



# **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

## **SUMMER INTERNSHIP PROJECT 2024**

### **REPORT TITLE**

**“A Comprehensive Analysis of HDFC Bank’s Retail Banking  
Products and Services”**

### **SUBMITTED BY**

**BISWAJIT KUND**

**MBA Batch: 2023-25**

**University Regn. No: 2306258045**

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Bhubaneswar



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**CERTIFICATE OF INTERNAL GUIDE**

This is to certify that **Mr. Biswajit Kund** bearing University registration no. **2306258045** of 2023-2025 Batch, has completed his/her summer internship at HDFC Bank Ltd from 1<sup>st</sup> June 2024 to 15<sup>th</sup> July 2024 under the supervision of **Mrs. Sanghamitra Pattnaik** (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at **Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar**. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Dr. Debabrata Sharma

Place: Bhubaneswar

Asst. Professor (Finance)

# CERTIFICATE OF EXTERNAL GUIDE

Classification - Public



HDFC Bank Limited  
Human Resources Division  
HDFC Bank House, 2<sup>nd</sup> Floor,  
Senapati Bapat Marg,  
Lower Parel, Mumbai 400013  
Tel : 6652 1000 Fax: 2490 4016

**August 2, 2024**

## **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Biswajit Kund** has completed his project training with us in **Retail Branch Banking** at **Kalpana Square-Bhubaneswar** from **June 1, 2024, to July 15, 2024.**

He has completed a project on **“Banking Products and Services.”**

We wish him all the best for the future.

**Yours truly,  
For HDFC BANK LIMITED.  
Human Resources**

**This is Computer generated letter and hence does not require Signature**

Human Resource Division, HDFC Bank Corporate HR – ISO 3001.2008 Certified

Regd. Office: HDFC Bank Limited, HDFC Bank House, Senapati Bapat Marg, Lower Parel (West), Mumbai-400 013

Classification - Public

## DECLARATION

I **Mr. Biswajit Kund** Bearing university registration no. 2306258045 of 2023-2025 Batch, hereby declare the project report titled “**A Comprehensive Analysis of HDFC Bank’s Retail Banking Products and Services**” is based on my internship at HDFC Bank Ltd, Bhubaneswar, during the period 1<sup>st</sup> June 2024 to 15<sup>th</sup> July 2024 and is an original work done by me under the supervision of **Mrs. Sanghamitra Pattnaik** (corporate guide) and **Dr. Debabrata Sharma** (internal guide). The report is being submitted to **Biju Patnaik institute of information Technology and management Studies, Bhubaneswar**, affiliated to **Biju Patnaik university of Technology, Odisha**, in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration**. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

## **EXECUTIVE SUMMARY**

This project report delves into the comprehensive landscape of retail banking products and services offered by HDFC Bank, one of India's leading financial institutions. The primary objective is to explore the diverse range of financial products and services tailored to meet the needs of individual customers. This study encompasses an in-depth analysis of various retail banking offerings, including savings and current accounts, fixed and recurring deposits, personal loans, home loans, credit cards, and investment products such as mutual funds and insurance.

The report begins with an overview of HDFC Bank's retail banking division, highlighting its market position and significance in the Indian banking sector. It further examines the product features, benefits, and the innovative approaches adopted by the bank to enhance customer satisfaction and loyalty. Through a detailed analysis of customer feedback and market trends, the report identifies key factors that influence consumer preferences and decision-making processes.

Additionally, the project investigates the bank's digital transformation initiatives and the impact of technology on delivering seamless and efficient banking experiences. The role of mobile banking, internet banking, and other digital platforms in expanding the reach and convenience of retail banking services is thoroughly evaluated.

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# CHAPTER - 1

## 1.1 Introduction:

This project report provides an in-depth analysis of HDFC Bank's retail banking products and services. HDFC Bank, one of India's leading financial institutions, offers a comprehensive range of retail banking solutions designed to meet the diverse needs of individual customers. The report covers various aspects of the bank's offerings, including savings and current accounts, fixed deposits, personal and home loans, credit cards, and insurance products.

The primary objective of this report is to explore the features, benefits, and competitive advantages of HDFC Bank's retail banking products. It also examines the bank's approach to customer service, digital banking initiatives, and the integration of technology to enhance the customer experience. Additionally, the report provides insights into the bank's market positioning, customer demographics, and growth strategies in the retail banking sector.

By analyzing HDFC Bank's retail banking portfolio, this report aims to provide a comprehensive understanding of how the bank caters to the financial needs of its customers and maintains its position as a market leader in the Indian banking industry.

## 1.2 Objective of the study:

1. To analyze and evaluate HDFC Bank's retail banking products and services, identifying their key features, benefits, and market positioning.
2. To assess the bank's digital transformation initiatives and their impact on customer experience and satisfaction.
3. To compare HDFC Bank's offerings with those of its competitors in the Indian banking sector.
4. To explore the bank's strategies for growth and innovation in the retail banking domain.

### 1.3 Methodology

Research methodology is a way to systematically solve the research problem. It may understand as a science of study how research is done systematically.

There are two types of research methodology: -

- Primary data
- Secondary data

**Primary data** -Primary survey has been done through questionnaire among 100 customers of HDFC Bank. The data can be collected through interviews, observations and questionnaires. In this project, an appropriate questionnaire was designed which was answered by the customers of HDFC bank to know their opinion regarding the digital banking service provided by the bank.

**Secondary data** -In order to have a proper understanding of the service quality of bank a depth study was done by various sources such as books, a lot of data is also collected from the official website of the banks and the article from various search engines like Google, yahoo search and answer.com.

### 1.5 Scope of the Study:

This report explores HDFC Bank's diverse range of retail banking products and services, including accounts, loans, credit cards, and investment options. It examines the bank's digital initiatives, customer segmentation strategies, and competitive positioning within the Indian banking sector. The analysis also covers customer service approaches and compliance with regulatory standards. Additionally, the report provides insights into future trends and the bank's strategic growth plans in the retail banking domain.

### 1.6 Review of Literature

A number of researches have been conducted on digital banking and its adoption, development and its perils. A snapshot of some of the research reviews are:

**Nath et.al (2001)** found in their study that in every industry, E- Commerce is revolutionizing the way business is conducted. New business models are replacing outdated ones and organizations are rethinking business process designs and customer relationship management strategies. Banks are no exception to this transformation. This study examines banker's views on providing banking services to customers using the web. Specifically, it addresses issues such as the strategic need for internet banking, its effect on customer bank relationship, and customer's experiences in Internet banking.



**Corrocher (2002)** in his study examined the drivers of the adoption of the internet banking, in order to understand its role with respect to the traditional banking activity and to offer a comprehensive picture of the diffusion of such a technology within the sector. The main purpose of this paper is to investigate the relationship between the internet banking and the traditional banking activity, in order to understand if these two systems of financial services delivery are perceived as substitute or complements by the banks.

**Leary (2002)** in his study examined how internet or digital banking is slowly but surely reviving itself after numerous attempts by various financial institutions and financial intermediaries in the 1970s and 1980s. The standardization in technologies and the public's familiarity with the use of personal computers and the internet have made the internet bank or digital banking easier, cheaper and more cost effective than ever before. This paper discusses the coming of age of internet banking, the opportunity for internet banking and some of the obstacle and procedures that must be followed in order to develop a sound internet banking presence.

**Bradley and Stewart (2003)** conducted research in which they studied the factors driving the adoption of internet banking. The financial services environment has been subject to changes on many fronts. Technological change and the advent of the internet are among the most dramatic and challenging areas of change for the sector. This paper looks at retail banking and its adoption of online banking, in particular the factors driving and inhibiting adoption by the bank. By 2011, it is expected that bank adoption of the Internet will be near universal. The key factors that are driving banks to adopt online banking are the adoption by other banks, competitive forces, consumer demand and the availability of technology.

**Singh and Malhotra (2004)** in their study found that the tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations. The purpose of this paper is to help fill significant gaps in knowledge about the internet banking landscape in India. The paper presents data, drawn from a survey of commercial banks websites, on the number of commercial banks that offer Internet banking and, on the products, and services they offer. It investigates the profile of commercial banks with respect to profitability, cost efficiency, and other characteristics.

**Laukkanen and Tommi (2007)** in their research aimed to compare customer perceived value and value creation between internet and mobile bill paying service. A qualitative in-depth interviewing design was applied in order to ascertain the factors that create value perceptions in fund transfer service via personal computer and mobile phone. The findings suggest that efficiency, convenience and safety are salient in determining the differences in customer value


perceptions between internet and mobile banking. The paper provides enhanced information for business managers about both positive and negative customer value perceptions in internet and mobile banking. The contribution of the paper lies in achieving a more profound understanding on consumer value perceptions to internet and mobile banking. It expands the literature on electronic or mobile commerce and on electronic banking especially.

**Nandan et.al (2008)** in his paper discusses the concept of Internet banking, perception of internet bank customers, non-customers and issues of major concern in Internet banking. The state of internet banking in India has been explored using various concepts like E-banking continuum, and gap analysis related to the various services and the security features offered. In order to have a clear and focused insight about the perceptions of users about internet banking, a survey was conducted. The finding of the survey provides valuable insights into concern for security, reasons for lower penetration, and likeliness of adoption, which have been used to make useful recommendations.

**Mishra and Kiranmai (2009)** in their study found that information technology is considered as the key driver for the changes taking place around the world. According to Heikki, the transformation from the traditional banking to e-banking has been a 'leap' change. The evolution of e-banking started from the use of Automated Teller Machine (ATMs) and telephone banking, direct bill payment, electronic fund transfer and the revolutionary online banking. It has been forecasted that among all categories, online banking is the future of electronic financial transactions.

