

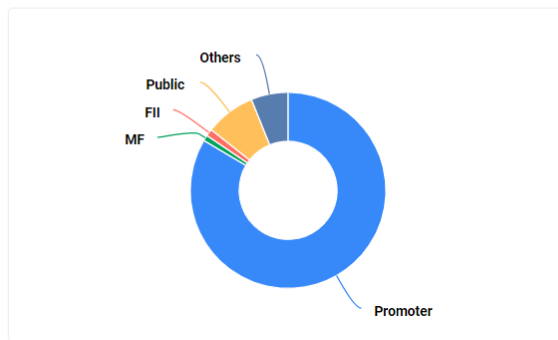
UNION BANK OF INDIA

- **General Overview** - Union Bank of India is one of the leading public sector banks in the country. The Bank is a listed entity and the Government of India holds 83.50 percent of the Bank's total share capital. The Bank, having its headquarters in Mumbai (India), was registered on November 11, 1919, as a limited company. Recently, Andhra Bank and Corporation Bank were amalgamated into Union Bank of India with effect from 01.04.2020. Today, it has a network of 8850+ domestic branches, 11200+ ATMs, and 8216 BC Points serving over 120 million customers with 75000+ employees. The Bank's total business as of 31st March 2022 stood at Rs.17,48,800 crore, comprising Rs. 10,32,392 crore of deposits and Rs. 7,16,408 crore of advances as of 31st March 2022. The Bank also has 3 branches overseas in Hong Kong, Dubai International Financial Centre (UAE) & Sydney (Australia); 1 representative office in Abu Dhabi (UAE); 1 banking subsidiary in London (UK); 1 banking joint venture in Malaysia; 4 para-banking subsidiaries (domestic); 3 joint ventures(including 2 in the life insurance business) and 1 associate - Chaitanya Godavari Gramin Bank. Union Bank of India is the first large public sector bank in the country to have implemented a 100% core banking solution. The Bank has received several awards and recognition for its prowess in technology, digital banking, financial inclusion, MSME, and the development of human resources.
- **Shareholding pattern of the company** - The shareholding pattern of the company is listed below.
 - Promoters holding remains unchanged at 83.49% in Mar 2022 qtr
 - FII/FPI have decreased holdings from 1.19% to 1.18% in Mar 2022 qtr
 - Number of FII/FPI investors increased from 105 to 118 in Mar 2022 qtr.
 - Mutual Funds have decreased holdings from 1.18% to 0.94% in Mar 2022 qtr
 - Number of MF schemes increased from 8 to 11 in Mar 2022 qtr.
 - Institutional Investors have increased holdings from 8.21% to 8.23% in Mar 2022 qtr.

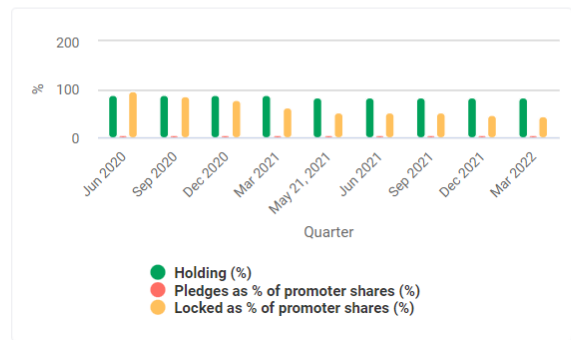
Shareholding Pattern - Union Bank of India

Holder's Name	No of Shares	% Share Holding
NoOfShares	6834747466	100%
Promoters	5706660850	83.49%
ForeignInstitutions	80763510	1.18%
NBanksMutualFunds	64239168	0.94%
CentralGovt	19665	0%
Others	56892309	0.83%
GeneralPublic	508400256	7.44%
FinancialInstitutions	417771708	6.11%

