EFT service at the following centers: Mumbai, Chennai, Kolkata, New Delhi, Ahmadabad, Bangalore, Bhubaneswar, Chandigarh, Guwahati, Hyderabad, Jaipur, Kanpur, Nagpur, Patna and Thiruvananthapuram.

3) Instant money transfer facilities:
There are main two types of instant money transfer a service provides by SBH, are as follows:

i) RTGS (Real –Time Gross Settlement System): This service is the following features:
   a) Instant Electronic Money Transfer to any a/c with any Bank in India.
   b) Secured & direct credit afforded to beneficiaries a/c at other Bank
   c) Available for High value transactions of over Rs.1.00 lakh and above
   d) Up to 5 lakhs Rs.28/- per transaction; above 5 lakhs for any amount Maximum Rs 56/- per transaction only.

ii) NEFT (National Electronic Fund Transfer): The features of this service are presented below:
   a) Speedy Electronic Money Transfer to any a/c with any Bank in India
   b) Secured & direct credit afforded to beneficiaries a/c at other Bank
   c) Available for transfer of any amount and credit afforded to the beneficiary on the same day
   d) Up to Rs.100, 000/- Rs.6/-; above 1 lakh for any amount- Maximum Rs.28/- only.

4) Internet/online banking:
SBH Internet banking facility is an online banking facility that can be accessed from the websites. To access this service, customer has to register and get customer identification number and initial password. The customer can access the following facilities:
   a) Browse various types of accounts such as savings bank account and current account.
   b) Download account statement
   c) Communicate with SBH through email
   d) Order new cheque books through email
e) Query if a cheque has been encashed
f) Change the password and email address
g) Order a demand draft

8.11. State Bank of India:
State Bank of India (SBI) is India’s largest commercial bank. SBI has a vast domestic network of over 9000 branches (approximately 14% of all bank branches) and commands one-fifth of deposits and loans of all scheduled commercial banks in India. In 1955, the ‘State Bank of India’ Act was passed and nationalized in July 1955 under SBI act. The State Bank of India emerged with the objective of extension of banking facilities on a large scale, especially in the rural and semi-urban areas and for various other public purposes.

The State Bank Group includes a network of seven banking subsidiaries and several non-banking subsidiaries offering merchant banking services, fund management, factoring services, primary dealership in government securities, credit card and insurance. At Present, State Bank of India (SBI) has spread over the country with vast network to reach out as many customers as possible making full contribution to the status of India’s largest bank for SBI. Each SBI branch is provided an identification code that is unique to each branch. The SBI bank branches are categorized according to the banking services they provide. For example SBI core banking branch, Domestic forex branch, Internet banking and Personal banking (Real Time Gross settlement) branches. SBI provides various banking services in accordance with the special requirements of a particular community or area or customer. The SBI branch type thereby depends on the special banking services it aims to provide. These are agricultural business and development branches, commercial retail branches, corporate accounts and mid corporate group branches, main branch, industrial finance branch, rehabilitation & recovery branch, SSI & SIB branch, service branch and more. Each State Bank of India (SBI) branch is assigned different and unique branch codes, SWIFT codes and IFSC codes to identify the branch for a particular banking transaction.

Therefore, the State Bank of India is India’s largest commercial bank and is ranked one of the top five banks worldwide. It serves 90 million customers and it offers-
either directly or through subsidiaries – a wide range of banking services. The Central office of the State Bank of India is located in Madame Came Road Mumbai in India. The State Bank of India (SBI) has also spread over all around the world and has a network of branches spanning all time zones. SBI’s international banking groups delivers the full range of cross border finance solutions through its four wings- the Domestic division, the Foreign offices division, the foreign department and the International services division. The World Wide Network of SBI bank is:

- Australia  Bhutan  Japan  Nigeria  South Africa
- Bahamas  Canada  Maldives  Oman  UK
- Bahrain  France  Mauritius  Russia  USA
- Bangladesh  Germany  Muscat  Singapore
- Belgium  Hong Kong  Nepal  Sri Lanka

8.11.1. E-Banking in SBI:
The State Bank of India (SBI) has started to give top priority to technology products. From beginning the bank has given more importance to personalised approach. But due to technological changes in various sector especially in banks, SBI also turn towards the Information Technology. Therefore, SBI has also motivate and help to there customer to shift to e-banking. The State Bank of India (SBI) provides various e-banking services to its customer like SBI ATM, SBI CARDS ( Debit, Credit, International etc.), Phone Banking, EFT (Electronically Fund Transfer), Internet banking or Online banking ( E-rail booking, Collection process) etc. The aim of SBI is that the customer should get a feel of technology-based products. The bank is also going to introducing e-payment and salary accounts on the NET. These serves/products would help the pensioners. To popularize these products, SBI has been conducting special programmers on a regular basis. The ‘Customer Care Cell’ in each of the biggest branches are established and through mail or Demo CD’s are available to help the customers, how to access the e-banking products and services.