## CHAPTER- 2

### 2.1 Company Analysis

	<b>HDFC Bank Limited</b>  We understand your world
<b>Company Type</b>	Public
<b>Traded as</b>	NSE: HDFCBANK BSE:500180 NYSE: HDB BSE SENSEX NSE NIFTY 50
<b>ISIN</b>	INE040A01034
<b>Industry</b>	Financial Services
<b>Founded</b>	August 1994 (29 years ago)
<b>Headquarters</b>	Mumbai, Maharashtra, India
<b>No. of Location</b>	India: 87735 Branches 20938 ATMs
<b>Area Served</b>	India
<b>Key people</b>	Atanu Chakraborty (chairman) Sashidhar Jagdishan (CEO)
<b>Products</b>	Consumer banking, commercial banking, mortgage loan, private banking, asset management, Mutual funds, wealth management, credit card, insurance, private equity, investment banking.
<b>Revenue</b>	407,994 crore (\$49billion) (2024)
<b>Operating income</b>	76,568 crore (\$9.2 billion) (2024)
<b>Net Income</b>	64,062 crore (\$7.7 billion) (2024)
<b>Total assets</b>	36.17 lakh crore (\$430 billion) (2024)
<b>Total equity</b>	4.53 lakh crore (\$54 billion) (2024)
<b>No. of Employees</b>	213,527(31 Mar 2024)
<b>Subsidiaries</b>	HDFC Life, HDFC ERGO, HDFC Securities, HDFC Financial services, HDFC AMA, HDFC Capital Advisor.

## **About HDFC Bank**

HDFC, known as the Housing Development Finance Corporation Limited, was granted preliminary approval by the Reserve Bank of India (RBI) to establish a private sector bank in 1994. This approval came as part of RBI's efforts to liberalize the banking industry in India. Following the approval, HDFC Bank Limited was officially incorporated in August 1994, with its registered office based in Mumbai, India. It subsequently began its operations as a Scheduled Commercial Bank in January 1995.

HDFC holds a prominent position as India's premier housing finance company and has gained a remarkable reputation both domestically and internationally. Since its inception in 1977, HDFC has consistently exhibited healthy and consistent growth, solidifying its position as the dominant player in the mortgage market. The business has become an expert at offering retail mortgage loans that are tailored to different market segments over time. Additionally, HDFC has built up a sizable client base of corporations who use its housing-related credit facilities.

HDFC provides an extensive experience in the financial landscape, strong market standing, sizable shareholder base, and a distinctive consumer franchise, HDFC was uniquely positioned to venture into the establishment of a bank within the Indian financial landscape.

## **Vision and Mission**

### **Vision Statement**

The HDFC Bank is committed to maintain the highest level of ethical standards, professional integrity and regulatory compliance. HDFC Bank's business philosophy is based on four core values such as: - 1. Operational excellence.

2.Customer Focus.

3.Product leadership.

4.People.

### **Mission Statement**

- World Class Indian Bank

- Benchmarking against international standards.

- To build sound customer franchises across distinct businesses

- Best practices in terms of product offerings, technology, service levels, risk management and audit & compliance

## Objective

HDFC have a two-fold objective:

- 1.To be the preferred provider of banking services for target retail and wholesale customer segments.
- 2.To achieve healthy growth in profitability, consistent with the bank's risk appetite.

## Capital structure

### □ Equity Capital:

- The authorized share capital of HDFC Bank is ₹1,190.61 crore, with a paid-up share capital of ₹759.69 crore. This is represented by 759,691,066 equity shares, each with a face value of ₹1.
- The equity ownership is distributed as follows:
  - American Depository Shares (ADS) represent 13.54% of the equity.
  - Foreign Institutional Investors (FIIs) and Foreign Portfolio Investors (FPIs) collectively hold 41.36% of the equity ([HDFC Bank](#)) ([HDFC Bank](#)) ([HDFC Bank](#)).

### □ Listing and Shareholders:

- HDFC Bank's equity shares are listed on the BSE Limited (BSE) and the National Stock Exchange of India Limited (NSE). Additionally, the Bank's ADS are listed on the New York Stock Exchange (NYSE) under the symbol 'HDB'.
- The bank has a diverse shareholder base with over 4.12 million shareholders ([HDFC Bank](#)).

### □ Debt and Equity Ratios:

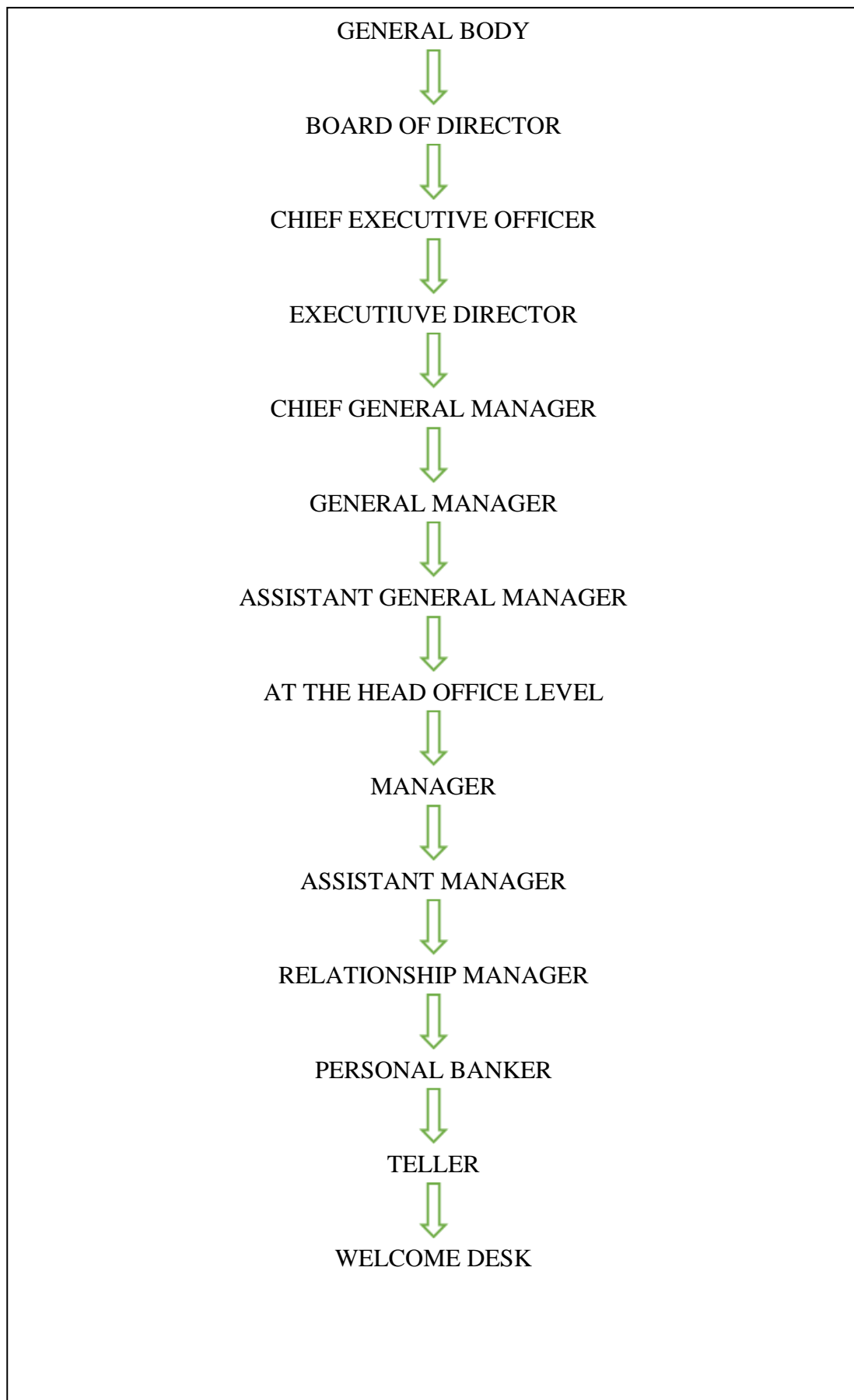
- The bank maintains a strong capital structure with a well-balanced mix of equity and debt. The leverage and capital adequacy ratios adhere to regulatory requirements, ensuring financial stability and resilience ([ET NOW](#)).

## HR policies of HDFC Bank

HDFC Bank has implemented several key HR policies as part of its strategy to adapt to evolving workplace dynamics and improve employee engagement. Here are some of the significant aspects of their HR policies in 2024:

1. **Reduced Notice Period:** In a notable change, HDFC Bank has reduced the notice period for employees to 30 days, which is part of an effort to streamline transitions and better align with modern employment practices. This change also aims to reduce employee stress related to transitions and increase flexibility for both the bank and its staff ([HDFC Bank](#)) ([PEOPLE MANAGER](#)).
2. **Employee Engagement and Development:** The bank emphasizes the importance of employee development and has implemented policies to nurture talent, especially in rural areas. This includes providing learning opportunities and career growth pathways, fostering a culture that encourages employees to share ideas and participate in decision-making processes ([HDFC Bank](#)).
3. **Work-Life Balance and Well-Being:** HDFC Bank is focusing on enhancing work-life balance, recognizing the importance of well-being in the workplace. This includes offering flexible work arrangements, which have become increasingly relevant in the post-pandemic work environment ([PEOPLE MANAGER](#)).
4. **Compensation and Benefits:** The bank has a comprehensive compensation policy, which is reviewed annually to ensure it remains competitive and fair. This includes various benefits aimed at ensuring financial stability and supporting the overall well-being of employees ([HDFC Bank](#)).
5. **Inclusion and Diversity:** HDFC Bank continues to promote diversity and inclusion within the workplace, creating an environment that respects and values differences among employees. This is part of their broader corporate governance and social responsibility commitments ([HDFC Bank](#)).

## Organization Structure



HDFC Bank's Board of Directors comprises eminent individuals with a wealth of experience in public policy, administration, industry and commercial banking. Senior executives representing HDFC Ltd. are also on the Board. Various businesses and functions in the Bank are headed by senior executives with work experience in India and abroad. They report to the Managing Director. The Bank is focused on recruiting and retaining the best talent in the industry as it believes that its people are a competitive strength.

## Financial Performance

As of the fiscal year 2024, HDFC Bank reported strong financial performance, with several key metrics highlighting its robust growth:

1. **Net Interest Income (NII):** The bank's NII for Q4 FY24 stood at ₹30,711 crore, up 16.5% from the previous year.
2. **Net Profit:** HDFC Bank posted a net profit of ₹12,047 crore for Q4 FY24, a growth of 21.8% year-over-year.
3. **Gross Advances:** The total advances reached ₹25,078 crore, marking a 1.6% quarter-on-quarter increase.
4. **Deposits:** Total deposits amounted to ₹23,798 crore, growing by 7.5% from the previous quarter.
5. **Asset Quality:** The Gross Non-Performing Assets (NPA) ratio was stable at 1.24%.