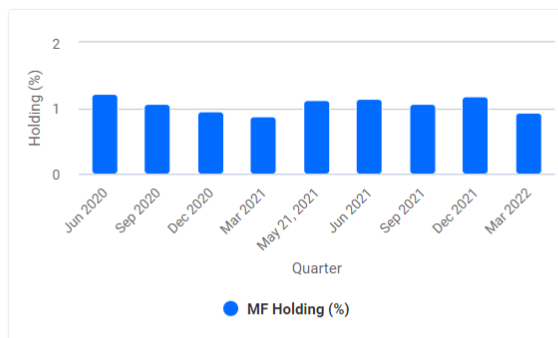
SHAREHOLDING SUMMARY



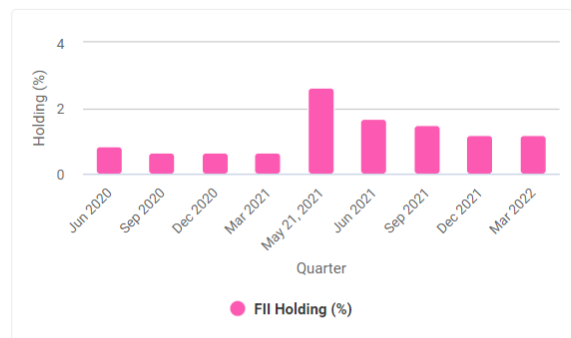
HISTORICAL PROMOTOR HOLDING



HISTORICAL MF HOLDING



HISTORICAL FII HOLDING



- Management of the company** - Union Bank of India's Board members include eminent individuals with a wealth of experience in areas like economy, rural and agriculture sector, banking, and financial services, commerce & accountancy, strategy, Business development, analytics, risk management, central banking, merger & acquisition



Ms. A. Manimekhalai is a seasoned Banker with experience of more than 3 decades. She started her career in erstwhile Vijaya Bank as an Officer in 1988 and rose successively as Branch Head, Regional Head, and Functional Head of various Departments at the Corporate Office. She was instrumental in devising &

implementing strategic policies covering core areas like strategic planning, setting organizational goals, growth strategies, action plans, compliance, internal control, etc. Prior to joining Union Bank of India, Ms. A Manimekhalai was an Executive Director at Canara Bank, wherein she oversaw strategic planning, credit & related matters, inspection, marketing and financial inclusion, State Level Lead Bank responsibilities, and the functioning of Regional Rural Banks.



Shri Nitesh Ranjan is the Executive Director of Union Bank of India since March 10, 2021. He is leading digital transformation in the Bank and spearheading strategic shifts in the Balance sheet, Customer Experience, and People development. Shri Ranjan has been with the Bank since 2008 where he occupied several important positions namely, Head of Treasury Operations & Strategy, Chief Investor Relations Officer, Chief Economist, and Regional Head.



Shri Sameer Shukla is an officer of Indian Administrative Service (IAS) belonging to 2005 batch of Karnataka Cadre. At present, he is working as Joint Secretary in Ministry of Finance, Department of Financial Services, Government of India. He has been appointed as Government Nominee Director on the Board of Union Bank of India w.e.f. 08.11.2021. He has done Bachelor's in Electronics Engineering.



Shri Arun Kumar Singh is currently Regional Director, Reserve Bank of India at Jaipur since April 2019 and is fulfilling his Central Banking responsibilities in the area of currency management, financial inclusion, financial literacy, banking / non-banking development, Government banking, etc. in the state of Rajasthan. The Central Government vide notification no. F. No. 6/03/2011-BO.I dated April

26, 2019 has nominated Shri Arun Kumar Singh as RBI Nominee Director on the Board of the Bank with immediate effect.

