

A PROJECT REPORT ON

**“A STUDY OF E-BANKING WITH THE REFERENCE OF HDFC AND  
ICICI BANK ”**

A Project Submitted to

University of Mumbai for Partial Completion of the Degree of  
Bachelor in Commerce (Banking and Insurance)

Under the Faculty of Commerce

By

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**JNAN VIKAS MANDAL’S**

**Mohanlal Raichand Mehta College of Commerce**

**Diwali Maa College of Science**

**Amritlal Raichand Mehta College of Arts**

**Dr. R.T. Doshi College of Computer Science**

**NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)**

**Sector-19, Airoli, Navi Mumbai, Maharashtra 400708**



**FEBRUARY, 2024.**



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**CERTIFICATE**

This is to certify that **MS.** \_\_\_\_\_ has worked and duly completed her Project work for the degree of Bachelor in Commerce (Banking and Insurance) under the Faculty of Commerce in the subject of **BANKING** and her project is, “ \_\_\_\_\_ ”

. Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and fact reported by her personal finding and investigations.

Guiding Teacher,

**ASST. PROF. DR. KISHOR CHAUHAN.**

**Date of submission:**

## **DECLARATION**

I the undersigned **MS.EKTA MANOJKUMAR SHARMA** here by, declare that the work embodied in this project work titled “**A STUDY OF E-BANKING WITH THE REFERENCE OF HDFC AND ICICI BANK**”, forms my own contribution to the research work carried out by me under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

(EKTA MANOJKUMAR SHARMA)

Certified by:

**ASST. PROF. DR. KISHOR CHAUHAN.**

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# INDEX

<b>Chapter No.</b>	<b>Topic</b>	<b>Page No.</b>
1.	<b>Introduction</b> 1.1 executive summary 1.2 meaning 1.3 definition 1.4 Services provided by E-banking	6-31
2.	<b>Research Methodology</b> 2.1 objectives 2.2 scope 2.3 limitations 2.4 types 2.5 research Method 2.6 types of data 2.7 sample size 2.8 sample method 2.9 data collection method	32-35
3.	<b>Literature Review</b> 2.1 company profile 2.2 SWOT analysis 2.3. criteria	36-53
4.	<b>Data analysis, interpretation and presentation</b>	54-72
5.	<b>Conclusions and suggestions</b> 5.1 conclusion 5.2 findings 5.3 suggestions	73-79
6.	<b>Appendix</b>	80-84
7.	<b>Bibliography</b>	85-86

**CHAPTER-1**  
**INTRODUCTION**

## **EXECUTIVE SUMMARY**

While financial institutions took steps to implement E-banking services in the mid-1990s, more consumers were hesitant to conduct financial transactions over the web. It took widespread adoption of electronic commerce, based on trailblazing companies such as America Online, Amazon.com and eBay, to make the idea of paying for items online widespread. By 2000, 80 percent of U.S. banks offered e-banking. Customer use grew slowly. At Bank of America, for example, it took 10 years to acquire 2 million ebanking customers. However, a significant cultural change took place after the Y2K scare ended. In 2001, Bank of America became the first bank to top 3 million online banking customers, more than 20 percent of its customer base. In comparison, larger national institutions, such as Citigroup claimed 2.2 million online relationships globally, while J.P. Morgan Chase estimated it had over 750,000 online banking customers. Wells Fargo had 2.5 million online banking customers, including small businesses. Online customers proved more loyal and profitable than regular customers. In October 2001, Bank of America customers executed a record 3.1 million electronic bill payments, totaling more than \$1 billion. In 2009, a report by Gartner Group estimated that 47 % of U.S. adults and 30 % in the United Kingdom bank online.

The first online banking service in the United States was introduced in October 1994. The service was developed by Stanford Federal Credit Union, which is a financial institution. The online banking services are becoming more prevalent due to the well-developed systems. Though there are pros and cons of electronic cash, it has become a revolution that is enhancing the banking sector.

## **E-BANKING**



### **MEANING:-**

Internet banking is the term used for the new age banking system. Internet banking is also called online banking and it is an outgrowth of PC banking. Internet banking uses the internet as the delivery channel by which to conduct banking activity, for example, transferring funds, paying bills, viewing checking and savings account balances, paying mortgages and purchasing financial instruments and certificates of deposits (Haque et al, 2009). Internet banking is a result of exploring the possibility to use internet applications in one of the various domains of commerce. It is difficult to infer whether the internet tool has been applied for the convenience of bankers or for the customers' convenience. But ultimately it contributes in increasing the efficiency of the banking operation as well providing more convenience to customers. Without even interacting with the bankers, customers transact from one corner of the country to another corner. There are many advantages of online Banking. It is convenient, it isn't bound by operational timings, there are no geographical barriers and the services can be offered at a minuscule cost (IAMAI's, 2006). Electronic banking has experienced explosive growth and has transformed traditional practices in banking (Gonzalez et al., 2008). Private Banks in India were the first to implement internet banking services in the banking industry. Private Banks, due to late entry into the industry, understood that establishing a network in remote corners of the country is a very difficult task. It was clear to them that the only way to stay connected to the customers at any place and at anytime is through internet applications. They took the internet applications as a weapon of competitive advantage to corner the great monoliths like State Bank of India, Indian Bank etc. Private Banks are pioneers in India to explore the versatility of internet applications in delivering services to customers. As per prediction of Broadie et al(2007)the e- banking is leading to a paradigm shift in marketing practices resulting in high performance in the banking industry.



Delivery of service in banking can be provided efficiently only when the background operations are efficient. An efficient background operation can be conducted only when it is integrated by an electronic system. Then components like data, hardware, software, network and people are the essential elements of the system. Banking customers get satisfied with the system when it provides them maximum convenience and comfort while transacting with the bank. Internet enabled electronic systems facilitate the operation to fetch these results. An in-depth analysis would help to understand that an internet enabled electronic bank system differentiates from traditional banking operation through faster delivery of information from the customer and service provider.

Additionally, it has to be noted that the banking operations does not transfer physical currencies, instead it transfers the information about the value for currencies. I-banks enable transfer of information more swiftly on- line. ( Salawu et.al, 2007). In service organizations like banks, information flows more than physical items. In the commercial world, especially in most advanced societies today, money is rather carried in information storage medium such as cheques, credit cards and electronic means than in its pure cash form. According to Christopher et al (2006), E banking has become an important channel to sell the products and services and is perceived to be a necessity in order to stay profitable and successful. The perception is formed as a result of interpreting the experience. There is a growing interest in understanding the users' experience (Hiltunen et al.,2002 .); as it is observed as a larger concept than user satisfaction. From this perspective ,assessing the user experience is essential for many technology products and services (Wilson & Sasse, 2004) Customers have started perceiving the services of the bank through the internet as a prime attractive feature than any other prime product features of the bank. Customers have started evaluating the banks based on the convenience and comforts it provides to them. Bankers have started developing various product features and services using internet applications.

## **Definition of E-Banking:**

### Electronic Banking



E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. E-banking includes the systems that enable financial institution customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the Internet.

Customers access e-banking services using an intelligent electronic device, such as a personal computer (PC), personal digital assistant (PDA), automated teller machine (ATM), or Touch Tone telephone. While the risks and controls are similar for the various e-banking access channels, this booklet focuses specifically on Internet-based services due to the Internet's widely accessible public network. Accordingly, this booklet begins with a discussion of the two primary types of Internet websites: informational and transactional.

E Banking is your personal banking service on the Internet, protected with bank identifiers. It is available anywhere, anytime. E Banking allows you to pay invoices to Finnish and foreign recipients easily and securely. You can also check your account balances and transactions. You can order a new card, withdraw a loan granted to you and make mutual fund subscriptions .

You can access E Banking services by obtaining bank identifiers. E Banking as such is free of charge but commissions and fees in accordance with the service tariff will be levied on orders and other transactions carried out through e Banking.

E Banking allows you to pay invoices to finish and foreign recipients easily and securely. You can also check your account balances and transactions.

You can order a new card, withdraw a loan granted to you and make mutual fund subscriptions. You access E-Banking services by obtaining bank identifiers. E-Banking as such is free of charge but commissions and fees in accordance with the service tariff will be levied on orders and other transactions carried out through E-Banking.

The last decade has witnessed a drastic change in the economic and banking environment all over the world. With the economic and financial sector reforms introduced in the country since early 1990s, the operating environment for banks in India also underwent a rapid change. The process of deregulation and reforms in the Indian banking system resulted in the creation of an efficient and competitive banking system. Deregulation has opened up new vistas for banks to extend their revenues by diversifying into universal banking, investment banking, bank assurance, mortgage financing, depository services, securitization, personal banking etc. At the same time, liberalization has opened the turf to new players and brought greater competition among banks.

To survive the competition, the information & communication technology significantly contributed to the growth and profit of financial institutions worldwide. Technology is the key to move towards providing integrated banking services to customers. Indian banks are a late starter in the adoption of technology for automation of processes and the integrated banking services. But with the global adoption of technology, Indian banking is also at the threshold of paradigm shift due to the latest changes. There are various factors which have played an important role in the Indian banking sector for adoption of technology. Firstly, the economic reforms introduced by the government almost fifteen years back which resulted in opening up of new vistas for banks outside the country. E-banking is defined as the automated delivery of new and traditional

banking products and services directly to the customers through multiple electronic means ADCs like ATM, IB, MB, etc.

E-banking was firstly introduced in India by the ICICI around 1996. E-banking includes the systems that enable financial institutions, customers and individuals or businesses to access accounts, transact business or obtain information of financial products and services through a public or private network, including the Internet. The E-banking revolution provides new opportunities like Payment and Settlement Systems.

E-banking creates a 'huge world of customer convenience' With continuing technology evolution and changing demographic preferences banks all over the world keep finding new channels to put their money on . E-banking improves the internal working of a bank and ensures customer satisfaction. It facilitates market penetration and growth in customer base without any geographical constraints or time-based limitations. Customers are influenced to use electronic channels to conduct their banking transactions due to the benefits gained from E-banking services. They are tremendous reduction in transaction costs, world over delivery of banking services, real-time information, real-time transaction, absence of geographical and time constraints, better employee-customer social relationship, publicity of innovative and globally accepted products/services, confidence of customers in the low-cost and cost- effective e-channels, conversion of banks from traditional ('brick and mortar') to e- banks('click and portal'), better quality service, increased speed, increased efficiency, touch-screen technology, convenient and cheaper electronic channels, easy, fast, efficient and secured financial services at reasonable costs, single window servicing, convenience for customers at their options to transact from anywhere, at anytime and using any delivery channel that are suitable for them, minimizing personal visit to the branch premises and more suitability for changing demographic preferences, etc. Thus, customers are embracing all the above benefits of E-banking. E-banking enables banks to provide good, superior, very high quality customer service as well as to offer a broad range of products and/or services to customers. It maximizes returns, acquires more customers and builds the customer product ratio, extends their reach and increases their contact with multi platform consumers and ensures one's privacy and trust. These features enhance customer satisfaction. When the customers adopt E- banking they have increased expectations about service and

support to enable them to banking on-line. Thus, E-banking services have become the virtual main street of the World.