These figures indicate a healthy financial status, supported by consistent growth in core banking operations and strong asset quality ([HDFC Bank](#)).

## Business Analysis of HDFC Bank

HDFC Bank was incorporated in 1994 and has since grown to become one of the largest and most prominent banks in India. It offers a comprehensive range of financial products and services to individual and corporate customers.

### Business Segments

HDFC Bank operates in the following key segments:

- **Retail Banking:** Offers personal loans, home loans, auto loans, credit cards, savings accounts, and more.
- **Wholesale Banking:** Provides products and services to large corporates, small and medium enterprises (SMEs), and government bodies.



- **Treasury Operations:** Includes the bank's investment and trading activities, along with forex and derivatives services.

### **Financial Performance**

The bank has consistently shown strong financial performance, characterized by:

- **Strong Revenue Growth:** HDFC Bank has maintained a healthy growth rate in revenue and profits, driven by a robust loan portfolio and diversified income sources.
- **Asset Quality:** The bank has maintained good asset quality with low non-performing assets (NPA) ratios, reflecting prudent risk management practices.
- **Capital Adequacy:** The bank typically maintains a strong capital adequacy ratio, which ensures stability and the ability to withstand financial shocks.

### **Market Position**

HDFC Bank is one of the largest banks in India by market capitalization, with a vast network of branches and ATMs across the country. It is also a leader in digital banking, offering various online and mobile banking services.

### **Competitive Advantages**

- **Strong Brand Reputation:** HDFC Bank is recognized for its trustworthiness and efficient customer service.
- **Diverse Product Portfolio:** The bank offers a wide range of financial products catering to various customer segments.
- **Innovative Digital Platforms:** It has been at the forefront of digital banking innovation in India.

### **Challenges and Risks**

- **Regulatory Environment:** As a major financial institution, HDFC Bank is subject to stringent regulations that can impact its operations and profitability.
- **Competition:** Faces stiff competition from other private sector banks, public sector banks, and new-age fintech companies.
- **Economic Conditions:** The bank's performance is sensitive to the overall economic environment, including interest rate changes, inflation, and economic downturns.

### Recent Developments

- **Leadership Changes:** Monitoring the bank's leadership transitions is essential, as management decisions significantly impact the bank's strategy and operations.
- **Technological Investments:** Continuous investment in technology to enhance customer experience and operational efficiency.

### Future Outlook

HDFC Bank is expected to continue its growth trajectory by expanding its customer base, enhancing digital capabilities, and diversifying its product offerings. The bank's focus on maintaining high asset quality and capital adequacy will likely support its long-term stability and growth.

## PRODUCTS AND SERVICES PROFILE

Deposits products	Investment and Insurance	Cards
<ul style="list-style-type: none"><li>• Saving Account</li><li>• Current Account</li><li>• Demat Account</li><li>• Fixed Deposits</li><li>• Safe Deposits</li></ul>	<ul style="list-style-type: none"><li>• Insurance</li><li>• Equity and Derivatives</li><li>• General and Health insurance</li><li>• Mutual Funds</li><li>• Bonds</li><li>• Knowledge Centre</li></ul>	<ul style="list-style-type: none"><li>• Debit Cards</li><li>• Credit Cards</li><li>• Forex Cards</li><li>• Prepaid Cards</li></ul>

Loans	Payment Services	Bank Access
<ul style="list-style-type: none"> <li>• Personal Loan</li> <li>• Marriage Loan</li> <li>• Home Renovation Loan</li> <li>• Travel Loan</li> <li>• Gold Loan</li> <li>• Credit Card Loan</li> <li>• Education Loan</li> <li>• Vehicle Loan</li> <li>• Working Capital Finance</li> <li>• Loan Against Security</li> </ul>	<ul style="list-style-type: none"> <li>• Insta Pay</li> <li>• Net banking</li> <li>• Merchant</li> <li>• Visa Pay</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile Banking</li> <li>• WhatsApp Banking</li> <li>• Net banking</li> <li>• Branch Banking</li> <li>• E-mail</li> <li>• ATM</li> </ul>

## 1. Product Details

HDFC Bank offers a diverse range of products and services, including:

- **Retail Banking:** Savings accounts, current accounts, fixed deposits, loans (home, auto, personal, etc.), credit cards, debit cards, and more.
- **Corporate Banking:** Corporate loans, working capital finance, trade finance, investment banking, and more.
- **Treasury:** Foreign exchange and derivatives services, investments, etc.
- **Wealth Management:** Investment products, portfolio management, mutual funds, insurance, etc.
- **Digital Banking:** Mobile banking, internet banking, UPI, digital wallets, and payment gateways.

## 2. Price

HDFC Bank follows a competitive pricing strategy to cater to various customer segments. The pricing for products like loans, deposits, and services can vary based on factors such as the type of customer, product features, and market conditions. The bank offers attractive interest rates on loans and competitive fees for various services.

## 3. Place

HDFC Bank has an extensive network of branches and ATMs across India, along with a strong digital presence. It offers services through:

- **Physical Branches:** Over 5,000 branches in India.
- **ATMs:** A vast network of ATMs across the country.
- **Digital Channels:** Online banking, mobile banking apps, and digital payment platforms.

- **Partnerships:** Collaborations with retailers, e-commerce platforms, and other financial institutions.

#### 4. Promotion

HDFC Bank employs a multi-channel promotional strategy, including:

- **Advertising:** TV, radio, print, online, and outdoor advertising.
- **Digital Marketing:** Social media, email marketing, search engine marketing, and online campaigns.
- **Sales Promotions:** Offers, discounts, cashback, and reward programs.
- **Public Relations:** Sponsorships, events, and CSR initiatives.
- **Personal Selling:** Relationship managers and sales teams for direct customer engagement.

#### 5. Customer Segment

HDFC Bank targets a broad range of customer segments, including:

- **Retail Customers:** Individuals looking for savings, loans, and investment products.
- **Corporate Clients:** Businesses requiring banking services, loans, and financial advisory.
- **SMEs:** Small and medium enterprises needing business banking solutions.
- **High Net-Worth Individuals (HNIs):** Customers seeking wealth management and premium banking services.

#### 6. Positioning Strategy

HDFC Bank positions itself as a trustworthy and innovative banking partner offering a comprehensive range of financial solutions. The bank emphasizes customer-centric services, convenience, and cutting-edge digital banking capabilities. Its tagline, "We Understand Your World," reflects its commitment to understanding and meeting the diverse needs of its customers.

#### 7. Branding Strategy

HDFC Bank's branding strategy focuses on:

- **Trust and Reliability:** Consistently delivering quality services and maintaining a strong financial position.
- **Innovation:** Pioneering digital banking solutions and continuously upgrading technology.
- **Customer Service:** Providing excellent customer service through multiple channels.
- **Corporate Social Responsibility (CSR):** Engaging in community development and sustainability initiatives.

These elements collectively help HDFC Bank maintain its position as one of the leading banks in India, catering to a wide range of customers with a focus on quality, innovation, and trust.

## 2.2 Industry analysis

### SWOT analysis Of HDFC Bank

It is a framework used to evaluate a company's competitive position by identifying its strengths, weaknesses, opportunities and threats. Specifically, **SWOT analysis** is a foundational assessment model that measures what an organization can and cannot do, and its potential opportunities and threats.

#### ❖ **STRENGTH**

- HDFC bank is one of the leading new age private sector banks.
- The bank has a nation wise distribution network of more than 4500 branches and more than 12500 ATMs in more than 2500 cities and towns.
- Existing CBS (core banking solution) across its branches.
- Huge employee base.
- Acquisitions have boosted the operations of the bank.
- HDFC bank has been responsible for various CSR activities and has also been recognized with several banking awards.
- It offers several services like online banking, app, mobile banking, NRI services, etc.

#### ❖ **WEAKNESS**

- HDFC bank takes high charges on demand draft, fund transfer in regular current account than other nationalized banks.
- Share prices of the bank are often fluctuating causing uncertainty for the customers.
- Rural penetration of the bank is low as compared to the other nationalized bank.
- Competition for public sector and private sector bank means limited market share growth.

#### ❖ **OPPORTUNITIES**

- Rapid expansion of distribution networks and retail offerings.
- Company also has the opportunity for the dissatisfaction of the customers of public sector bank and foreign banks.
- Company gets benefit by minimizing the remedy of both private and foreign bank.
- HDFC has very good opportunities abroad and a great scope for acquisition and strategic alliances due to its present financial position.

- Mobile banking, internet banking, etc. can be a huge boon for HDFC's business.
- Venturing more into rural areas can be done by HDFC.
- Providing more complex products to the ever-increasing demands of the industry.

#### ❖ **THREATS**

- Competitors increasing their business can adversely affect HDFC's business.
- New banking licenses and regulations can impact operations.
- Foreign banks that offer complex products.
- ICICI bank is the potential threat to the HDFC bank online portal.
- NBFCs (non- banking financial companies) and new age banks are increasing in India.
- RBI has opened up to 74% for foreign banks to Invest in Indian market.
- The government banks are trying to modernize to compete with private bank.

### **Porters five forces analysis**

Porter's Five Forces analysis provides a framework to evaluate the competitive environment of HDFC Bank's products and services:

#### **1. Threat of New Entrants**

The Indian banking sector is highly regulated, making entry barriers significant. New entrants require substantial capital, regulatory approval, and customer trust. HDFC Bank's established brand and comprehensive range of financial products also make it challenging for newcomers to compete.

#### **2. Bargaining Power of Suppliers**

In banking, suppliers include sources of capital such as depositors and financial markets. Given HDFC Bank's strong brand and wide customer base, it can attract deposits at competitive rates, reducing the bargaining power of suppliers. The bank's strong financial position also provides favorable access to capital markets.

### **3. Bargaining Power of Buyers**

Customers in the banking industry have considerable bargaining power due to the availability of multiple financial service providers. However, HDFC Bank mitigates this by offering a broad range of products, high service quality, and a strong digital banking platform, which enhances customer loyalty.

### **4. Threat of Substitute Products or Services**

The threat of substitutes includes alternative financial services like fintech companies, digital wallets, and non-banking financial companies (NBFCs). HDFC Bank addresses this threat by investing in technology and innovation, providing competitive digital services, and integrating financial products that cater to various customer needs.

### **5. Industry Rivalry**

The Indian banking sector is intensely competitive, with numerous public, private, and foreign banks vying for market share. HDFC Bank maintains its competitive edge through a strong brand, extensive branch network, superior customer service, and continuous innovation in product offerings.

