

A COMPREHENSIVE ANALYSIS OF FINANCIAL PERFORMANCE INSIGHTS FROM A LEADING BANKS

1. INTRODUCTION

Modern banking in India originated in the mid of 18th century. Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791. Banking is an industry that handles cash, credit, and other financial transactions. Banks provide a safe place to store extra cash and credit. They offer savings accounts, certificates of deposit, and checking accounts.

1.1.Overview

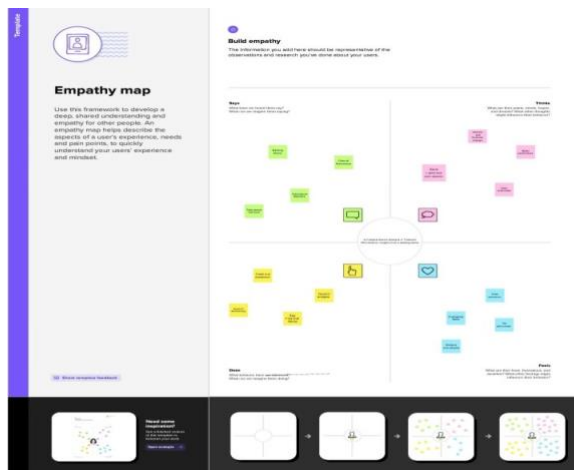
The Indian banking system is one of the largest and most complex in the world, with more than 100 scheduled commercial banks and more than 96,000 branches. It has undergone a significant evolution since the country's independence in 1947, and today it plays a vital role in the economic development of India. Banks, in particular, provide deposit accounts, which are safe places for consumers to keep their money. Deposit money is used by banks to provide loans to other persons and businesses. In exchange, the bank receives interest payments from borrowers on those loans.

1.2 Purpose .

1. Keep money safe for customers
2. Offer customers interest on deposits, helping to protect against money losing value against inflation.
3. Lending money to firms, customers and homebuyers.
4. Offering financial advice and related financial services, such as insurance.

2. PROBLEM DEFINITION & DESIGN THINKING

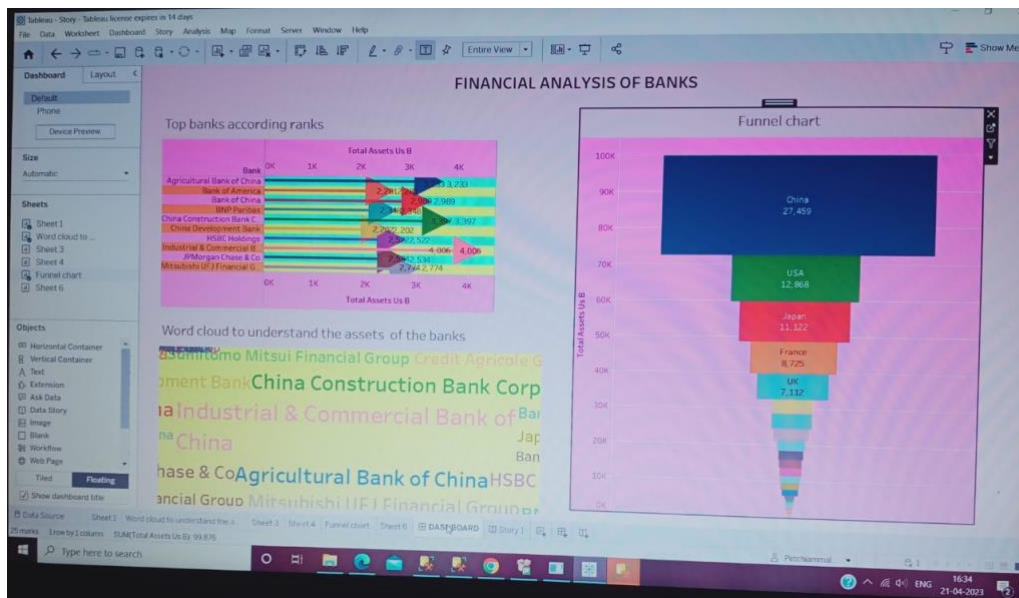
2.1 Empathy Map



2.2 Ideation & Brainstorming map



3.RESULTS



4.ADVANTAGES

1. Safety of public wealth
2. Availability of cheap Loans
3. Propellant of Economy
4. Development in rural area
5. Global reach
6. Increasing the market share
7. Reducing business costs
8. Acquiring new client and deposits
9. Personalized contact with the client
10. Better positioning at the market
11. Quick access to the accounts
12. Cost reduction
13. Using bank services and products in real time

5.APPLICATIONS

- *Internet of things
- *proxy server
- *Remote procedure call
- *Application platform
- *Mobile banking
- *Multiple criterion
- *online banking

6.CONCULSION

Banking sector in Indian has given a positive and encouraging responses to the financial sector reforms. Entry of new private banks and shaken up public sector banks to competition. The financial sector reforms have brought India financial system closer to global standards.

7. FUTURE SCOPE

The latest banking technology trends allow banks to provide faster, more efficient, and more personalized services to customers. Banks can offer 24/7 customer service, personalized investment advice, and customized products and services while minimizing financial losses.