The Internet has created a new economic ecosystem. On October 18, 1995 Security First Network Bank opened to the public as the world's first Internet bank. ICICI bank introduced IB first in India. Advent and adoption of the Internet by the industries have removed the constraints of time, distance and communication making the globe truly a small village. Financial sector is no exception. Numerous factors such as competitive cost, customer service, increase in education and income level of customers, cheapness, convenience speed, security, accessibility at any time and at any place in the world, etc. influence banks to evaluate their technology and assess their electronic commerce and IB strategies. IB is a powerful technological innovation which has the power to increase not only customer satisfaction but also the bank's profitability. It holds the potential to drive the future of banking. It provides various types of new innovative products and /or services to customers like account enquiry, fund transfer, payment of utility bills, etc. It increases operational efficiencies and reduces costs. Online banking plays a very important role in capital market transactions too.

The various payment and settlement systems through IB in the Indian banking system are MICR, Electronic Clearing Service (ECS), EFT, Centralised Funds Message Service (CFMS), National Deferred System (NDS), INFINET, RTGS, etc. Out of various ADCs, the IB is emerging as the most cost effective and convenient and a delightful channel to the banks as well as customers due to its inherent advantages. Electronic banking, also known as electronic funds transfer (EFT), is simply the use of electronic means to transfer funds directly from one account to another, rather than by cheque or cash. You can use electronic funds transfer to. Directly deposit your paycheck into your bank or credit union bank account. Withdraw cash from your bank account from an ATM machine with a personal identification number (PIN), at your convenience. Instruct your bank or credit union to mechanically pay a few monthly bills from your account, such as your auto loan or your mortgage payment. Have the bank or credit union transfer funds monthly from your bank account to your mutual fund account. Have your government social security benefits check or your tax refund deposited directly into your bank account. Buy groceries, gasoline and other purchases at the point-of-sale, using a check card rather than cash, credit or a personal check. Use a smart card with a prepaid amount of money embedded in it to be used rather than

cash at a payphone, expressway road toll, or on college campuses at the library's photocopier or bookstores.

Use your pc and private finance software to coordinate your total personal monetary management process, integrating data and activities related to your income, spending, saving, investing, recordkeeping, bill- paying and taxes, alongside basic monetary analysis and decision making.

## HISTORY OF E - BANKING IN INDIA



In India, since 1997, when the ICICI Bank first offered internet banking services, today, most new-generation banks offer the same to their customers. In fact, all major banks provide e-banking services to their customers. India is still in the early stages of E-banking growth and development. Competition and changes in technology and lifestyle in the last five years have changed the face of banking. The changes that have taken place impose on banks tough standards of competition and compliance. The issue here is – ‘Where does India stand in the scheme of E-banking.’ E-banking is likely to bring a host of opportunities as well as unprecedented risks to the fundamental nature of banking in India.

The impact of E- Banking in India is not yet apparent. Many global research companies believe that E-banking adoption in India in the near future would be slow compared to other major Asian countries. Indian E-banking is still nascent, although it is fast becoming a strategic necessity for most commercial banks, as competition increases from private banks and non banking financial institutions. Despite the global economic challenges facing the IT software and services sector, the outlook for the Indian industry remains optimistic.

The Reserve Bank of India has also set up a “Working Group on E-banking to examine different aspects of E-banking. The group focused on three major areas of E- banking i.e. (1) Technology and Security issues (2) Legal issues and (3) Regulatory and

Supervisory issues. RBI has accepted the guidelines of the group and they provide a good insight into the security requirements of E-banking.

The importance of the impact of technology and information security cannot be doubted. Technological developments have been one of the key drivers of the global economy and represent an instrument that if exploited well can boost the efficiency and competitiveness of the banking sector. However, the rapid growth of the Internet has introduced a completely new level of security related problems. The problem here is that since the Internet is not a regulated technology and it is readily accessible to millions of people, there will always be people who want to use it to make illicit gains. The security issue can be addressed at three levels. The first is the security of customer information as it is sent from the customer's PC to the Web server. The second is the security of the environment in which the Internet banking server and customer information database reside. Third, security measures must be in place to prevent unauthorized users from attempting to log into the online banking section of the website.



## **SERVICES PROVIDED BY INTERNET BANKING**

**RETAIL BANKING:** The Retail banking application is an integration of several functional areas, and enables customers to:

- Issue Demand Drafts online
- Transfer funds to own and third party accounts
- Credit beneficiary accounts using the VISA Money Transfer, RTGS/NEFT feature
- Generate account statements
- Setup Standing InstructionsConfigure profile
- settings Use e-Tax for online tax payment
- Use ePay for automatic bill payments
- Interface with merchants for railway and airline reservations
- Avail DEMAT and IPO services

**CORPORATE BANKING:** The Online SBI corporate banking application provides features to administer and manage corporate accounts online. The corporate module provides roles such as Regulator, Admin, Up loader, Transaction Maker, Authorizer, and Auditor. These roles have access to the following functions:

- Manage users, define rights and transaction rules on corporate accounts
- Access accounts in several branches with a single sign-on mechanism
- Upload files to make bulk transactions to third parties, supplier, vendor and tax collection authorities.
- Use online transactional features such as fund transfer to own accounts, third party payments, and draft issues
- Make bill payments over the Internet.
- Authorize, modify, reschedule and cancel transactions, based on rights assigned to the user
- Generate account statement
- Enquire on transaction details or current
- balance VALUE ADDED SERVICES
- Tax payments to central and state governments through site to site integration.
- Supply Chain Finance ( e-VFS- Electronic Vendor Finance Scheme)
- Direct Debit Facility
- E Collection Facilities for:

- Core Banking Transactions
- Internet Bank transactions for incoming RTGS/NEFT Transactions
- Internet banking transactions for SBI and associate banks
- Debit facility where suppliers can directly debit their customer s account through internet “ banking
- PRODUCTS & SERVICES

## E-TICKETING:



An e-ticket (electronic ticket) is a paperless electronic document used for ticketing purposes, such as airfare or concert admission.

E-tickets are stored in a database and can be printed out at home or at the ticket counter of the venue. This practice has become an increasingly popular option for travel companies and event venues because of its convenience, cost savings and environmental friendliness.

Another advantage is that it eliminates the possibility of losing entrance to a venue or a flight because of a lost paper ticket.

When a customer purchases an e-ticket, the e-ticket is emailed to them as a PDF file or stored in an online ticketing system. The e-ticket contains information such as the customer's name, flight number, seat number and other relevant details about the purchase.

Each e-ticket is unique and contains a barcode or QR code that allows it to be scanned for verification. The e-ticket also serves as proof of purchase, eliminating the need for customers to carry around paper tickets.

Although e-tickets are convenient and efficient, some venues might still require customers to present physical tickets upon arrival. Before buying an e-ticket, double check with your ticketing provider to make sure that electronic tickets are accepted as a valid form of entry.

Airlines, train services and amusement parks are some of the most popular e-ticketing businesses. These organizations use e-tickets as an easy and secure way to provide customers with tickets while reducing their overhead costs.

Other e-ticketing businesses include theaters, music venues, museums, festivals and more. E-ticketing is also used for online events, such as streamed webinars or virtual conferences.

## **BILL PAYMENT**



Online bill pay is an electronic payment service offered by many banks, credit unions and bill-pay services. It allows consumers to make one-time or recurring bill payments through a website or app. Consumers may also be able to schedule future payments.

Usually, online bill-pay services work by having a linked checking account where the funds are withdrawn from. Some banks refer to the account that pays the bill as the “pay from” account, while the business or individual who receives the bill payment is designated as the “pay to” account.

Because online bill pay bypasses the need for paper statements, it is an environmentally friendly alternative to paper bills. It also can help consumers keep their bills organized and not have to worry about a paper statement getting lost or accidentally thrown away.

### **Pros**

All bills are in one place: You’ll be able to easily access each upcoming or past bill, as well as payment history, from the bank website or bill-pay app.

Payments can be automated: Setting up automatic payments makes it less likely that a bill will be forgotten. The day that it’s due, it’s automatically withdrawn from your account.

It’s environmentally friendly: No more paper statements means less paper going to waste.

### **Cons**

There’s a risk of overdrawing your account: If you don’t keep track of your account balance, there’s a chance that recurring bill payments might withdraw more funds from the account than what’s available, which could result in lofty overdraft fees.

Fraudulent charges might be missed: It’s easier to miss scam charges when payments are automatic and online. Make sure to review statements and look out for any unusual charges.

## RTGS/NEFT



RTGS full form is “Real-Time Gross Settlement,” and it is a specialized electronic funds transfer system used by banks and financial institutions for high-value and time-sensitive transactions.

In an RTGS system, funds are transferred from one bank to another in real-time, meaning the transaction is processed immediately, typically within seconds or minutes.

The term “gross” in RTGS signifies that each transaction is settled individually and in full, without netting or offsetting against other transactions. This ensures that the funds are transferred securely and without any dependence on other transactions, minimizing counterparty risk.

Real-time gross settlement systems are often operated and overseen by central banks or financial authorities to ensure the stability and integrity of the financial system.

Banks offer internet banking services that allow customers to initiate RTGS transfers online. Users can log in to their internet banking accounts and follow the steps provided by their bank to complete the RTGS transaction.

NEFT stands for National Electronic Funds Transfer. It is an electronic payment system in India that enables individuals, companies, and organizations to transfer funds from one bank account to another.

NEFT transactions are processed in batches and settled in hourly intervals throughout the day. It is a secure and convenient method for transferring money, widely used for various purposes such as salary payments, bill payments, and online purchases.

It is a secure and convenient method for transferring money, widely used for various purposes such as salary payments, bill payments, and online purchases. NEFT allows transfers of any value, making it suitable for both small and large transactions.

NEFT transactions have strong security measures and authentication mechanisms to keep your funds safe during the transfer process.

## E-PAYMENT



E-payments are an electronic or digital way of transferring funds. Essentially, you can utilise electronic payment methods to transfer funds as an alternative to cash payments. In India, you can access various types of electronic payment methods based on your requirements.