## CHAPTER -3

### 3.1 Introduction:

HDFC Bank is one of India's leading private sector banks, renowned for its extensive range of financial products and services. To understand its competitive landscape, we can analyze its primary competitors across various dimensions such as market share, product offerings, technological innovation, customer service, and financial performance. Key competitors include ICICI Bank, State Bank of India (SBI), Axis Bank, and Kotak Mahindra Bank.

### 3.2 Competitor Analysis:



### ICICI Bank:

ICICI Bank is one of the largest private sector banks in India, with a strong presence in both retail and corporate banking. It offers a wide range of financial products, including savings accounts, loans, credit cards, investment products, and insurance. The bank has a vast branch network and a robust digital platform.

ICICI Bank's strengths lie in its comprehensive digital banking services, which include mobile banking, internet banking, and a range of payment solutions. The bank has been a pioneer in adopting new technologies, such as blockchain and artificial intelligence, to enhance customer experience. Additionally, ICICI Bank has a strong international presence, providing a competitive edge in cross-border transactions and services.



Despite its strengths, ICICI Bank faces challenges such as maintaining asset quality and managing non-performing assets (NPAs). The bank has been working on improving its risk management frameworks, but economic downturns and sectoral stress can impact its financial health.

### **State Bank of India (SBI):**

As the largest public sector bank in India, SBI has a dominant market share, particularly in rural and semi-urban areas. The bank offers a wide range of banking products and services, including personal banking, corporate banking, international banking, and treasury operations.

SBI's strengths include its extensive branch network, which provides deep penetration across India, especially in rural regions. The bank's vast customer base and government backing give it a significant competitive advantage. SBI has also been investing heavily in digital banking and fintech partnerships, enhancing its service offerings.

SBI's primary challenge is managing its large portfolio of non-performing assets, which is a common issue among public sector banks in India. Additionally, being a state-owned entity, the bank often has to align with government policies, which can sometimes limit its strategic flexibility.

### **Axis Bank:**

Axis Bank is another major private sector bank in India, known for its strong retail and corporate banking services. The bank has a significant presence in the urban market and offers products such as savings and current accounts, loans, credit cards, and wealth management services.

Axis Bank's strengths include its strong digital infrastructure and innovative product offerings. The bank has been proactive in adopting new technologies and has a well-developed digital banking platform. It also has a strong focus on customer service and experience, which helps it retain and attract customers.

Axis Bank faces challenges related to asset quality and the management of NPAs. The bank has been working on strengthening its credit risk assessment processes but continues to face pressure in maintaining a healthy loan portfolio.

### **Kotak Mahindra Bank:**

Kotak Mahindra Bank is a relatively newer player compared to its competitors but has grown rapidly in recent years. The bank offers a diverse range of banking and financial services,

including personal finance, commercial banking, investment banking, and insurance. Kotak Mahindra Bank's strengths lie in its strong management team, innovative product offerings, and focus on high-net-worth individuals (HNIs). The bank has a robust digital platform and is known for its customer-centric approach. It has also been active in strategic acquisitions and partnerships, which have helped expand its market presence.

The bank's smaller scale compared to larger peers can be a limitation in terms of reach and resource allocation. Additionally, its focus on niche markets, such as HNIs, may limit its growth potential in broader segments.

### **Comparative Analysis**

All major competitors, including HDFC Bank, have been heavily investing in digital banking and technological innovations. HDFC Bank stands out for its integrated digital offerings and customer service excellence. However, ICICI Bank and Axis Bank also provide strong digital experiences, while SBI leverages its vast network to complement its digital services.

SBI leads in terms of customer base and market reach, particularly in rural areas. HDFC Bank and ICICI Bank have a strong presence in urban markets and among retail and corporate customers. Kotak Mahindra Bank, while smaller, focuses on affluent customers and has been growing rapidly.

HDFC Bank consistently reports strong financial performance, with robust profitability and asset quality. ICICI Bank and Axis Bank have been improving their financial metrics but still face challenges related to NPAs. SBI's financial health is often influenced by broader economic conditions and policy decisions, while Kotak Mahindra Bank maintains a conservative and strong balance sheet.

HDFC Bank continues to focus on expanding its digital capabilities, enhancing customer experience, and maintaining strong asset quality. ICICI Bank is working on improving its risk management and expanding its international presence. SBI is leveraging its vast network and digital initiatives to maintain its market leadership. Axis Bank focuses on innovation and customer service, while Kotak Mahindra Bank aims to grow its niche markets and strengthen its digital offerings.

### **3.3 Conclusion:**

HDFC Bank operates in a highly competitive environment, with strong players across the public and private sectors. While it has several strengths, including a comprehensive digital platform and a wide range of products, it must continually innovate and adapt to maintain its market position. Competitors like ICICI Bank, SBI, Axis Bank, and Kotak Mahindra Bank each have unique strengths and face specific challenges, making the competitive landscape dynamic and challenging. As the banking industry evolves, HDFC Bank's ability to leverage technology, manage risks, and offer superior customer service will be crucial to sustaining its competitive advantage.

## **CHAPTER-4**

### **4.1 Introduction:**

HDFC Bank, one of India's leading private sector banks, has established itself as a key player in the financial services industry. With a robust portfolio of products and services catering to both retail and corporate clients, HDFC Bank has consistently focused on customer-centricity, leveraging technology, and maintaining strong relationships to drive growth. This customer analysis report delves into the bank's customer base, exploring who they are, their behaviors, preferences, and how the bank meets their needs in an increasingly competitive and dynamic market.

### **4.2 Customer analysis of HDFC Bank:**

#### **1. Who is HDFC Bank's Customer?**

##### **Current Customers**

HDFC Bank's current customers include a broad demographic, ranging from retail customers (individuals and households) to corporate clients. This customer base is segmented into various categories based on income, occupation, age, and geographic location.

##### **Potential Customers**

Potential customers include:

- **Competitor's Customers:** Those currently using services from competing banks (e.g., ICICI Bank, State Bank of India).
- **Non-Customers of Product Category:** Individuals and businesses not currently engaged with formal banking services or specific product categories like credit cards or investment products.

#### **2. Who Buys, Influences, and Consumes the Product?**

- **Buyers:** Typically, the decision-makers in households or businesses who initiate the purchase of banking products (e.g., heads of families, finance managers).
- **Influencers:** Individuals or entities that influence the buying decision, such as financial advisors, family members, or industry experts.

- Consumers: The end-users of the bank's products, which include the entire family for retail banking products or the employees in the case of corporate banking.

Reference Groups: Customers are influenced by their social networks, including friends, family, colleagues, and social media, as well as industry trends and financial advisors.

### **3. Types of Customers for HDFC Bank's Products**

- Economic Customers: Price-sensitive customers seeking value for money, often focused on fees, interest rates, and charges.
- Cognitive Customers: Well-informed and analytical customers who carefully evaluate financial products based on detailed research and comparisons.
- Passive Customers: Those who are less involved in the decision-making process, often relying on convenience or habit.
- Impulsive Customers: Customers who make quick decisions, often influenced by promotions, convenience, or brand appeal.

### **4. Specific Factors Influencing Consumer Behavior**

#### **Cultural Factors**

- Values and Beliefs: Cultural norms around saving and investing, risk aversion, and financial security.

#### **Social Factors**

- Social Class: Different banking needs and expectations across various social strata.
- Family: Family structure and roles influence banking product choices, such as joint accounts or children's savings accounts.

#### **Personal Factors**

- Age and Life Stage: Younger customers might prioritize digital banking, while older customers might prefer traditional services.
- Occupation and Income: Professionals and business owners might seek more sophisticated products like wealth management or business loans.

### **5. What Customer Buys?**

Customers buy a variety of HDFC Bank products to satisfy needs such as security (savings and fixed deposits), convenience (current accounts, online banking), financial growth (mutual funds, loans), and transaction facilitation (credit/debit cards).

## **6. How Customer Buys? (AIDA Model)**

- Attention: HDFC Bank attracts attention through advertising, digital marketing, and brand visibility.
- Interest: Interest is generated through attractive offers, product features, and customer testimonials.
- Desire: Desire is fostered by demonstrating the benefits and value of products, often through personalized services.
- Action: Customers take action by visiting branches, contacting customer service, or using online channels to apply for products.

## **7. Buying Decision-Making Process**

- Problem Recognition: Need for a financial product (e.g., saving, investing, borrowing).
- Information Search: Customers research options via the bank's website, financial advisors, or peer recommendations.
- Evaluation of Alternatives: Comparison of HDFC Bank's products with competitors.
- Purchase Decision: Based on factors like interest rates, convenience, customer service.
- Post-Purchase Behavior: Evaluation of satisfaction and potential for future purchases or continued usage.

Customer Involvement: Varies from high (for complex products like home loans) to low (for routine transactions like savings accounts).

## **8. Post-Purchase Behavior**

Customers may experience satisfaction or dissatisfaction, which influences their likelihood of continuing with HDFC Bank or switching to competitors. Positive experiences can lead to customer loyalty, while negative experiences may cause churn.

## **9. Where Customers Buy**

- B2C (Business to Consumer): Predominantly for retail banking products through branches, ATMs, and online platforms.
- B2B (Business to Business): For corporate banking services.
- Online and Brick & Mortar: Distribution is extensive, with both digital platforms and physical branches. The policy is intensive, ensuring wide accessibility.

## **10. When They Buy**

- Timing: Customers may purchase banking products based on life events (e.g., marriage, buying a house), seasonal needs (festive offers), or specific timing (financial year-end for tax-saving products).

## **11. How They Choose**

- Multi-Attribute Models: Customers evaluate products based on attributes like interest rates, fees, convenience, customer service.
- Perceptual Mapping: Customers perceive HDFC Bank as a reliable, customer-centric bank with strong digital capabilities.
- Conjoint Analysis: Assesses how customers value different features of financial products.

## **12. Why They Prefer a Product?**

Competitive Advantage: HDFC Bank offers a strong brand reputation, comprehensive product range, superior customer service, and robust digital infrastructure.

Value Comparison: Customers perceive HDFC Bank's products as offering good value for money, security, and convenience.

## **13. How Do They Respond to Marketing Programs?**

Sensitivity Test: Customers respond positively to promotional offers, especially those that offer financial benefits (e.g., lower interest rates, waived fees) and convenience enhancements.