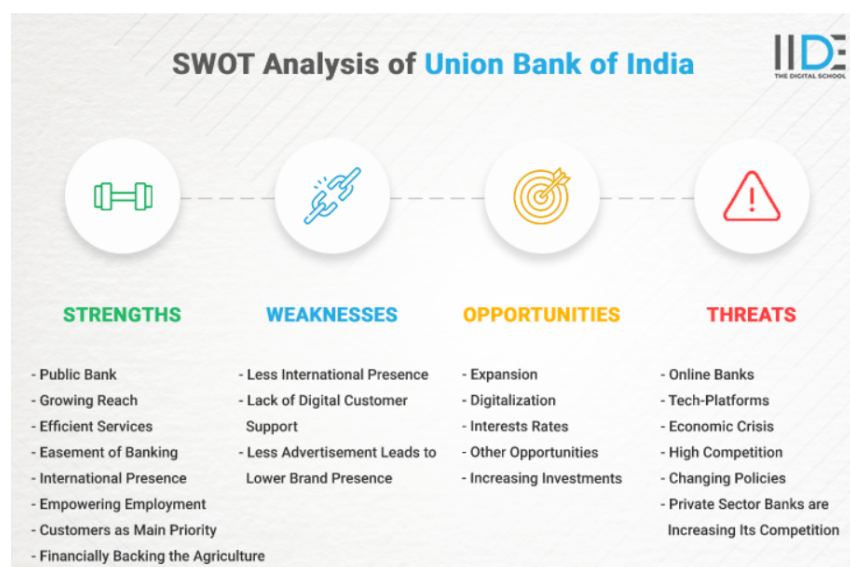


Dr. Jayadev Madugula has been elected as Shareholder Director of the Bank w.e.f. 28.06.2021 for a period of three years. He is Post Graduate in Commerce and Ph.D.

in Business Management. Presently, he is Professor of Finance & Accounting at IIM, Bangalore.

- **SWOT Analysis of the company** - A SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or a business venture. A good SWOT analysis can help you reach your online marketing goals or kick your business startup into high gear.

To better understand the SWOT analysis of Union Bank of India, refer to the infographic below:



- **Strengths :**
 - **Public Bank:** Since the bank is a public sector undertaking, it has the backing of the government.
 - **Efficient Services:** The bank is efficient in managing its assets and providing ROA which is also improving over the last 2 years.
 - **Growing Reach:** UBI has a huge geographical presence in the country, thus making it accessible to the customers and increasing its reach to the target market.
 - **Financially Backing the Agriculture Sector:** Financial Facilities for the agricultural sector give a positive push to the agriculture sector to grow more.

- **Customers as Main Priority:** They emphasise providing benefits to customers. UBI's main motive is customer satisfaction that's why UBI comes up with effective financial solutions and home loan services.
- **Empowering Employment:** Union Bank of India has over 27,700 employees, empowering employment in the nation.
- **International Presence:** It has representative offices in Abu Dhabi, United Arab Emirates, and Shanghai, People's Republic of China, Australia and a branch in Hong Kong.
- **Easement of Banking:** Online Telebanking facilities are available to all its core customers and individuals as well as corporate.
- **Weaknesses :**
 - **Less International Presence:** Nominal international presence as compared to leading players.
 - **Lack of Digital Customer Support:** They do not respond to their customer's queries and do not guide them which helps their competitors.
 - **Less Advertisement Leads to Lower Brand Presence:** The bank has to work out more on marketing its services. It has to come up with regular campaigns both online and offline to bring in new customers or to retain existing customers.
- **Opportunities :**
 - **Expansion:** Union Bank of India needs to expand its presence in the rural market.
 - **Increasing Investments:** Increasing its Non-SLR investments will result in increased profits.
 - **Interests Rates:** UBI can make credit cards more profitable by increasing the interest rate and the non-performing assets can be eased.

- **Digitalization:** With the Internet, the world has become a smaller place that helps in communication in any part of the world. This helps the bank get into the international market and target the global audience which helps to increase profitability.
 - **Other Opportunities:** Small scale business banking, more global penetration through international banking, acquisition of smaller local banks in India.
- **Threats :**
 - **Private Sector Banks are Increasing Its Competition:** Private sector banks are developing novel investment packages and thereby gaining market share among retail consumers.
 - **Economic Crisis:** As a result of the economic crisis, clients are not saving money in banks, reducing bank liquidity and making it difficult to operate efficiently.
 - **Changing Policies:** Banking policies are governed by Reserve Bank of India (RBI) laws and regulations, therefore any changes made by the RBI have a direct impact on the bank's operations.
 - **High Competition:** The primary competitors are Bank of Baroda, Canara Bank, Bank of India, Central Bank, Indian Overseas bank which are performing well.
 - **Online Banks:** Loans are provided online by private banks which pose a threat to the Union Bank of India.
 - **Tech-Platforms:** New-age technology like payment wallets are affecting the business of the bank.
- **Competitive Analysis of the company** - There are several brands in the market that are competing for the same set of customers. Below are the top 6 competitors of Union Bank Of India:
 - Indian Bank
 - Bank of Baroda
 - Corporation Bank
 - Canara Bank

- Dena Bank
- Central Bank of India

Let's have a look at the net interests, profits, and total assets of Union Bank of India with respect to these other companies :