The various types of e-payment include credit and debit cards, mobile wallets, UPI, internet and mobile banking, and many more. You simply require a bank account and an internet-enabled device to leverage e-payment solutions and pay for various products and services.

E-payments enable you to make purchases with a simple tap or swipe. Transactions are processed and completed within a couple of minutes. While it is faster than paying with a paper check or other instruments, it also saves you the time and hassles associated with arranging cash.

With electronic payment systems, you do not have to wait in long queues at ATMs or bank branches to withdraw cash. The lines at checkout counters are also shorter, with each transaction taking less time. You can also use these online payment systems to pay for a wide variety of products on online shopping websites, thus eliminating the need to visit stores physically.

Cash transactions bring their own set of risks, such as robbery, misplacement, or other similar incidents. However, electronic payment systems come equipped with security protocols that ensure the safety of your funds. Banks use highly secure practices like two-factor authentication, PIN (Personal Identification Numbers) and OTPs (One Time Passwords) to protect your funds from thefts or fraudulent activities.

The payments made using e-payment methods reflect in your bank statement or digital wallets. You also receive instant e-mails and SMS alerts after every transaction. You can check for the credit/debit of funds in your account based on the chosen method of e-payment. In case funds are debited wrongly, the transaction is reversed within 24-48 hours.

## FUND TRANSFER



Funds transfer" means the series of transactions, beginning with the originator's payment order, made for the purpose of making payment to the beneficiary of the order. The term includes any payment order issued by the originator's bank or an intermediary bank intended to carry out the originator's payment order. A funds transfer is completed by acceptance by the beneficiary's bank of a payment order for the benefit of the beneficiary of the originator's payment order.

The Funds Transfer facility enables you to transfer funds within your accounts in the same branch or other branches.

You can transfer aggregating Rs.1 lakh per day to own accounts in the same branch and other branches.

To make a funds transfer, you should be an active Internet Banking user with transaction rights. Funds transfer to PPF account is restricted to the same branch. Just log on to retail section of the Internet Banking site with your credentials and select the Funds Transfer link under Payments/Transfers tab.

You can see all your online debit and credit accounts. Select the debit account from which you wish to transfer funds and the credit account into which the amount is to be credited. Enter the amount and remarks.

The remarks will be displayed in your accounts statement for this transaction. You will be displayed the last five funds transfer operations on your accounts. On confirming the transaction, you will be displayed a confirmation page with the details of the transaction and the option to submit or cancel the funds transfer request.

A reference number will be generated for your record.

## THIRD PARTY TRANSFER



You can transfer funds to your trusted third parties by adding them as third party accounts. The beneficiary account should be any branch of SBI.

Transfer is instant. You can do any number of transactions in a day for an amount aggregating Rs.1 lakh.

To transfer funds to third party having account in SBI, you need to add and approve a third party ,you need to register your mobile number in personal details link under profile section.

You will receive a One Time SMS password on your mobile phone to approve a third party. If you do not have a mobile number, third party approval will be handled by your branch.

Only after approval of third party, you will be able to transfer funds to the third party. You can set limits for third party transactions made from your accounts or even set limits for individual third party..



## **DEMAND DRAFT**



The Internet Banking application enables you to register demand draft requests online.

You can get a demand draft from any of your Accounts (Savings Bank, Current Account, Cash Credit or Overdraft).

You can set limits for demand drafts issued from your accounts or use the bank specified limit for demand drafts.

You can opt to collect the draft in person at your branch, quoting a reference to the transaction. A printed advice can also be obtained from the site for your record.

Demand drafts are only payable on demand and they can be only deposited in the bank, unlike cheques demand drafts cannot be paid to the bearer. Demand drafts are usually issued when a large amount of money is in question or within parties who are unknown to each other and thus lack trust.

Demand drafts are of two types— Sight demand draft and Time demand draft.

### **Sight Demand draft**

A sight demand draft is only approved after the payee presents certain documents asked by the bank. If the payee fails to do so, the draft is not paid.

### **Time Demand draft**

A time demand draft is only payable after a specific period of time. You cannot draw this demand draft from the bank before that time.

## **CHEQUE BOOK REQUEST**

You can request for a cheque book online. Cheque books can be requested for any of your Savings, Current, Cash Credit, and Overdraft accounts. You can opt for cheque books with 25, 50 or 100 cheque leaves. You can either collect it from the branch or request your branch to send it by post or courier. You can opt to get the cheque book delivered at your registered address or you can provide an alternate address. Cheque books will be dispatched within 3 working days from the date of request. Just log on to retail section of the Internet Banking site with your credentials and select the Cheque Book link under Requests tab. You can view all your transaction accounts.

Select the account for which you require a cheque book; enter the number of cheque leaves required and the mode of delivery. Then, submit the same.

### **ACCOUNT OPENING REQUEST**

It enables you to open a new account online. You can apply for a new account only in branches where you already have accounts. You should have an INB-enabled account with transaction rights in the branch. Funds in an existing account are used to open the new account. You can open Savings, Current, Term Deposit and Recurring Deposit accounts of Residents, NRO and NRE types. Just log on to retail section of the Internet Banking site with your credentials and select the New

Account link under Requests tab. You can see all types of accounts. Select the account and account type you wish to open and submit the same. Then, you need to select the branch and enter the initial amount to open the account. You can select any of your accounts for debiting the initial amount. Then, submit the transaction. Your new account opening request will be processed by the branch.

### **ACCOUNT STATEMENT**

The Internet Banking application can generate an online, downloadable account statement for any of your accounts for any date range and for any account mapped to your username. The statement includes the transaction details, opening, closing and accumulated balance in the account. You can generate the online account statement for any date range or for any month and year. The account statement can be viewed online, printed or downloaded as an Excel or PDF file. You also have the option to select the number of records displayed in each page of the statement. The options are 25, 50, 75, 100 and ALL.

### **TRANSACTION ENQUIRY**

It provides features to enquire about the status of online transactions. You can view and verify transaction details and the current status of transactions. Your VISA transactions can also be viewed separately. Just log on to the retail section of the Internet Banking site with your credentials and select the Status Enquiry link under the Enquiries tab. You will be displayed all online transactions you have performed. To view details of individual transactions, you need to click the Transaction Reference number link. You are displayed the debit and credit account details, transaction amount, narration and transaction status.

## **DEMAT ACCOUNT STATEMENT**

This enables you to view Demat account statements and maintain such accounts. The bank acts as your depository participant. In the third party site, you can mark a lien on your Demat accounts and use the funds to trade on stock using funds in your SBI savings account. You can view Demat account details, and generate the following statements: statement of holding, statement of transactions, statement of billing.

## **DONATION**

You can make donations to religious and charitable institution by using Internet Banking of SBI. After selecting the debit account select the religious/charitable institution that you want to offer a donation. After successful payment you can print an E-receipt for the donation made.

## **ADVANTAGES OF ELECTRONIC BANKING :-**



Now it is also called on line or home banking electronic banking was started with the use of proprietary software. Following are the important advantages of electronic banking:

### **1. Paper Work Reduced :-**

The traditional procedure of banking is manual and paper based. Electronic banking is gradually replacing the paper transactions in the banks which has reduced the paperwork.

## **2. Easy Transactions :-**

Electronic banking has reduced the problems of the customers like writing cheques, filing taxes, and transforming of cash. Now in ATM facility there is no need of cheque book. **3. Security :-**

Electronic banking provides a safe system of payment. Now transactions are made in the accounts through the internet.

## **4. Saving Of Time :-**

Electronic banking has saved the time and money of the customers and also the bank. Now the burden of work on bank employees has also been reduced and they were hired at higher wages, so operating cost was very high. Now by using electronic banking the number of employees has been reduced.

## **5. Reduction In Cost :-**

In the case of manual banking, a large number of employees were hired at higher wages, so operating costs were very high. Now by using electronic banking the number of employees has been reduced.

## **6. Market Expanded :-**

Due to electronic banking, the national international market of various goods and services has been expanded. Now we can purchase and make payments in any place in the world.

### **Increase In Customers :-**

As the banking industry is expanding due to modern facilities, it is attracting more and more customers. So the number of customers is increasing day by day.

### **Branches Reduced :-**

Now there is no need to open the branches on every place in the city because due to electronic banking facilities, there is no rush of customers in the banks. Because there is no need to visit the bank physically. So the heavy cost of opening the new branches has been reduced and facilities are provided at low cost.

### **Checking Of Account :-**

Every customer can check his balance of account sitting at home and makes the payments without traveling. It saves his time and expenses.

Utility Bills Payment :-

Bills, like telephone, gas, electricity and water can be easily paid to the concerned departments without going to the bank physically. Even if he is sitting in any other country, he can make the payment.

Transferring Of Money :-

There is no need to write the deposit slip cheques and drafts. By using electronic banking money can be transferred easily.

### **DISADVANTAGES OF ONLINE BANKING:-**



No one type of bank can be the best at everything. In spite of their many advantages, there are some drawbacks to using online banks as well. Here are some of the downsides of working with an online bank:

1. Technology issues
2. Security issues
3. Inefficient at complex transactions
4. No relationship with personal banker
5. Inconvenient to make deposits

#### **1 .Technology Issues**

In many ways, an online bank is only as good as your or their internet connection. If there's a power outage, or if servers go down, you might not have any access to your account

## **2. Security Issues**

While many online banks are reputable and well-established, sometimes it can be hard to feel comfortable with a bank that doesn't have a physical presence, particularly when large sums of money are involved. If a website suddenly folds up, what will happen to your money? There's also the risk of identity theft or actual theft if someone gains unauthorized access to your account via a hacked or stolen password or log-in credentials.

## **3. Inefficient at Complex Transactions**

Online banks might be able to transfer money between accounts or pay bills, but you might be more comfortable with an international, bricks-and-mortar bank if you have complex transactions. Worldwide, business-oriented banks like Chase have global transaction capabilities, such as the ability to send payments to more than 35 different currencies worldwide, that online banks might not be able to muster. Without a real-world presence, most online banks can't even offer the services of a notary public, which require an in-person visit and necessary for most important financial transactions like buying a home.

## **4. No Relationship With Personal Banker**

Over time, you can develop a relationship with a personal banker if you visit a traditional bricks-and-mortar location. If you're dealing with an online bank, on the other hand, you're typically handed off to an anonymous customer service agent who is unlikely to know you from the next customer. If you're really in a bind, financially speaking, having a relationship with someone who can help and who knows you well can be a major advantage over a strictly online banking relationship.