#### **14. Will They Buy Again?**

Customer Satisfaction and Delight: HDFC Bank emphasizes customer relationship management (CRM) through personalized services, loyalty programs, and efficient problem resolution, aiming to enhance satisfaction and encourage repeat business.

#### **15. Emerging Trends**

- Changes in Customer Profile: Increasing digital adoption among all age groups, rising financial literacy, and growing demand for personalized banking services.
- Cultural Changes: A shift towards more proactive financial planning and investment.

### **4.3 Conclusion:**

HDFC Bank's customer base is diverse, ranging from individual retail customers to large corporate clients, each with unique needs and preferences. The bank's success in catering to this wide array of customers is rooted in its strong brand reputation, customer-centric approach, and commitment to innovation, particularly in the digital space. By continuously analyzing customer behavior, preferences, and emerging trends, HDFC Bank is well-positioned to adapt to the evolving market landscape, ensuring sustained growth and customer loyalty in a competitive industry.



## **CHAPTER-5**

### **5.1 Actual work done**

#### **1<sup>st</sup> Week (1<sup>st</sup> June-7<sup>th</sup> June)**

Learn about History and position of HDFC Bank, its achievement and did overview of their products and service. Interacted with the customer about their ratings on different products & services of HDFC Bank and To assess the bank's digital transformation initiatives and their impact on customer experience and satisfaction. No challenges faced in this week.

#### **2<sup>nd</sup> Week (8<sup>th</sup> June-14<sup>th</sup> June)**

To know About payzapp and expressway services for customer. The digital payments app of HDFC Bank, Its features, its uses over other UPI apps. Its main advantage was it is secure payments and Earn cashback on purchases and transaction, and enjoy special offers. Convinced 10 customer about digital payzapp and installed it on their mobile phone and create their accounts on Payzapp. No challenges faced.

#### **3<sup>rd</sup> Week (15<sup>th</sup> June- 22<sup>nd</sup> June)**

There are various types of saving account available in HDFC bank. Such as, Regular saving account, Senior citizen account ,Regular NRE/NRO account, kids advantage account, women's saving account, Digisave youth account, Savings max account, Speciale active account ,Speciale gold, Speciale platinum account, Savings farmers account .Apart from all savings max account offers various types of facility on health cover of upto3.9 cr and lifetime free platinum debit card, special loan offer on( auto loan, two wheeler loan) ,daily cash withdrawal limit 1 lakh and shopping limit 5 lakh etc. and many more. During this week Interacted with customer and made them aware about different types of account and maintaining minimum balance for a particular saving account. Challenges faced (Describe any challenges or issues that you faced during the week): - No challenges faced.

#### **4<sup>th</sup> Week (23<sup>rd</sup> June-30<sup>th</sup> June)**

During this week To learn about various types types of current account in HDFC Bank. such as Regular current account, activ, Premium, Plus, E-comm, Professionals, Agri, Startup current account etc. In this week I interact with customer learnt them about different types of current account and its Average quarterly balance & Average monthly balance and also about the non-

maintenance charges for different account. Also, in this week to learn about different kinds of loans available in banks. These are Home Loan, Auto loan, Education loan, Personal Loan, Gold loan, Business loan etc. No challenges faced.

### **5<sup>th</sup> Week (1<sup>st</sup> July-7<sup>th</sup> July)**

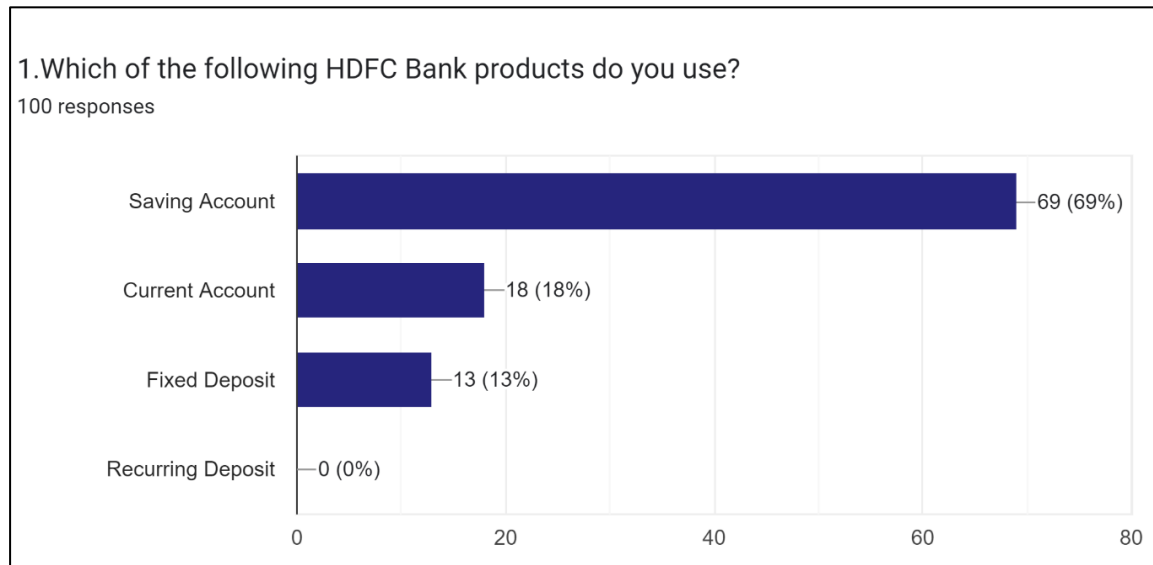
In this week to learn about various kinds of credit cards are offered to the customer in HDFC Bank. Such as Moneyback +, Indian oil card, Swiggy card, Regalia Gold, BIZ first, BIZ Grow, BIZ Power, BIZ Black, Millennia card, Diners Club privilege card, Infinia Metal card, Freedom card and also known about the mobile banking and internet banking services that offered to the customers. No challenges faced during this week.

### **6<sup>th</sup> Week (8<sup>th</sup> July-15<sup>th</sup> July)**

During this last week learn about different kinds of Insurance products of HDFC Bank. These are Sanchay par advantage (Life insurance), fortune guarantee supreme (Life insurance), ULIP plan, Term insurance, Health insurance, Motor insurance etc. To know about **Xpressway Services** by HDFC Bank offers instant digital banking solutions, including account opening, loans, and credit card applications, with quick processing and minimal documentation. It provides a seamless, paperless experience for customers, enabling easy access to banking services through online and mobile platforms. No challenges faced.

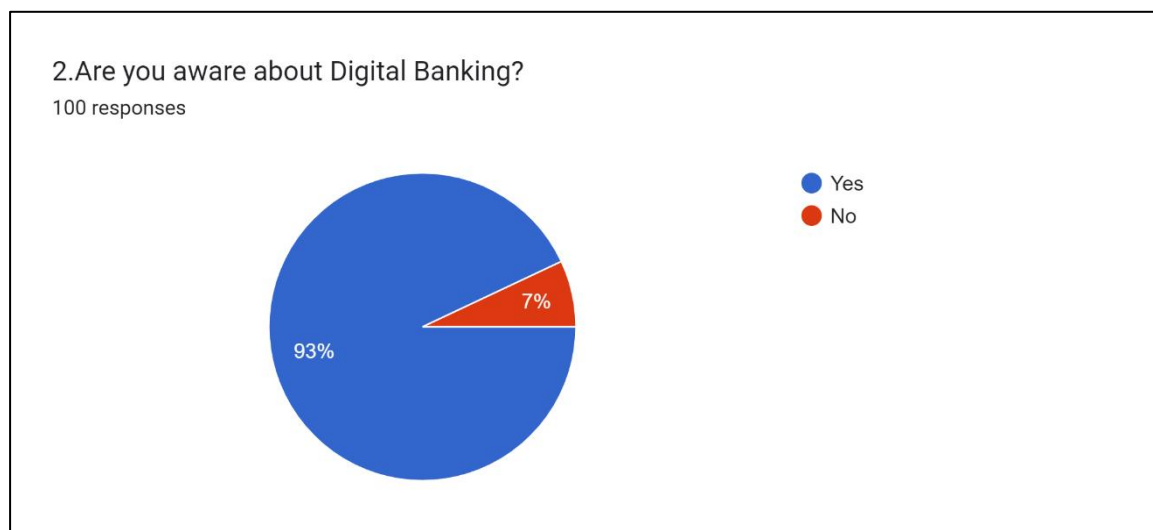
## Outcomes from the Survey

**Figure 5.1: Deposit products of the respondents**



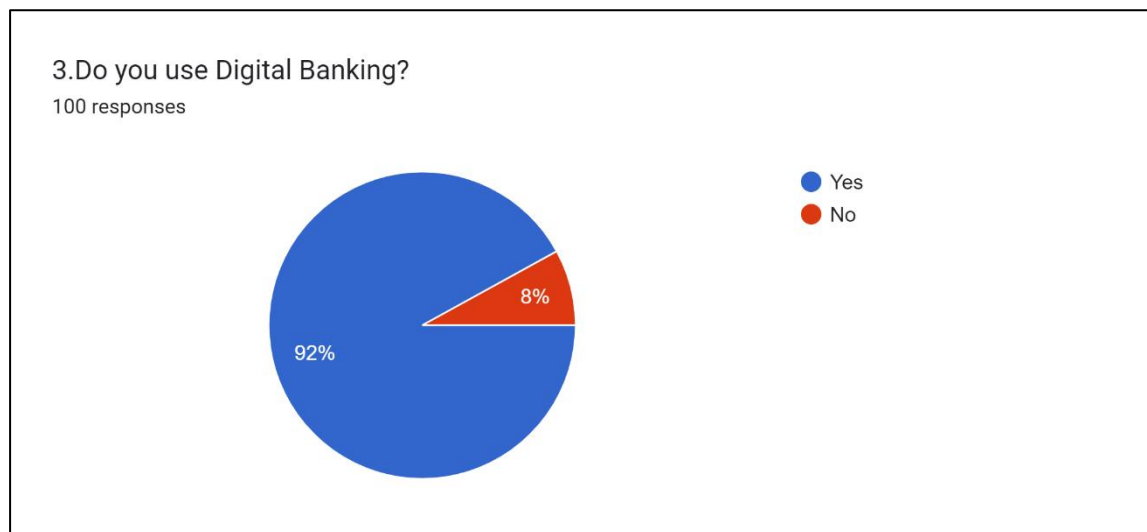
From the response collected from 100 respondents, It can be observed that on a point of 10, 6.9 part of the people are using saving account. Whereas 1.8 people are using current account and 1.3 people are using fixed deposit.