8.11.2. SBI E-Banking Products and Services:
1) SBI ATM or ATM Card and Credit cards
2) SBI Phone/mobile banking
3) SBI Internet or Online banking

4) Other electronic services:

1. (a) SBI ATM or ATM Card:

SBI ATM Services are available for any individual account holder i.e. saving, current, pension and NRE accounts with SBI. Once the SBI customer or account holder submits an application for a State Bank of India ATM cards, bank issues ATM card within 7 to 10 days at the registered address mentioned in the form. The PIN number or Personal Identification number customer can be collected from the issuing branch. State Bank offers you the convenience of over 8000 ATMs in India, the largest network in the country and continuing to expand fast! This means that one can transact free of cost at the ATMs of State Bank Group (This includes the ATMs of State Bank of India as well as the Associate Banks- namely, State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Indore, State Bank of Mysore, State Bank of Patiala, State Bank of Saurashtra and State Bank of Travancore) and wholly owned subsidiary viz. SBI Commercial and International Bank Ltd., using the State Bank ATM-cum-Debit (Cash Plus) card.

Kinds of cards accepted At SBI ATMs:

Besides State Bank ATM-cum-Debit Card and State Bank International ATM-cum-Debit Cards, following cards are also accepted at State Bank ATMs:-

a) State Bank Credit Card

b) ATM Cards issued by Banks under bilateral sharing viz. Andhra bank, Axis Bank, Bank of India, The Bank of Rajasthan Ltd., Canara Bank, Corporation Bank, Punjab National Bank, Indian Bank, Dena Bank, HDFC Bank, Indus Ind Bank, UCO Bank and Union Bank of India.

c) Cards issued by banks (other than banks under bilateral sharing) displaying Maestro, Master Card, Cirrus, VISA and VISA Electron logos

d) All Debit/Credit Cards issued by any bank outside India displaying Maestro, Master Card, Cirrus, VISA and VISA Electron logos.
i) State Bank ATM-cum-Debit (State bank cash plus) card: India’s largest bank’s offer is State Bank ATM-cum-Debit (Cash Plus) Card to its customers.

Customer can withdraw cash and make purchases anytime as per their requirements. The benefits of this card are:

a) Withdraw cash from over 8000 ATMs of our group free and about 16000 ATMs of other banks under bilateral sharing viz. Andhra bank, Axis bank, Bank of India, The Bank of Rajasthan Ltd. Canara Bank, Corporation Bank, Dena Bank, HDFC Bank, Indian Bank, IndusInd Bank, Punjab National Bank, UCO Bank and Union Bank of India apart from ATMs displaying Master Card/Maestro/cirrus logo for a nominal fee as under:

<table>
<thead>
<tr>
<th>Transaction</th>
<th>ATMs of Sharing network banks</th>
<th>Other banks under Maestro/Master Card/Cirrus network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Withdrawal</td>
<td>Rs.25/- (plus Service Tax &amp; Education Cess)</td>
<td>Rs.50/- (plus Service Tax &amp; Education Cess)</td>
</tr>
<tr>
<td>Balance Inquiry</td>
<td>Rs.12/- (plus Service Tax &amp; Education Cess)</td>
<td>Rs.12/- (plus Service Tax &amp; Education Cess)</td>
</tr>
</tbody>
</table>

(Source: [http://www.statebankofindia.com/viewsection.jsp?lang=0&id=0,10,75])

b) Make Payments for purchase by using the card at more than 2,64,000 shops, restaurants, shopping malls, hotels, petrol pumps and many other outlets which display Maestro logo.

c) Recharge pre-paid mobile phone of Vodafone, IDEA and BPL without any charge at any SBI ATM as well as by sending SMS. For accessing SMS services customer has to register.

d) Pay MTNL, Mumbai bills, SBI credit card bills, SBI life insurance premium, pay fees of colleges etc.
e) The daily transaction limit is Rs. 25,000/- at the ATM cash withdrawal and Rs. 50,000/- for point of sales terminal i.e. (swap the card at purchasing).

f) Fees- There is no joining fee for State Bank ATM-cum-Debit (State bank cash plus) card. Annual maintenance fee of Rs. 50/- p.a. will be recovered from the second year of issue.

**ii) State Bank Cash plus International Card:** This is an International ATM-cum-Debit Card with which customer can enjoy shopping at over 2,64,000 establishments in India and over 10.5 million establishments worldwide displaying Maestro logo, and amount will automatically be debited from the account.