## **5. Inconvenient to Make Deposits**

It might seem counterintuitive that a bank, whose purpose is to attract assets, makes it hard for customers to make deposits, but that can be true in the case of some online banks. With an online bank, you can't simply drop off cash or a check at a local branch. In fact, some online banks, like Ally Bank, won't accept cash deposits at all. Using Ally Bank as an example, to make a deposit you'll have to mail a check, transfer money from another bank or another account, or use the bank's e-check deposit service.

## **CHAPTER-2**

# **RESEARCH METHODOLOGY**



## **2.1 OBJECTIVE OF THE STUDY**

To know what is the role of the Internet in the banking sector.

1. To know what are the challenges of online banking.
2. To know about the activities being provided by online banking system.
3. To study the awareness of internet banking among the customer of ICICI & HDFC Bank.
4. To access the degree of customer satisfaction relating to E-banking services.

## **2.2 SCOPE OF STUDY**

1. The study will be able to reveal the preferences, need, perception, of the customer regarding the E - Banking services.
2. It also helps the Banks to know whether the E - Banking services can really satisfying the customer needs.

## **2.3 LIMITATIONS OF STUDY**

1. This study is based on the prevailing respondent's satisfaction. But their satisfaction may change according to time, fashion, need etc
2. Both Banks ICICI & HDFC are providing different E- Banking services and acceptance to their current holders

## **2.4 TYPES OF RESEARCH**

The research is primarily both exploratory as well as descriptive in nature. The sources of information are both Primary & Secondary.

A well-structured questionnaire was prepared to collect the perception of the respondent, through this questionnaire.

## **2.5 RESEARCH METHOD**

Research can be defined as systematized effort to gain new knowledge. A research is carried out by different methodology, which has their own pros and cons.

Research methodology is a way to solve research problem along with the logic behind them. Thus when we talk of the research methodology we not only take of research method but also context of our research study and explain why we are using a particular method or techniques and why we are not using other so that research result are capable of being evaluated either by the researchers himself or by others.

## **2.6 TYPES OF DATA**

The data is collected from the following sources:-

### **1. Primary Data:-**

Primary data is the first hand data which is collected from the number of respondents. Here structured questionnaire was used to collect primary data through surveys.

### **2. Secondary Data:-**

Secondary data has been collected for other for other useful resources & information essential Required in order to successfully complete the project report & company figures from the internet, books, magazines as well as news paper.

## **2.7 SAMPLE SIZE**

Sample Size- 70 consumers has been selected as a sample size for research.

## **2.8 SAMPLE METHOD**

### **1. Sample Method**

Random sampling is used for research project.

## **2. Data representation technique and tools**

Columns charts & pie charts has used for the Representation.

### **2.9 DATA COLLECTION METHOD**

#### **3. Survey Method**

#### **4. Survey Instrument:-** Questionnaire

#### **5. Method of Survey:-** Through the Personal Interaction with the help of Questionnaire.

**CHAPTER -3**  
**LITERATURE REVIEW**

## **COMPANY PROFILE:-**

### **INTRODUCTION TO ICICI BANK**



### **ICICI BANK :**

ICICI Stands For Industrial Credit and Investment Corporation of India ICICI Bank was established by ICICI, as a wholly owned subsidiary in 1994 in Vadodara. ICICI Bank offers products and services such as savings and current accounts, trade and forex services, fixed and recurring deposits, business loans, home loans, personal loans, auto loans, and gold loans, NRI Banking services, remittances, card services, lockers, agri and rural services.

The digital platforms that ICICI Bank offers include iMobile Pay, InstaBiz, Digital Rupee App, Retail Internet Banking, Corporate Internet Banking, Money2India, Money2World, and digital wallet named Pockets by ICICI Bank.

### **BACKGROUND:-**

One of the oldest private banks standing in our country, ICICI Bank is the leader in the private sector. ICICI Bank ( Industrial Credit and Investment Corporation of India) is a multinational banking and financial services company.

The bank caters to both corporate and retail customers through a variety of delivery channels and subsidiaries. These subsidiaries focus on areas like investment banking, life, non-life insurance, venture capital, and asset management.

Further, it is indeed an international bank with a presence in 19 countries. The bank currently has a network of 4867 branches and 14367 ATMs across India. In 2016, it saw a revenue of US\$10.3 billion and employed 74,096.

## **SLOGAN**

Hum Hai Na, Khayal Apka.

## **OBJECTIVES/GOALS**

The major objective of the ICICI was to meet the needs of the industry for permanent and long term funds in the private sector. In general, the major objectives of the Corporation are:

- To assist in creation, growth and modernization of business enterprises in the non-public sector.
- To encourage and promote the involvement of internal and external capital sources, in such enterprises.
- To motivate pvt ownership of industrial investment and to promote and assist in the expansion of markets.
- To provide equipment finance.
- To provide finance for rehabilitation of industrial units.

## **FUNCTIONS OF THE ICICI**

In order to accomplish the above objectives, the Corporation performs the following functions:

- Providing finance in the form of long-term or medium term loans or equity participation.
- Sponsoring and underwriting new issues of shares and other securities,
- Guaranteeing loans from other private investment sources.
- Making funds available for reinvestment by revolving investment as rapidly as possible.
- Providing project advisory services i.e. offering advice –
- to private sector companies in the pre-investment stages on Government policies and procedures, feasibility studies and joint venture search, and to Central and State Governments on specific policy related issues.

## **TYPES OF ICICI SAVING ACCOUNTS**

### **Digital Savings Account**

Digital Savings Account by ICICI Bank, which is also known as Insta Savings Account, can be opened from the comfort of your place. There is no need to deposit funds initially to open this account.

### **Regular Savings Account**

This savings account by ICICI Bank is for individuals who want to do routine transactions such as making bill payments, FD requests, balance enquiry, etc.

### **Silver Savings Account**

Silver Savings Account by ICICI Bank is curated for young professionals having a fixed income. This savings account can be opened instantly. The account also offers secure internet and mobile banking

### **Instant Savings Account**

An Instant Savings Account is essentially very similar to a Basic Savings Account. The key difference is that while a regular savings Account may require you to physically visit the bank to have it opened, an Instant Savings Account can be quickly opened online with just a few clicks.

### **Savings Accounts For Women**

Many leading banks offer Savings Accounts for women customers. These Savings Accounts often come with beneficial offers on skill-building programmes and courses that enable women to be self-sufficient.

### **3-in-1 Accounts**

These accounts are perfect for investors looking to trade in the markets, because it offers the benefits of 3 accounts from 1 common point. You get to open a Trading Account, a Demat Account and a Regular Bank Account with this product

### **NRE/NRO Accounts**

These are types of accounts curated for Non-Resident Indians (NRIs). A Non-Resident External (NRE) Account is a bank account opened in India in the name of a Non-Resident Indian. Funds earned in foreign countries can be parked in NRE Accounts. A Non-Resident Ordinary (NRO) Account is also an account opened in the name of an NRI.

## **PRODUCTS OFFERED BY ICICI BANK**

### **Deposit Account**

Various deposit accounts are offered by ICICI Bank and some of them are listed below:

### **Salary Account**

The Salary Account is offered to both employees and employers. Under the account, no minimum balance needs to be maintained. Phone banking and a personalised chequebook are offered free of cost.

### **Savings Account**

ICICI Bank offers a host of features and benefits under the savings account. You have the option to open an account online. Cashback and rewards benefits are offered under the bank's savings account.

### **Defence Salary Account**

The account has been designed for Defence Personnel and helps them meet their banking needs. Cards

## **SEVERAL CARDS OFFERED BY The Bank That Can Apply FOR ONLINE SERVICE**

**Debit Card** - Several debit cards are offered by ICICI Bank that comes with different features and benefits. Payments can be made easily with the help of a debit card.

**Credit Card** - Different credit cards are offered by ICICI Bank and come with several benefits. You can apply for a credit card online and the process is simple. Investments.

ICICI Bank offers several **INVESTMENT** options. Certain schemes can be applied online as well. Some of the investment schemes that are offered by the bank are mentioned below:

**Recurring Deposit** - ICICI Bank offers the RD scheme at attractive interest rates. The tenure of the scheme ranges from 6 months to 10 years.

**Fixed Deposit** - The FD scheme offered by ICICI Bank comes with competitive interest rates. Senior citizens may be offered an additional interest rate. The FD account can be opened online.



## **LOANS**

Various loans are offered by ICICI Bank, some of which are listed below:

**Gold Loan** - Up to Rs.1 crore may be provided as a loan by ICICI Bank under the scheme. The documentation process is simple and the loan can be availed for various purposes.  
**Education Loan** - Up to Rs.2 crore may be provided as an education loan by ICICI Bank. The loan can be used for higher studies in India or abroad.

**Pradhan Mantri Mudra Yojana** - Loans of below Rs.10 lakh are provided under the scheme. The three different products under the scheme are Tarun, Kishore, and Shishu.  
**Car Loan** - Car loans can be availed for the purchase of new cars and used cars. ICICI Bank offers the car loan scheme at an attractive interest rate.

**Two-wheeler Loan** - ICICI Bank offers the two-wheeler loan at an attractive interest rate. Up to 100% of the on-road price of the bike may be provided as a loan.

**Personal Loan** - You can apply for the personal loan offered by ICICI Bank online. Up to Rs.50 lakh may be provided as a loan.

**Home Loan** - Depending on the type of loan, up to Rs.10 crore may be provided. The repayment tenure may be up to 30 years.

## **BANKING SERVICES**

Some of the banking services that are offered by ICICI Bank are mentioned below:

**Customer Care** - You can call ICICI Bank's customer care number in case of queries.

**Net Banking** - The net banking facility offered by ICICI Bank allows you to access various banking services online.

**Mobile Banking** - You can download the ICICI Bank's mobile app on your smartphone. Various banking services can be accessed on the mobile app.

**Balance Inquiry** - You can check the ICICI Bank balance via calling customer care, mobile banking, net banking, etc.

## **SWOT ANALYSIS OF ICICI BANK**

### **STRENGTHS**

- India's Second Largest Bank and First Largest Private Sector Bank.
- ICICI Bank is the second-biggest bank in terms of overall assets and market share.
- ICICI Bank has a Revenue of Rs. 67803 Crores (US 9.5 Billion).
- ICICI Bank has 84922 Employees.
- ICICI's total assets are Rs. 4062.34 billion and reported a cumulative after-tax income of Rs.
- 51.51 billion, in 19 countries.
- According to financial analysts, one of the major strengths of ICICI bank is its solid and consistent balance sheet and financial statements.
- In many banking and financial services, ICICI bank has first-mover advantage. ICICI Bank is India's first bank to launch full mobile banking and jewelry card solutions.
- The bank has about 2,567 branches and 8003 ATM's in PAN India.
- ICICI Bank is India's first bank to connect life-style benefits to banking services for exclusive transactions and tie-ups with industry-leading brands. ICICI Bank has the longest operating hours and additional facilities available at ATMs attracting customers.
- ICICI's marketing and advertisement campaigns are of decent scope compared to other Indian banks.
- ICICI Bank Services are good.
- ICICI Bank is maintaining good Customer Relations. Employees of ICICI Bank show more courtesy.