**Figure 5.2: Respondents aware about Digital Banking**



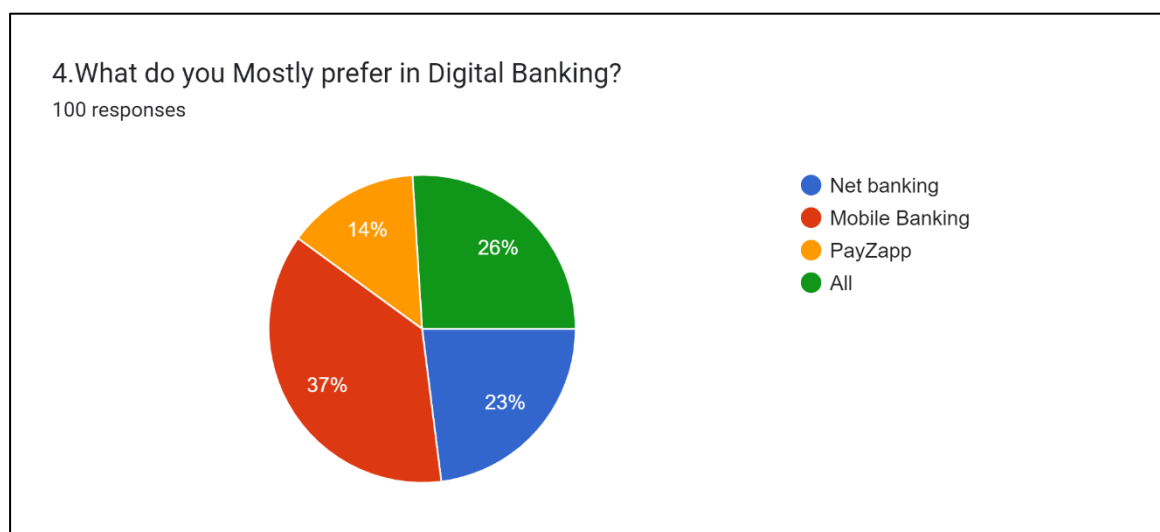
When it was asked for the aware about digital banking, on a point of 10, 9.3 people are aware about digital banking. Whereas, there is still 0.7 people remaining who aren't aware about digital banking.

**Figure 5.3: Respondents use of Digital banking**



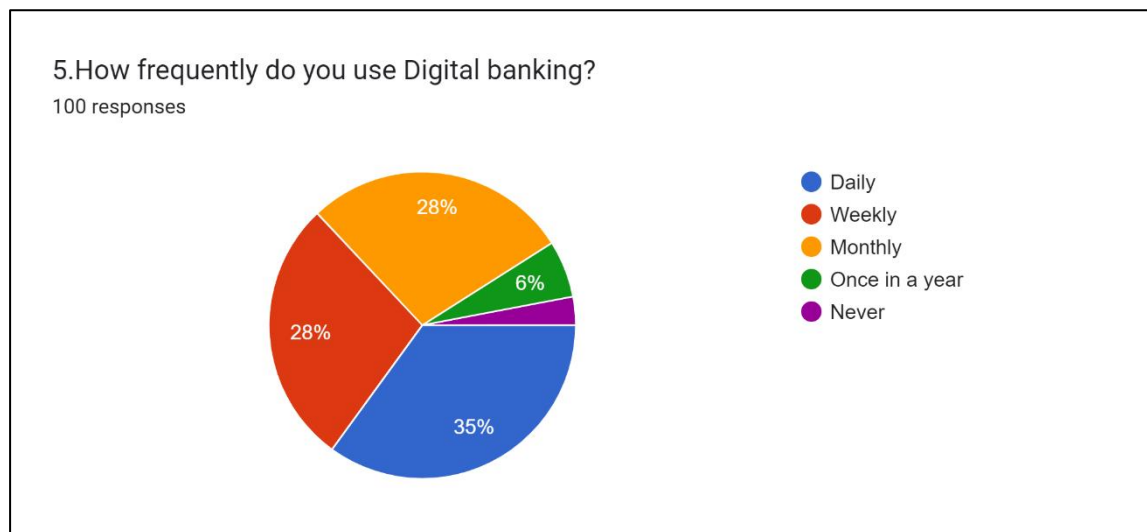
When it was asked for the use of digital banking, on a point of 10,9.2 respondents gave positive response, whereas remaining 0.8 were still not using the digital facilities of the bank.

**Figure 5.4: Prefer of Digital Banking of the Respondents**



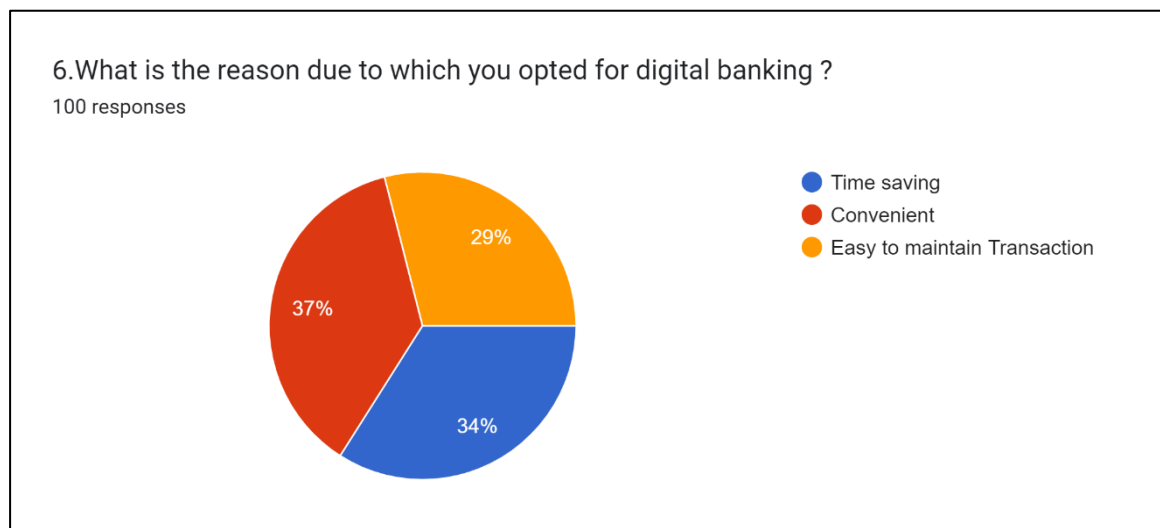
When asked for the preference of people regarding digital services of the bank ,37% respondents are using mobile banking, 23% people are using net banking facility of the bank, whereas 14% were using payzapp, and 26% were the ones who were connected to all the services. So, it can be conducted the majority of the section are conducted to mobile banking which is followed by net banking.

**Figure 5.5: Frequently use Digital Banking of the respondents**



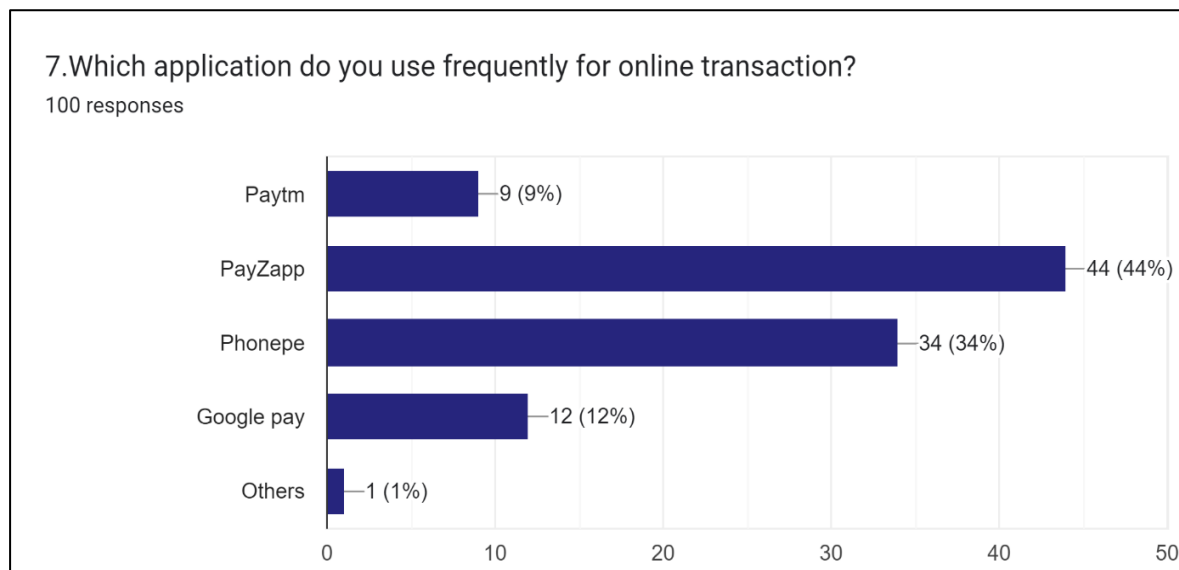
The analyses were made based upon the use of digital banking, and it was found that 35% of the people were using the digital facility of the bank on a daily basis, both 28% people are using on weekly and monthly basis, 6% were using it for once in a year, and 3% of them were such that were never been in touch of the digital banking.

**Figure 5.6: Reasons due to opted for Digital Banking**



When it was asked for the reason behind opting for digital banking, the respond came in a way that 34% of the people said that digital banking is time saving for them, 29% of them said that it is easy to transact via digital medium, and 37% of them were such that it is convenient to use digital banking tan to visit bank on a daily basis.