Name	Last Price	Market Cap. (Rs. cr.)	Net Interest Income	Net Profit	Total Assets
SBI	488.20	435,699.54	275,457.29	31,675.98	4,987,597.40
Bank of Baroda	109.55	56,652.27	69,880.78	7,272.28	1,277,999.84
Canara Bank	216.95	39,357.56	69,397.53	5,678.42	1,226,979.66
PNB	31.05	34,189.20	74,879.53	3,456.96	1,314,805.03
IOB	17.85	33,740.81	16,729.87	1,709.54	299,377.16
Union Bank	36.55	24,981.00	67,943.95	5,232.10	1,187,591.05
Indian Bank	168.15	20,942.09	38,856.22	3,944.82	671,668.05
Bank of India	46.50	19,081.58	38,075.83	3,404.70	734,614.02
Central Bank	18.30	15,886.12	22,801.65	1,044.83	369,214.99
UCO Bank	11.35	13,570.01	14,981.34	929.76	267,784.02
Bank of Mah	16.15	10,869.75	13,019.22	1,151.54	230,611.38
Punjab & Sind	14.75	9,997.24	7,095.81	1,039.05	121,067.54
Vijaya Bank	46.05	6,005.60	12,589.84	727.02	177,632.05
Oriental Bank	43.45	5,953.56	17,867.69	54.99	271,909.55
Corporation Bk	9.80	5,874.30	15,622.63	-6,332.98	213,577.86
United Bank	4.50	4,081.18	8,559.88	-2,315.92	151,529.93
Syndicate Bank	15.15	4,065.84	21,725.40	-2,588.30	311,278.86
Allahabad Bank	7.60	3,440.89	16,864.29	-8,333.96	248,575.76
Dena Bank	12.65	2,857.69	8,932.23	-1,923.15	120,859.80
Andhra Bank	9.10	2,816.94	18,932.22	-2,786.13	249,311.41

From this table we can conclude the following points -



- The net profits of UBI is less than Bank of Baroda.
- The net profits of UBI is less than Canara Bank.

Let us compare Bank of Baroda and Union Bank of India :

CURRENT VALUATIONS				
		BANK OF BARODA	UNION BANK	BANK OF BARODA/ UNION BANK
P/E (TTM)	x	7.3	4.8	152.8%
P/BV	x	0.6	0.4	174.2%
Dividend Yield	%	2.6	5.2	50.3%

SHARE HOLDING				
Indian Promoters	%	64.0	83.5	76.6%
Foreign collaborators	%	0.0	0.0	-
Indian inst/Mut Fund	%	25.1	8.2	304.7%
Flls	%	8.2	1.2	697.5%
ADR/GDR	%	0.0	0.0	-
Free float	%	36.0	16.5	218.4%
Shareholders		1,281,415	761,809	168.2%
Pledged promoter(s) holding	%	0.0	0.0	-

Let us compare Canara Bank and Union Bank of India from the perspective of the employees:

	 Canara Bank Change	 Union Bank of India Change
Overall Rating (full-time and part-time employees only)	3.7 ★★★★★ (based on 498 reviews)	3.9 ★★★★★ (based on 414 reviews)
Career Opportunities	3.6 ★★★★★	3.8 ★★★★★
Compensation & Benefits	3.4 ★★★★★	3.9 ★★★★★ Union Bank of India employees rated their Compensation & Benefits 0.5 higher than Canara Bank employees rated theirs.
Work-life balance	2.8 ★★★★★	3.3 ★★★★★ Union Bank of India employees rated their Work-life balance 0.5 higher than Canara Bank employees rated theirs.
Senior Management	3.0 ★★★★★	3.4 ★★★★★ Union Bank of India employees rated their Senior Management 0.4 higher than Canara Bank employees rated theirs.

- Conclusion** - To sum up, UBI has a huge mass of incredibly innovative services providing enough options. The company has the advantage of the brand trust of thousands in India. It has been updated with technology although not the most advanced but not behind as well; however, UBI should start focusing on creative advertisement to attract more inventors in India as well as internationally. With a huge increase in the service industry. There is a very high competition where marketing plays a crucial role-taking advantage of technology not merely in this industry in which every other company is focusing on digital marketing to rise ahead of each other.