## **WEAKNESSES**

- Customer service for the ICICI segment is not doing well when it comes to complaining resolution.
- Customer disputes against ICICI are high.
- The ICICI bank has the most strict debt and loan repayment programs, and interest payments programs. They hire a third-party agency to handle the management of recovery.
- Consumer attack and harassment issues often arise while recovery and credit payment notices are sent well before the deadlines that bother the customers.
- The charges for the banking operation are comparatively growing.
- ICICI employees are a bank in the utmost stress due to the management's aggressive policies to win ahead in the race. In future years this can result in lower productivity.
- High competition means limited market share growth for ICICI bank.
- Controversies like alleged money laundering, debt recovery etc hurt the brand image

## **OPPORTUNITIES**

- In the next three years, Banking Sector growth is projected to rise at a rate of 17 percent.
- In rural areas, the idea of saving in banks and investing in financial products is growing, as more than 62 percent of India's population is still in rural areas.
- ICICI Bank plans to open 1500 new branches over the next four years.
- Because of its financial resources, ICICI will buy small and non-performing banks.
- ICICI bank is expected to have a credit growth of 20 percent in the coming years. ICICI bank retains the minimum sum of unrealized assets.

## THREATS

- RBI allowed foreign banks to invest in Indian banking up to 74 percent.
- Banks in the government sector are pushing to modernize the capacity to reduce customers moving to new age banks.
- HDFC is ICICI's biggest rival, and other emerging banks such as AXIS, HSBC place a significant threat.
- NBFC and Mobile Payment Wallets are also emerging and become competitors of ICICI Bank.
- The micro-financing groups have a large share in rural areas.
- Though the acquisition of customers is high on one hand, the unsatisfied customers are rising and making them turn to other banks.
- Emerging Technology is also a major threat to the Banks. Cryptocurrency is also a threat to banks.



### **HDFC BANK**

HDFC Bank Limited (also known as HDFC) is an Indian Multinational banking and financial services company headquartered in Mumbai. It is India's largest private sector bank by assets and the world's fifth-largest bank by market capitalization as of August 2023, following its takeover of parent company HDFC. The Reserve Bank of India (RBI) has identified the HDFC Bank, State Bank of India, and ICICI Bank as Domestic Systemically Important Banks (DSIBs), which are often referred to as banks that are “too big to fail”.

The bank was incorporated in August 1994 after its erstwhile parent HDFC received an 'in principle' approval from the RBI to set up a bank in the private sector, as part of its liberalization of the Indian banking industry, and commenced operations in January 1995. With a market capitalization of \$140 billion (as of January 2024), HDFC Bank is the third- largest

company on Indian stock exchanges. It is also the sixteenth largest employer in India with nearly 1.73 lakh employees.

### **SLOGAN**

The tagline of HDFC Bank is 'WE UNDERSTAND YOUR WORLD'

### **OBJECTIVES**

- Ensuring compliance with laws and regulations: The audit would aim to ensure that the bank is adhering to all relevant laws and regulations, including those related to banking, finance, and taxation.
- Evaluating the accuracy of financial statements: The audit would review the bank's financial statements to ensure that they provide a true and fair view of the bank's financial position, performance, and cash flows.
- Assessing the effectiveness of internal controls: The audit would evaluate the bank's internal controls, policies, and procedures to determine whether they are effective in preventing and detecting fraud, errors, and other financial irregularities.
- Identifying areas of improvement: The audit would identify areas where the bank can improve its operations, processes, and risk management practices.
- Providing assurance to stakeholders: The audit would provide assurance to stakeholders, including shareholders, customers, and regulators, that the bank's financial statements are reliable and that the bank is operating in compliance with laws and regulations.

## **FUNCTION OF HDFC BANK**

- Acceptance of deposit from the public
- Provide demand withdrawal facilities
- Lending facility
- Transfer of funds
- issue of drafts
- Dealing with foreign exchange
- Provide customer locker facilities

## **TYPES OF HDFC SAVINGS ACCOUNTS:**

A savings account is a zero balance account opened as an operative account for fixed deposits/investments, for day to day personal transactions, remittances to India, or for salary and payments, standing orders and direct debits/savings. HDFC Bank offers the following Savings Account Schemes:

### **1. Savings Max Account:**

Higher interest can be earned on funds that are lying idle, through the automatic sweep out facility.

### **2. Regular Savings Account:**

This account is created for all your day to day banking requirements.

### **3. Women's Savings Account:**

This account offers women a complete banking solution and caters to her financial, lifestyle and investment needs.

### **4. Kid's Advantage Account:**

This account scheme aims to develop money management skills in kids and is a great method to accumulate savings for your child.

### **5. Senior Citizens Account:**

This savings scheme is solely for the convenience of senior citizens and comes with the benefits in relation to health, investment, and other day to day banking solutions.

**6. Family Savings Group Account:**

This savings account scheme is a complete banking solution for your entire family, with benefits from a single account.

**7. Basic Savings Bank Deposit Account:**

This is a zero balance savings account with free ATM/debit card, that meets all your banking requirements.

**8. Institutional Savings Account:**

This Zero balance savings account are made available for Trusts, Societies, Associations, Clubs, NGOs and so on.

**9. BSBDA Small Account:**

This is a zero balance savings account that comes with a free ATM card, that gives access HDFC's large ATM network across India and helps to meet all your banking requirements.

## **HDFC BANK PRODUCTS AND SERVICES:**

### **• HDFC Business Loan:**

To help small and medium scale businesses grow and flourish more, HDFC Bank offers business loans loaded with a host of benefits. These loans are tailor-made to suit the unique needs of a business and are available at competitive interest rates. There is no need to pledge an asset as collateral for business loans and the application process is also transparent. Additional features like 60-second eligibility check, disbursal within 48 hours, dropline overdraft facility and the credit protect plan together make this loan a great option for small businesses. Business loans up to Rs. 50 Lakhs can be availed at HDFC Bank.

### **• HDFC Car Loan:**

HDFC Bank offers car loans for purchasing a new car or a pre-owned car at highly attractive rates of interest. Ranging from a compact car to a luxury sedan with lavish features, loans can be availed to fund any dream vehicle. Up to 100 percent financing is offered by HDFC Bank and there is flexible loan tenure for up to a period of 7 years. HDFC Car Loan can be taken for a highest amount of Rs. 3 Crores. Customers can check their eligibility for this loan within 60 seconds by filling some basic details and can be approved in just 30 minutes. Some special benefits on car loan are provided to existing customers of HDFC Bank.

### **• HDFC Credit Card**

HDFC Bank is the largest credit card provider in the country and offers an exciting range of credit cards that match the needs of different types of customers and their spending habits. You can find all types of cards in HDFC Bank's gamut- premium, super-premium, co- branded, travel, regular and commercial. Unmatched benefits and discounts are provided on these cards in the form of airport lounge access, frequent flier miles, movie tickets, cashbacks, rewards and direct discounts. HDFC Credit Cards are universally acceptable and facilitate cashless transactions across several merchants both online and offline.

### **HDFC Education Loan:**

HDFC Bank also offers education loans at attractive interest rates to help the students pursue education in their dream institute whether in India or abroad. Loans up to Rs. 10 Lakhs can be availed at HDFC Bank which is also eligible for tax exemption under section 80(E) of the Income Tax Act, 1961. For high-value loans, collateral security is required which includes fixed deposit, LIC, NSC or a residential property. The bank also offers a flexible repayment tenure- loans below Rs. 7.5 Lakhs can be paid within 10 years and those above Rs. 7.5 Lakhs have a maximum tenure of 15 years.

Transparent procedure and doorstep services make this a great option to fund higher education.



### **HDFC Bank FD:**

Invest your money into HDFC Bank Fixed Deposit and earn high interest on it. Fixed deposits, being the most popular investment instrument in India, attracts people from all walks of life. HDFC Bank allows them to invest their money with benefits of flexibility and security. Senior citizen can avail 0.50 percent higher interest rate. Existing customers can book their deposit by logging into the net banking portal. You can also appoint nominees or avail sweep-in facility.

### **HDFC Gold Loan:**

HDFC Bank offers gold loans to help its customers fulfil their immediate need for cash such as wedding expenses, business expansion, education or medical needs. These loans require minimal documentation and ensure quick funds disbursement. The pledged gold jewellery is kept under secure storage to ensure safety. Some of its advantages include-

Flexible rates of interest

Minimal documentation

Disbursement within 45 minutes

Secure storage of the pledged gold

**HDFC Home Loan:**  
Customers can avail home loan from HDFC Bank at highly competitive rates of interest. This loan can be availed for the purpose of buying a house or to build one. Outstanding home loan from other banks can also be transferred to HDFC Bank at lower rates of interest. HDFC Bank ensures a hassle-free application process and easy

documentation formalities. You can also get pre-approved home loan and go house hunting with more confidence. Some of the reasons why you must avail HDFC Bank home loan are-

Attractive interest rates

Special lower rates of interest for women borrowers

Safe document storage

Quick processing and disbursement

**HDFC Bank Loan Against Property:**  
You can also avail loan against property with HDFC Bank to fulfil your personal and business needs. Both residential and commercial properties can be put forward as collateral and up to 60 percent of the property's value can be given to the borrower. Hassle-free loan processing and quick disbursement make it a worthy option to fund your immediate financial needs. Low EMIs, high loan amount and competitive pricing are a few more advantages of loan against property by HDFC.

### **HDFC Personal Loan:**

Meet your urgent financial needs with HDFC Bank personal loan. Offered at competitive rates, personal loan can be used to provide for a number of financial needs such as wedding, vacation, debt consolidation and more. HDFC Bank provides personal loans at easier terms and conditions and with hassle-free documentation. Some of its benefits are listed below-

Loan amount up to Rs. 40 Lakhs

Loan disbursement in less than 4 hours

Hassle-free application and minimal documentation Low  
EMIs

E –Banking services provided by HDFC Bank:

Net Banking.

Mobile Banking. Fund  
transfer.

Recharge Prepaid Mobile/DTH Connection. Credit Card Payment.

Pay Utility Bills.