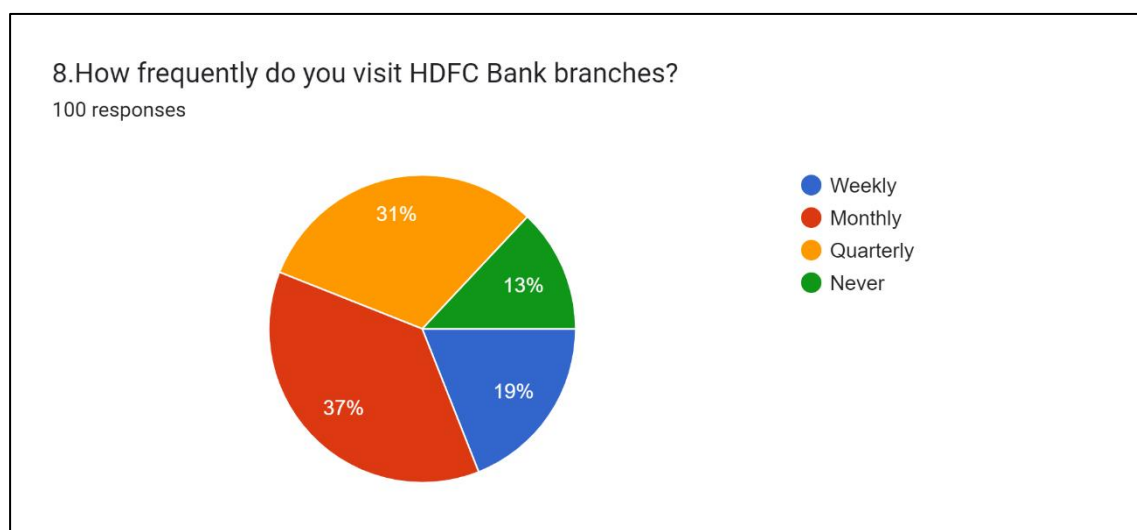
**Figure 5.7: Respondents use Application for online transaction**



When it was asked for the application they use for online transaction, response came in a way which was quite surprising. It was found that 44% of the people are using payzapp, 34% are active on phonepe, 12% are active on google pay, 9% are active on Paytm, and rest of all are active on another platform.

It was concluded that, within a short span of time payzapp application of HDFC Bank has positioned itself strongly in the market.

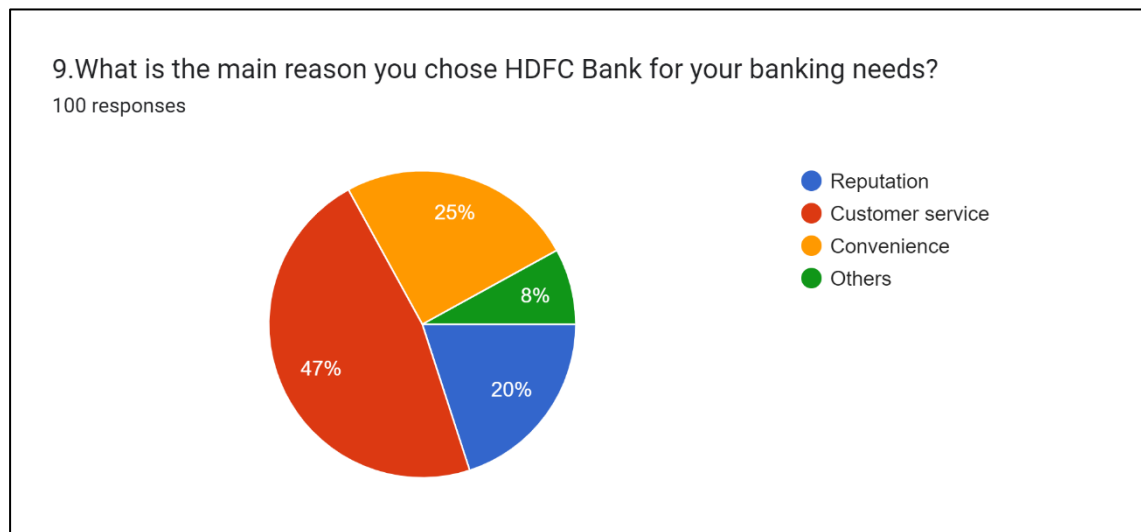
**Figure 5.8: Respondents visits at HDFC Bank Branches**



The analyses were made based upon the visit of customer to Bank, and it was found 37% of the people were coming monthly basis, 31% of people were coming quarterly basis, 19% of the people were coming weekly basis, and rest 13% were never been touch of the bank.

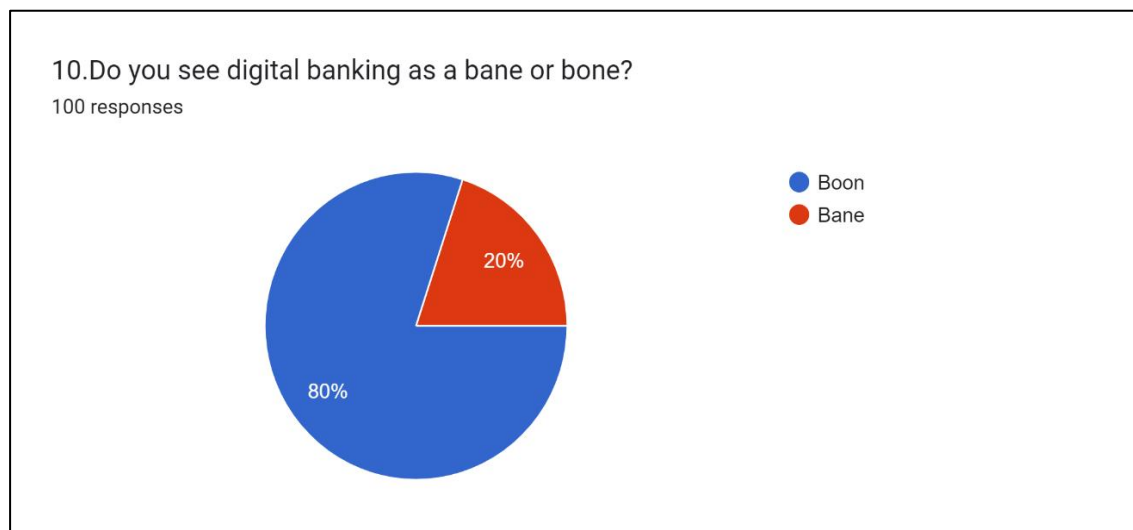
Conclusion was made that HDFC Bank has been successful to a great extent in adding more and more customers to its digital services.

**Figures 5.9: Respondents choosing HDFC Bank for their banking needs**



The analyses were made based upon the reason for choosing HDFC Bank for banking needs, and it was found 47% of the people had chosen for customer service ,25% of people had chosen for convenience needs,20% of people had chosen for banks reputation and rest of 8% had chosen on other.

**Figure 5.10: Digital Banking as a bane or boon for the Respondents**

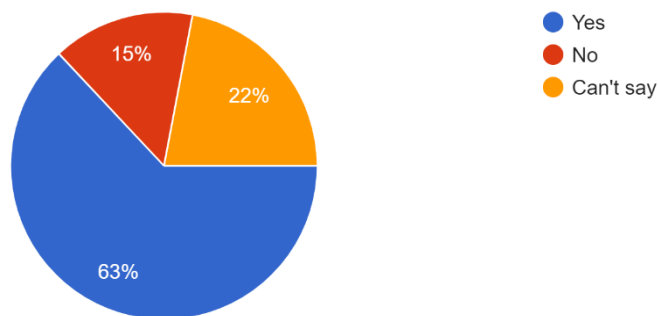


At a place where more and more people are getting attached to the digital banking services, the sudden idea of how people see digital banking emerged to my mind. The customer was then asked, for how they see digital banking, as a boon or a bane for the coming time period.

The response was big surprise to everyone ,80% people were the one who see it as a boon. On the other hand,20% see digital banking as a bane.

**Figures 5.11: Respondents opinions on HDFC Bank Digital banking**

11.Do you think the digital banking services offered by HDFC Bank is better than other banks?  
100 responses

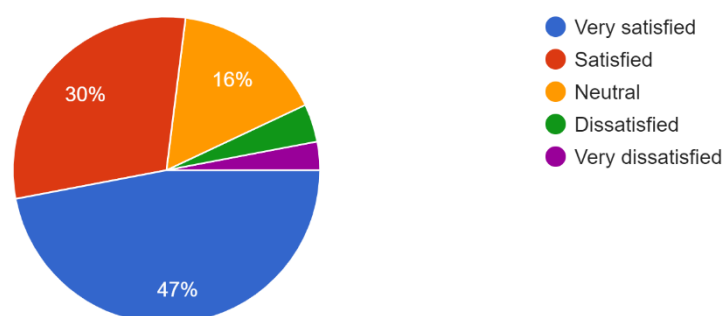


At the time, the customers were asked about the service offered by the bank and what is their thought when it comes to other banks offering the same services.

The response recorded was such that, 63% of the customer were satisfied with the banking services of HDFC Bank, 22% were the ones who were not satisfied with the services, and 15% were unsure about it.

**Figures 5.12: Respondents satisfaction on HDFC Bank services**

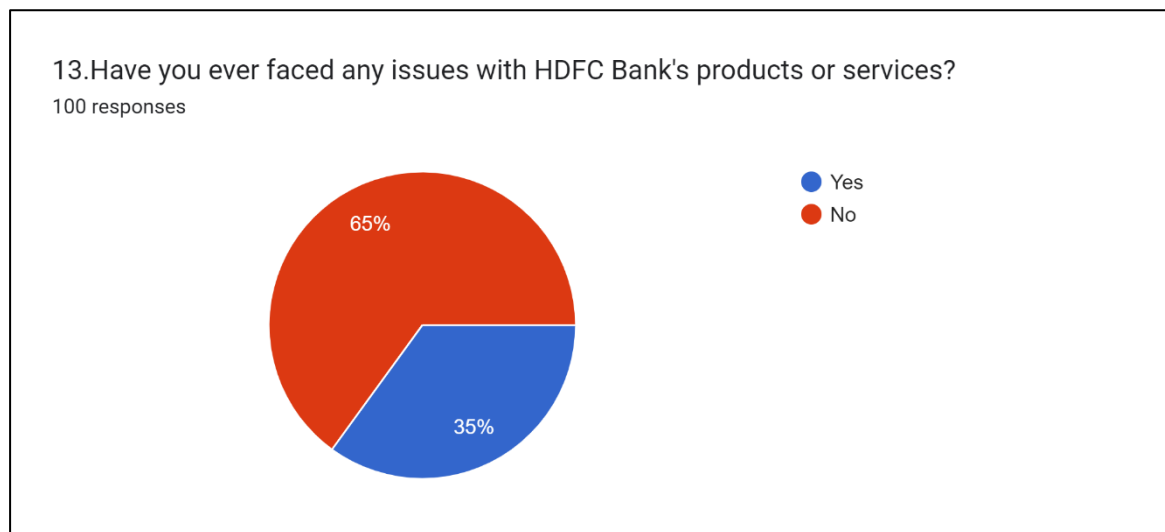
12.How satisfied are you with the services provided at HDFC Bank branches?  
100 responses



When it was asked for how much satisfied with the services that provided at HDFC Bank, the respond came in a way that 47% of the people Agreed that they are very satisfied, 30% of the people are satisfied, 16% of the people give their opinion as neutral, and rest of people give their opinion as they are not satisfied with the services provided at HDFC bank.