![State Bank Cash plus International Card](image)

The maximum cash can be withdrawn is Rs. 45000 in India and US$1000 or equivalent in abroad per day. Transaction at POS is Rs. 1, 00,000 in India and US$1000 or equivalent abroad per day. The State Bank Cash plus International Card is available for one time joining fee of Rs. 200/- . Annual maintenance fee of Rs. 50/- p.a. will be recovered from the second year of issue.

**iii) State Bank International ATM-Cum-Debit Card:** All the saving Bank and current account holders of 18 years of age and above, sole or joint holder as well as NRI accountholders are eligible for using this card. The key benefits of this card are:

a) Convenience to the customers traveling

b) Can be used as Domestic ATM-cum-Debit Card

c) Available at a nominal joining fees of Rs. 200/-
d) Daily limit of US$ 1000 or equivalent at the ATM and US$ 1000 or equivalent at point of sales (POS) terminal for debit transaction.

e) Purchase protection up to Rs. 5000/- and personal accident cover to Rs.2, 00,000/-

f) Charges for usage abroad: Rs. 150+ service tax per cash withdrawal Rs. 15+ service tax per enquiry.

This card can be used at more than 8, 20,000 ATMs and 7 million POS, worldwide, displaying cirrus logo. All State Bank Group and tie-up banks’ ATMs & POS in India displaying Master Card/ Maestro/Cirrus logo.

iv) SBI Gold International Debit cards:

SBI Gold Debit Cards is designed with a variety of add-on features and higher daily cash limits at ATMS. The Gold International Debit cards are issued in association with MasterCard as well as VISA International and are available with all core banking branches of the bank. This card is used in shops, restaurants and in traveling.

1(b) SBI Credit cards:

State Bank of India (SBI), being the largest bank of the country, is always on a constant strive to offer varied credit solutions to its users. Its cards come with low interest rates as well as flexible terms and conditions. These are the main reasons why the SBI credit cards enjoy nationwide as well as worldwide acceptability for every type of usage, which one can associate with plastic money. “Therefore the few credit cards of SBI are as follow:

i) SBI Gold Card:
The key benefits of SBI Gold Credit cards are to get the facility of interest free credit for up to 50 days, enjoy the facility of Teledraft, and Protection for card in case of loss.

ii) SBI International Card:

The key benefits of SBI International cards are to get the best travel benefits, enjoy scores of Mega value offers, and Avail the benefits of Balance Transfer Facility etc.

iii) SBI Gold Master Card:

SBI bank provides the SBI Gold Master Card for their customers. The customer can avail the benefits of Easy Bill Pay Facility at Zero Charge, Access to luxurious Golf Courses, Personal Concierge services etc.
iv) SBI Social Card:

This card is especially launched for those who want to do something for their society. Associated with the Cancer Patients Aid Association, National Association for the Blind, SOS Children's Villages of India and World Wide Fund for Nature Instant cash facility etc.

v) SBI Vishal Mega Mart Card:

SBI Vishal Mega Mart Card provides the key benefits to their cardholders i.e. to get Instant cash with the 'cash on go' feature, get the unique facility of booking railway tickets via Internet, Avail the profits from the Easy Money Draft facility SBI UBI Gold Card etc."[36]
2) **Phone/Mobile banking:**
SBI provides the phone/mobile banking services to their customers. Phone banking service of the bank will enable SMS alerts on pre-defined debit/credit transactions and cheque returns on customers mobile along with information on foreign currency exchange rates, enquiries on account balance/cheque and issuing of cheque book through phone etc.

3) **Internet/online banking:**
SBI provides the internet/online banking to their retail customers to operate their accounts all across India. It’s a platform that enables the customers to carry out their banking activities from their desktop, aided by the power and convenience of the Internet. Availing the Internet banking services, the following normal banking transactions online:

a) Self-account funds transfer across India.
b) Third party transfers in the same branch
c) New account opening
d) Demand Draft requests
e) Standing instructions
f) New cheque-book request etc.

4) **Other electronic services:**
**RBIEFT:** SBI provides the inter-bank electronic funds transfer facility of the Reserve bank of India (RBI-EFT) is available within Mumbai branch of the bank.

**E-PAY:** Through this service, customers can pay their telephone, mobile, electricity, insurance and credit card bills electronically over online SBI website ([http://www.onlinesbi.com](http://www.onlinesbi.com)).

**E-RAIL:** This Service association with IRCTC provides the online railway book services to customers. The banks charge Rs. 10/- as a service fees to the customer. In case of ticket cancellation, after 4 days amount will be credited in the customers account.
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