## **SWOT ANALYSIS OF HDFC BANK**

### **STRENGTH:**

- First private life insurance company who got licenses by IRDA.
- Domestic image of HDFC supported by Standard Life's International image is the strength of the company.
- Strong and well spread network of qualified intermediaries and salesperson.
- Strong capital and reserve base.
- The company provides customer service of the highest order.
- Huge basket of product range which are suitable to all age and income groups.
- Large pool of technically skilled manpower with in depth knowledge and understanding of the market.
- The company also provides innovating products to cater to different needs of different customers.

### **WEAKNESS:**

- Less number of branches compare to nearest competitors. Heavy management expenses and administrative costs.
- Low customer confidence on the private players.
- Vertical hierarchical reporting structure with many designations and cadres leading to power politics at all levels without any exception.
- Poor retention percentage of tied up agents.
- Every employee does not have enough knowledge about insurance products and commission rates.

## **OPPORTUNITIES:**

- Insurable population: According to IRDA only 10% of the population is insured which represents around 30% of the insurable population. This suggest more than 300m people, with the potential to buy insurance, remain uninsured.
- There will be inflow of managerial and financial expertise from the world's leading insurance markets.
- Further the burden of educating consumers will also be shared among many players. International companies will help in building world class expertise in local market by introducing the best global practice.

## **THREATS:**

- Other private insurance companies also aiming for the same uninsured population.
- Big public sector insurance companies like Life Insurance Corporation (LIC) of India, National Insurance Company Limited, Oriented Insurance
- Limited, New India Assurance Company Limited and United India Insurance Company Limited. People have more trust in these companies.
- Poaching of customer base by other companies.
- Most people don't understand the need or are not willing to take Insurance policies in general. People prefer short term investment rather than insurance.

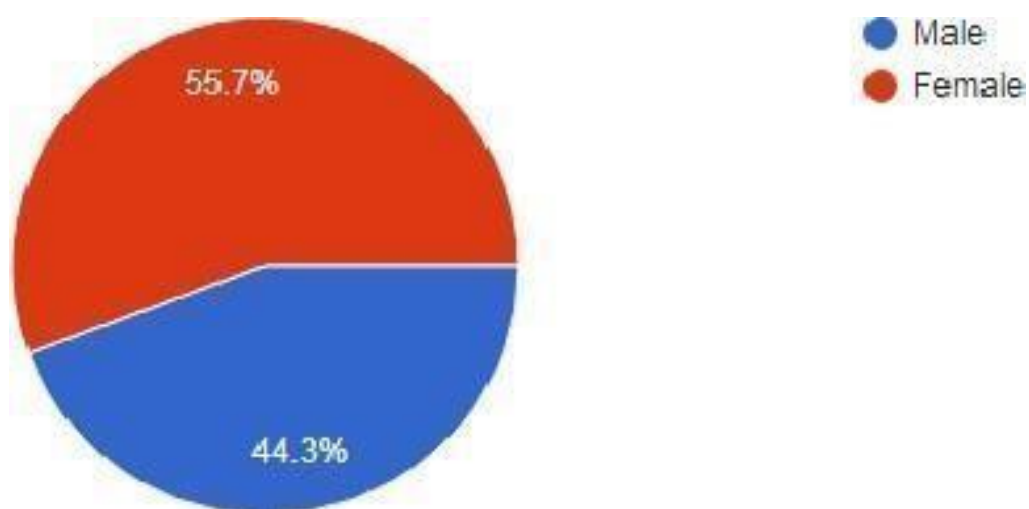
<b>Criteria</b>	<b>ICICI Bank</b>	<b>HDFC Bank</b>
P/E	16	24.6
P/BV	2.2	5.5
Average Dividend Yield (%)	1.9	0.9
Earnings Per Share (EPS)	Rs. 66.3	Rs. 22.4
Income Per Share	Rs. 329.6	Rs. 117.6
Book Value Per Share	Rs. 531.6	Rs. 128.6
Outstanding Shares	1153 million	2347 million
Average Market Capitalization (Approx)	Rs. 1.02 Lakh Crores	Rs. 1.13 Lakh Crores
Number of Employees (Approx)	58000	66000
Profits Before Tax	Rs. 10,866 Crores	Rs. 7,624 Crores
Profits After Tax	Rs. 7,643 Crores	Rs. 5,247 Crores
Net Profit Margin (%)	20.1	19
Advances/Loans (Approx)	2.92 lakh Crores	Rs. 1.98 Lakh Crores
Deposits (Approx)	2.81 Lakh Crores	2.46 Lakh Crores
Credit/Deposit Ratio (%)	103.6	80.7
Net Fixed Assets (Approx)	Rs. 5,432 Crores	Rs. 2,378 Crores
Total Assets (Approx)	Rs. 6 lakh Crores	Rs. 3.4 lakh Crores
Debt/Equity Ratio	7.2	9
Net NPA's (%)	0.007	0.00

**Chapter -4**  
**Data analysis And Interpretation**

## DATA ANALYSIS & DIAGRAM INTERPREATION :

**Gender:**

<u>Sr. No</u>	<u>Gender</u>	<u>No. of Respondent</u>
1.	Male	31
2.	Female	39

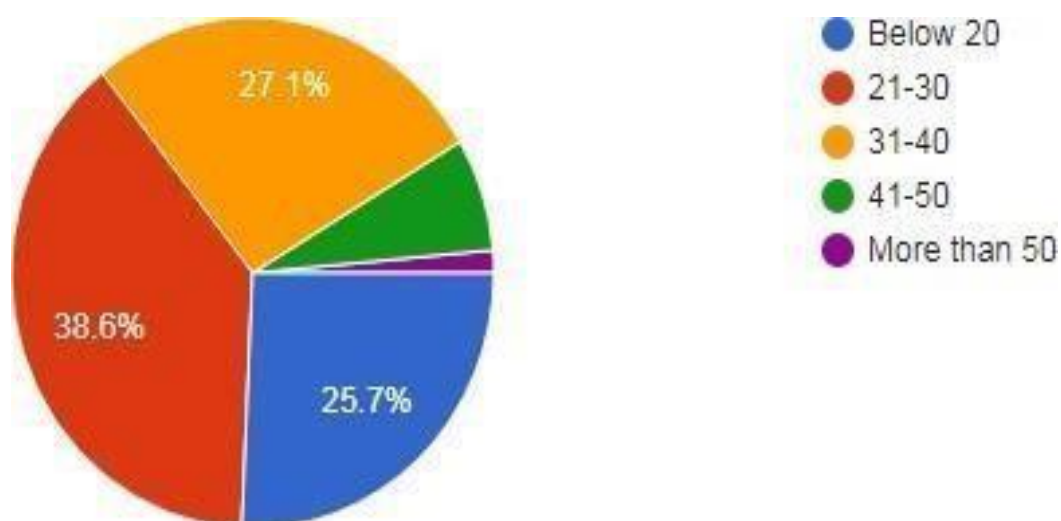


### Interpretation:

In the above diagram the no. of person using the Internet banking is shown. Out of total response 55.7% of females & 44.3% males are using internet banking. From this it is understood that female usage of internet banking is more as compared to male.

## Age Group:

<u>Sr. No</u>	<u>Age</u>	<u>No. of Respondent</u>
1.	Below 20	18
2.	21 – 30	27
3	31 – 40	19
4.	41 – 50	5
5.	More than 50	1



## Interpretation:

The above diagram represents the aged group of the people who are using the Internet banking. The age group between 21-30 is the highest percentage in aged person using the Internet banking. The age group more than 50 is the lowest percentage in the



diagram. The people in the aged group below 20 for using the internet banking is 25.7%. The people in the aged group 21 – 30 is 38.6%. The people in the aged group 31-40 is 27.1%. The people in the aged group 41-50 is 8.6% and for more than 50 is 1.6%.

**1. Do you think that E-banking services are necessary in present scenario?**

	<u>No. of Respondent</u>
Yes	68
No	2

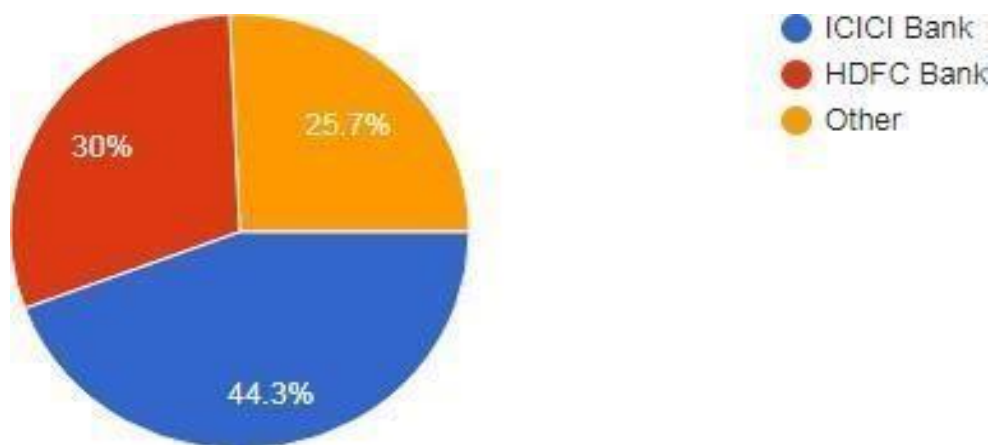


**Interpretation:**

As shown in the above diagram, The E- Banking services in the present scenario is essential in today generation. Out of total response the no. of people using E- banking services used is 97.1% & the no. of people not using the E-Banking services is 3%

## 2. From which bank you are availing the e-banking services?

<u>Banks</u>	<u>No. of Respondent</u>
ICICI	31
HDFC Bank	21
Other	18

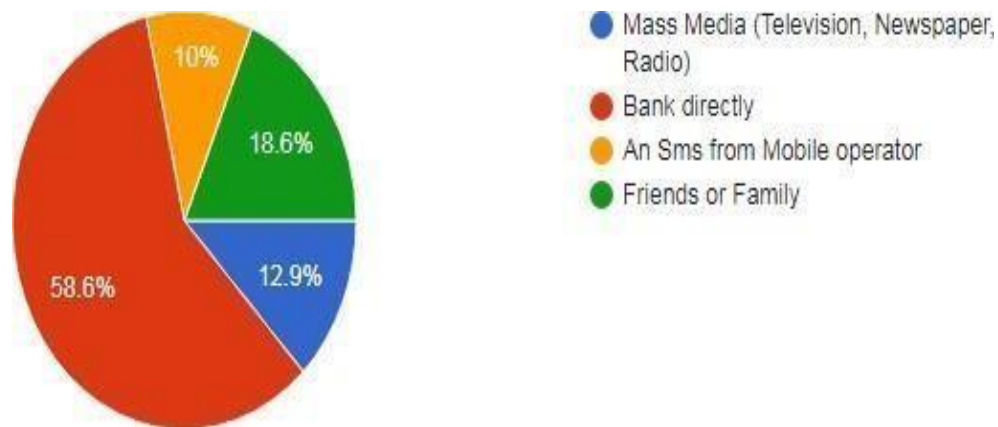


### **Interpretation:**

The above diagram shows the no. of customer of ICICI & HDFC Bank using the E-Banking services. The no. of customer in ICICI Bank is 43.3% it is more than the no. of customer in HDFC Bank. The no. of customer in HDFC Bank is 30% it is less than the ICICI Bank. In the diagram there are some response of customer who's using the E-Banking services from other bank also. The no. of customer using the E-Banking services from other bank is 25.7%