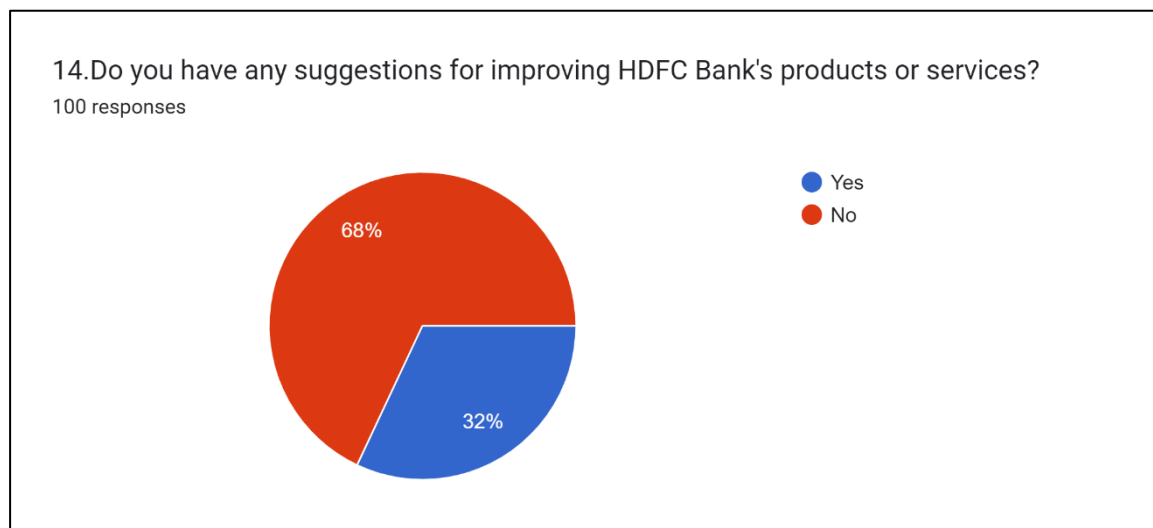


**Figures 5.13: Products or Services related issues that Respondents Faced**



When it was asked for have you faced any issues with HDFC Bank products and services, the response was a big surprise to everyone ,65% of people said that they are not faced any issues with bank’s products and services. Whereas 35% of people faced some issues with banking product and services.

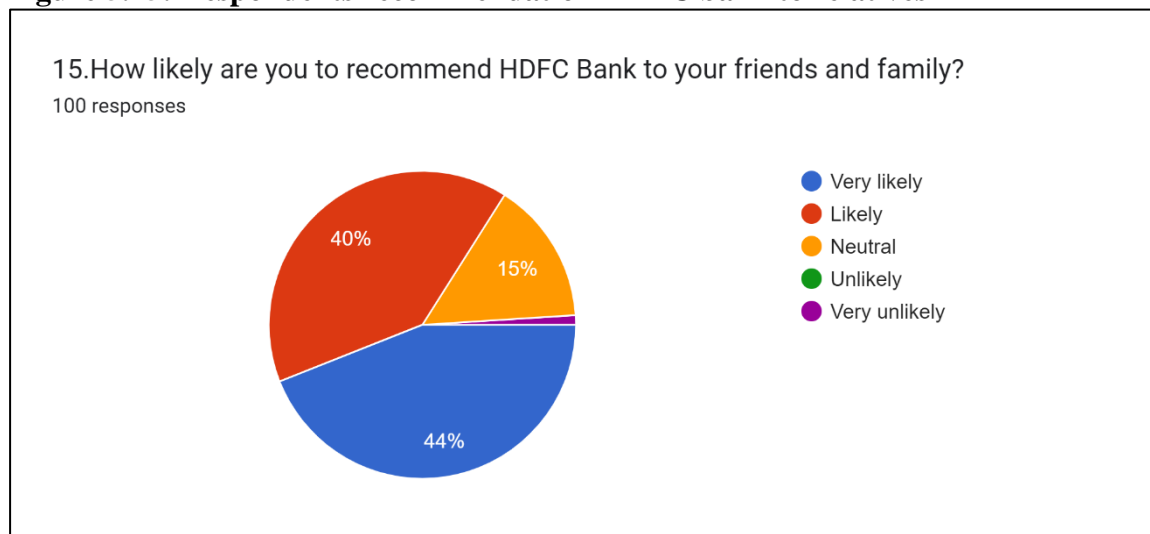
**Figures5.14: Respondents suggestion for improving Bank products and services**



When it was asked for have any suggestions for improving banking product and services, the response came that, 68% gave their opinion that there is no need for improving banking products and services. On other hand ,32% people said that there a need for improving the banking products and services.

The low level of percentage of people who are not satisfied the products and services that offered by HDFC Bank.

**Figure 5.15: Respondents recommendation HDFC bank to relatives**



At last, when it was asked how likely you recommend HDFC bank to their friends and family, the response came that, 44% of people are suggest very likely ,40% of people are suggest likely, and rest of people suggest negative responses.

## 5.2 Findings of the study

The findings of the study were as follows:

- The majority of the respondents have been HDFC bank's customer for more than 5 years.
- The majority of the respondents were availing the savings account followed by current account, among the various products offered by the bank.
- Most of the people were in favor of the quality services offered by the bank.
- A good section of customers was attached to the digital banking, whereas many still relied upon branch banking.
- Maximum population were aware about the net banking services offered by the bank.
- Majority of the people were using the Net banking.
- For majority of the people, it was convenient for them to use digital medium for online transaction as it was time saving for them.
- For most of the people, the only reason for them to visit the branch was to make a deposit.
- Most of the people were in favor of HDFC bank providing the best of facilities in comparison to another bank.
- Most of the people were still unsure about the safety and security of going online for availing banking services.
- Most of the respondents also said that the most important reason for which net banking service is not being used popularly was that it does not offer receipts on payments and the least important reason was that it was more expensive than going to the branch.
- The main source of satisfaction appeared to be up to date technology, modern equipment adopted by the bank.
- The improved service quality and security leads to customer satisfaction and ultimately, to customer loyalty.

## **CHAPTER-6**

### **6.1 CONCLUSION**

The emergence of new technology has been changing the attire of the banking. Technology is aiding globalization of financial market across the globe. Customer's expectation of new products and alternative delivery channels has been rising. Banks are under tremendous pressure to offer today what the customers would be expecting tomorrow. Due to innovation and spread of new technology, banks today offer the customer a choice to conduct their business across the counter. The objective of this study was to see how strongly HDFC bank has established its digital footprint among its customers in the market and what more can be done towards it. The research was descriptive in nature. The universe of the study was the customers of HDFC bank. The survey was carried out on 100 respondents in which the data analysis tools used were tables and pie charts. Majority of the respondents were aware of the digital banking facility of the bank and most of them were also digitally connected to the bank. The customer held a view that digital banking has led to ease of doing business to a great extent whereas there were also a few who were still unsure about the use of digital banking. It was also concluded to the end of the training that the services offered by HDFC bank is fast and satisfying to the customers in comparison to other bank offering the same service. The reason behind that being, HDFC bank offer door to door service and fast service in order to satisfy its customers. The bank is more prone to adopt new technology in its service offering for its customer satisfaction.

## 6.2 SUGGESTION

- Enhance mobile banking app and online platform user experience and introduce advanced features like AI-powered chatbot and personalized financial advice.
- Introduce premium savings accounts with exclusive benefits (e.g. higher interest rates, personalized services).
- In credit card offer more rewards and cashback programs.
- Expand loan offerings to include niche products (e.g. education loan for specific courses).
- Expand investment products to include more mutual fund options and introduce personalized insurance plans based on customer need and risk profile.
- Enhance customer support through multiple channels like phone call, email, and chat etc.
- Implement advanced security measures to ensure data privacy and protections.

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## **ANNEXURE**

### **Questionnaires Survey on HDFC Bank Retail Banking Products and Services**

1. Gender:

- a) male
- b) female
- c) others

2. Age:

- a) under 25
- b) 25-44
- c) 45-54
- d) 65 and above

3. Which of the following HDFC Bank products do you use:

- a) saving account
- b) current account
- c) fixed deposit
- d) recurring deposit

4. Are you aware about digital banking:

- a) yes
- b) no

5. Do you use digital banking:

- a) yes
- b) no

6. What do you mostly prefer in digital banking:

- a) net banking
- b) mobile banking
- c) payzapp
- d) all

7. How frequently do you use digital banking:

- a) daily
- b) weekly
- c) monthly
- d) once in year
- e) never

8. What is the reason due to which you opted for digital banking:

- a) time saving
- b) convenient
- c) easy to maintain transaction

9. Which application do you use frequently for online transaction:

- a) Paytm
- b) payzapp
- c) phonepe
- d) google pay
- e) others

10. How frequently do you visit HDFC Bank branches:

- a) weekly
- b) monthly
- c) quarterly
- d) never

11. What is the main reason you chose HDFC Bank for your banking needs:

- a) reputation
- b) customer service
- c) convenience
- d) others



12. Do you see digital banking as a bane or bone:

- a) boon
- b) bane

13. Do you think digital banking services offered by HDFC Bank is better than other:

- a) yes
- b) no
- c) can't say

14. How satisfied are you with the services provided at HDFC Bank branches:

- a) very satisfied
- b) satisfied
- c) neutral
- d) dissatisfied
- e) very satisfied

15. Have you ever faced any issues with HDFC Banks products and services:

- a) yes
- b) no

16. Do you have any suggestions for improving HDFC Bank products and services:

- a) yes
- b) no

17. How likely are you to recommend HDSFC Bank to your friends and family:

- a) very likely
- b) likely
- c) neutral
- d) unlikely
- e) very unlikely

