

# RETAIL BANKING

Wide variety of services provided by commercial banks to individuals and business

# REASONS FOR GROWTH

- ❖ Introduction of technology
- ❖ Increased competition among banks
- ❖ Deregulation of interest rates
- ❖ Absence of direct lending
- ❖ Diversified investment options
- ❖ Introduction of prudential norms

# CHALLENGES

- ❖ High cost
- ❖ Technological revolution
- ❖ high customer expectations
- ❖ Competition
- ❖ Profit planning
- ❖ Priorities
- ❖ Risk management
- ❖ Efficient management
- ❖ Cyber crimes
- ❖ Revenue motive

# PRODUCTS AND SERVICES

1. Deposit products
2. Loan products
3. Payment services

# DEPOSIT PRODUCTS

- ❖ FLEXI DEPOSIT ACCOUNTS
- ❖ SAVINGS BANK ACCOUNTS
- ❖ RECURRING DEPOSITS
- ❖ FIXED DEPOSIT ACCOUNTS
- ❖ DEFFERED PENSION LINKED DEPOSIT SCHEMES

# LOAN PRODUCTS



# PAYMENT SERVICES



shutterstock.com • 497768818