### 3. Where do you hear about Internet banking services?

<u>Sources</u>	<u>No. of Respondent</u>
Mass media (television, newspaper, radio)	9
Bank directly	41
An sms from mobile operator	7
Friends or family	13

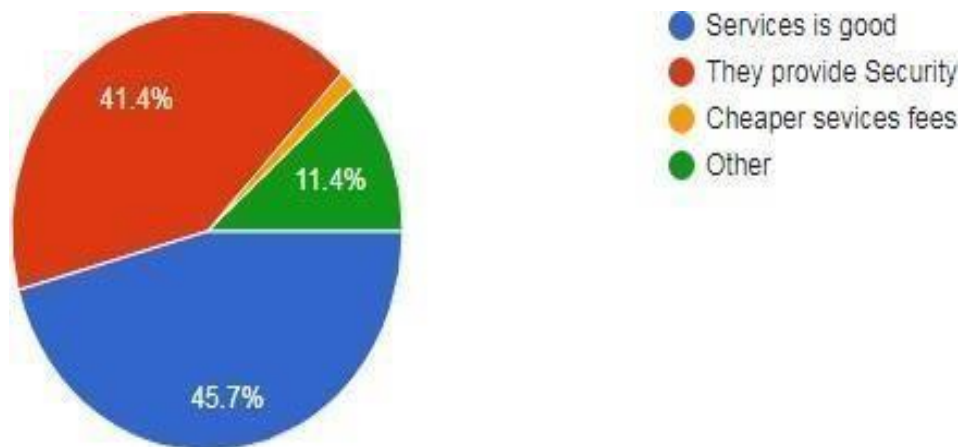


### Interpretation:

The diagrams interpreted the sources of information where the bank customer get to know about the E-banking services. There are various sources such as Mass Media, Bank directly, an sms from bank directly & Friends or Family. The no. of customer getting the information from Mass media (television, newspaper, radio) is 12.9%. The no. of customer getting the information from Bank directly is 58.6%. The no. of customer getting the information from an mobile operator through an sms is 10% and the no. of customer getting the information from friends & family is 18.6%.

### 3. Why you have choosed this bank?

<u>Reasons</u>	<u>No. of Respondent</u>
Services is good	32
They provide security	29
Cheaper services fees	1
Other	8

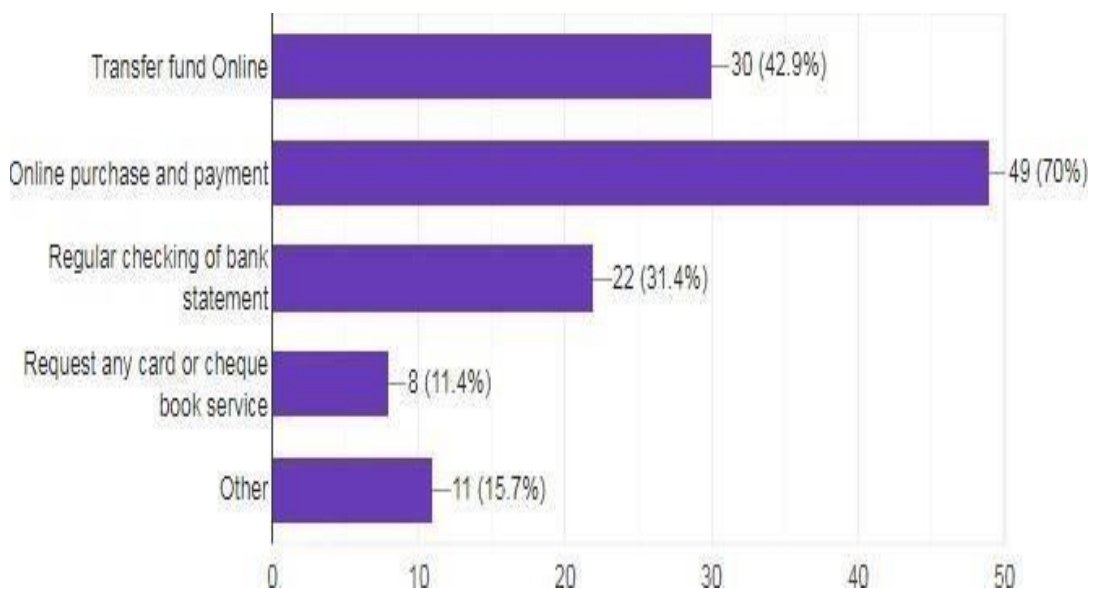


### **Interpretation:**

The diagram indicates the reasons behind choosing a particular bank by the customer. There are several reasons for selecting a specific bank. The no. of customer is 45.7% who think that their bank provide a good services. The no. of customer is 41.4% who think that their bank provide proper security. The no. of customer is 1% who think that their bank offered a cheaper service fee. The no. of customer is 11.4% who's reason for selecting their bank is other.

**4. Which type of E-banking services you want to use?**

<u>Services want to uses by the customer</u>	<u>No. of Respondent</u>
<b>Transfer fund online</b>	<b>31</b>
<b>Online purchase and payment</b>	<b>48</b>
<b>Regular checking of bank statement</b>	<b>22</b>
<b>Request any card or cheque book service</b>	<b>8</b>
<b>Other</b>	<b>10</b>



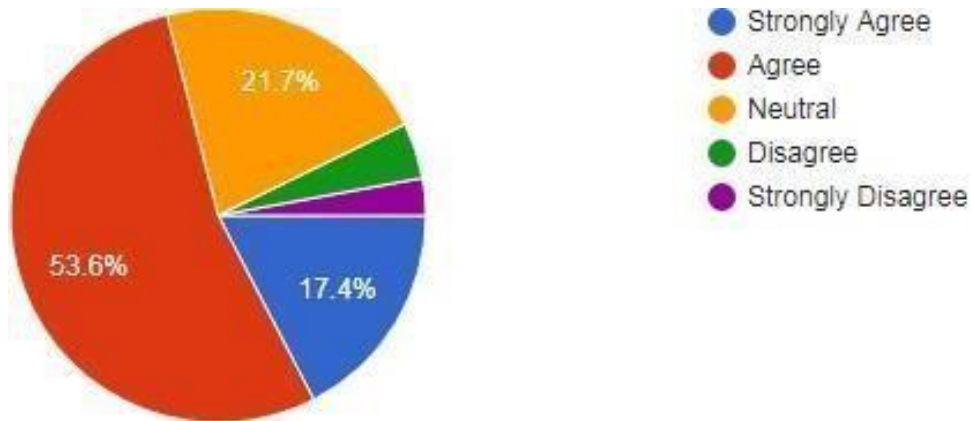
**Interpretation:**

The interpretation of the above graph is, As shown in the graph their are different no. customer want to use different services through the E-banking. The no. of customer want to transfer fund online through the E-Banking services is 44.3%. The no. of customer want to purchase & payment online through the E-Banking services is 68.6%. The no. of customer want to check their bank statement regularly through the EBanking services is 31.4%. The no. of customer want to request any card or cheque book through the E-Banking services is 11.4%. The no. of customer want to use any other services through the E-Banking services is 14.3%.

**6. Manual banking is more convenient than Internet banking?**

<u>Options</u>	<u>No. of Respondent</u>
<b>Strongly agree</b>	<b>17</b>
<b>Agree</b>	<b>38</b>

<b>Neutral</b>	<b>15</b>
<b>Disagree</b>	<b>3</b>
<b>Strongly disagree</b>	<b>2</b>



**Interpretation:**

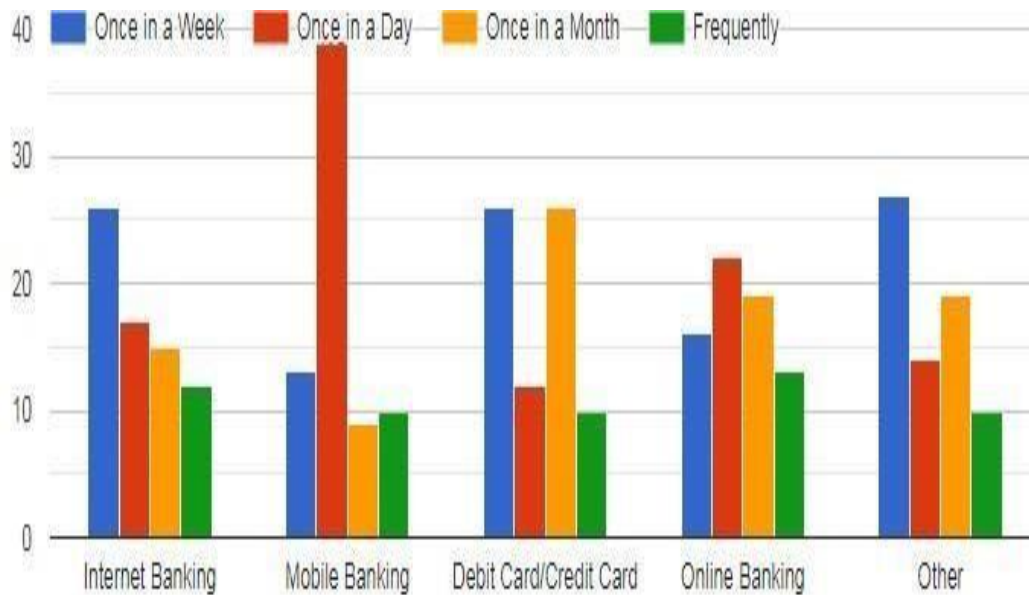
In the above diagram we get to know about the customer view related the Manual banking & Internet banking. The customer response related to it different, the no. of customer who strongly agree with the point is 17.4%. The no. of customer who agree with the point is 53.6%. The no. of customer who’s in-between situation (Neutral) with the point is 21.7%. The no. of customer who disagree & strongly disagree with the point is same 4.3%.

**7. How frequently do you use each of the following services?**

	<b>Once in a week</b>	<b>Once in a day</b>	<b>Once in a month</b>	<b>Frequently</b>
--	-----------------------	----------------------	------------------------	-------------------

<b>Internet Banking</b>	<b>27</b>	<b>17</b>	<b>15</b>	<b>11</b>
<b>Mobile Banking</b>	<b>14</b>	<b>39</b>	<b>9</b>	<b>9</b>

<b>Debit/Credit Card</b>	<b>27</b>	<b>12</b>	<b>26</b>	<b>9</b>
<b>Online Banking</b>	<b>17</b>	<b>22</b>	<b>19</b>	<b>12</b>
<b>Other</b>	<b>28</b>	<b>14</b>	<b>19</b>	<b>9</b>

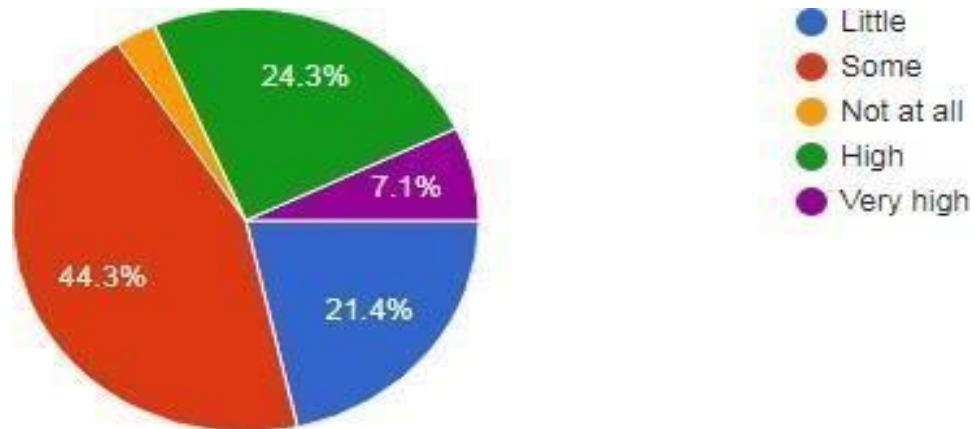


### **INTERPRETATION:-**

The above diagram shown the following services uses by the customer at day to day basis. There are many E-banking services such as Internet banking, Mobile Banking, Debit or Credit card, Online Banking etc. The graph indicates the services using by the customer on week, day, month & frequently basis. The Internet banking user customer once in a week is 27, once in a day is 17, once in a month is 15, & frequently user is 11. The Mobile Banking user customer once in a week is 14, once in a day is 39, once in a month is 9, & frequently user is 9. The Debit or Credit Card user customer once in a week is 27, once in a day is 12, once in a month is 26, & frequently user is 9. The Online banking user customer once in a week is 17, once in a day is 22, once in a month is 19, & frequently user is 12. The E-banking services uses by the customer, once in a week is 28, once in a day is 14, once in a month is 19, & frequently user is 9.

### 8. State the Degree Of Confidence On E-Banking?

<u>Options</u>	<u>No. of Respondent</u>
Little	15
Some	31
Not at all	2
High	17
Very high	5



### Interpretation:

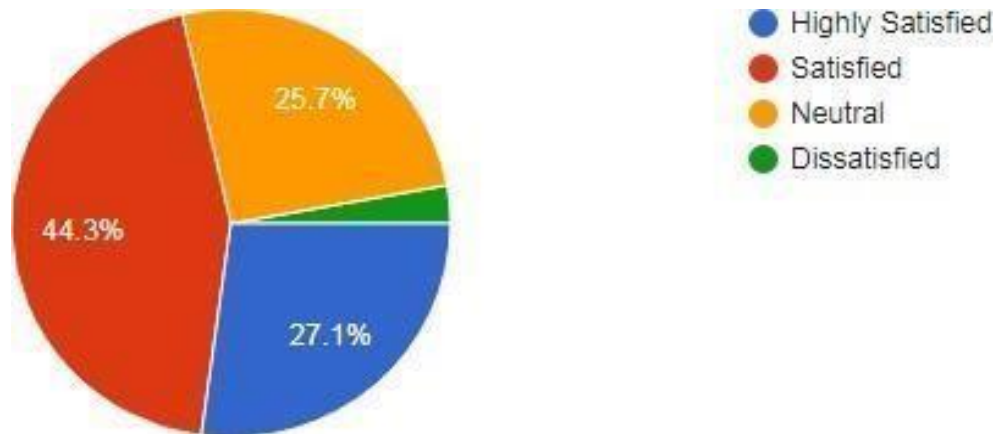
The above diagram represent the degree of confidence of customer on E-banking services. As shown on the above customer have some degree of confidence on E-banking services. The no. customer have different opinion, confidence on E-banking services. There are 21.4% of customer who having a little degree of confidence on E – banking services. There are 44.3% of customer who having a some of degree confidence on E –banking services. There are 2% no. of customer who doesn't have not at all a degree of confidence on E –banking services. There are 24.3% of customer who having a high degree of confidence on E –banking services. There are 7.1% of customer who having a very high degree of confidence on E –banking services.



### 9. To What Extent you are Satisfied with your banks "E- Banking services"?

<u>Options</u>	<u>No. of Respondent</u>
Highly satisfied	19
Satisfied	31
Neutral	18
Dissatisfied	2

:

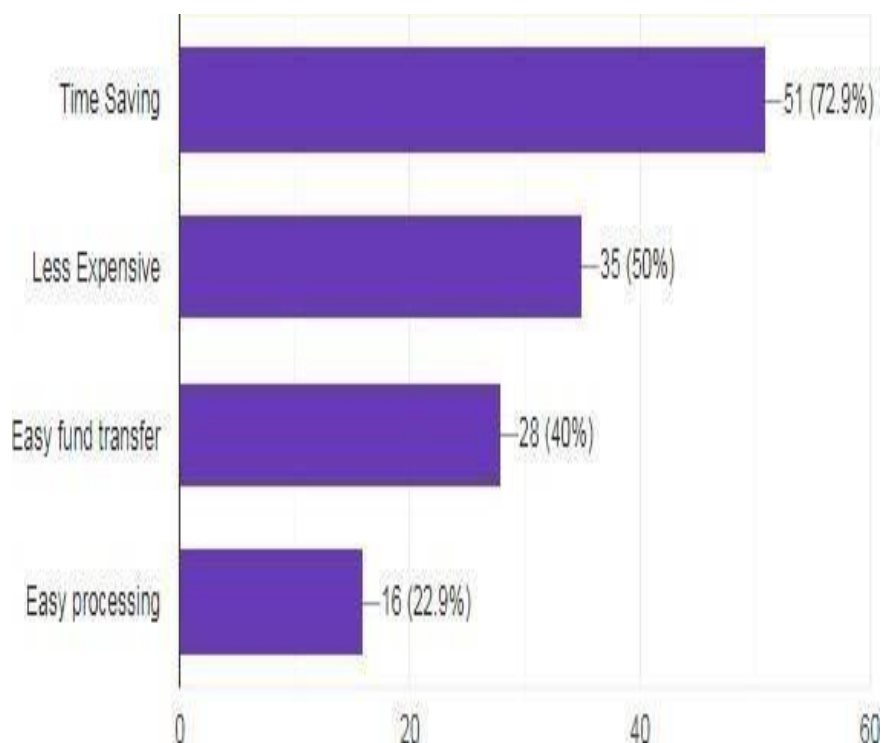


#### INTERPRETATION

The above diagram shows the satisfaction level of customer on E-banking services provided by their banks. The customers which are highly satisfied through the E- banking services is 27.1%. and those are just satisfied through the E-banking services is 44.3%. The customer who having neutral opinion on it is 25.7%. The customer are dissatisfied through the E-banking services is 4.3%

**10. Which of the following benefits you get, while using E-Banking services? (can choose more than one option)**

<b><u>Benefits</u></b>	<b><u>No. of Respondent</u></b>
<b>Time saving</b>	<b>51</b>
<b>Less expensive</b>	<b>35</b>
<b>Easy fund transfer</b>	<b>28</b>
<b>Easy processing</b>	<b>16</b>

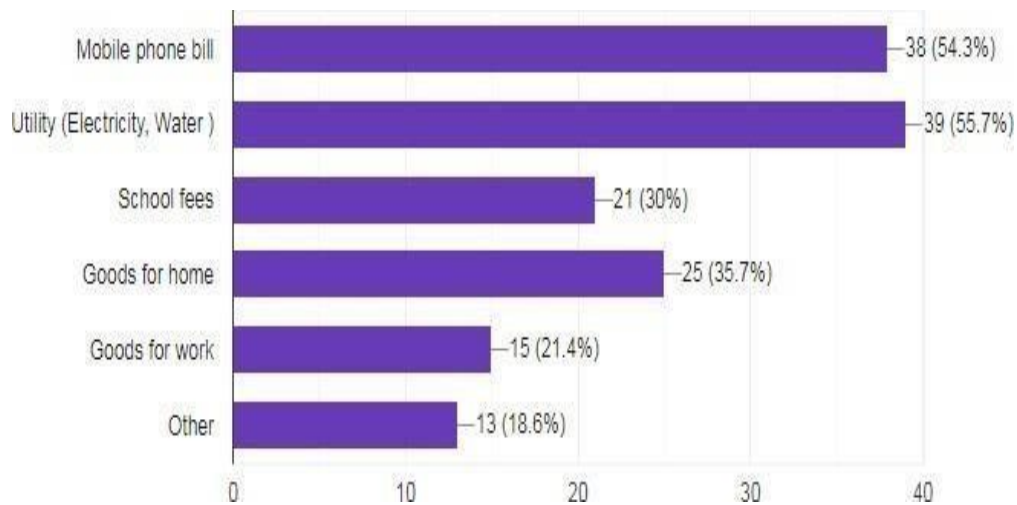


## **Interpretation:**

The above diagram represents the some of the benefits getting by the customer while using E-banking services. The following are the benefits getting through E -banking Time savings, Less expensive, Easy fund transfer, Easy processing. There are different respondent we getting in our survey, There are 72.9% of customer get the benefits of Time saving through E-banking services. There are 50% of customer get the benefits of Less expensive through E-banking services. There are 40% of customer get the benefits of Easy fund transfer through E-banking services & 22.9% of customer get the benefits of Easy processing through E-banking services.

### **11. For what purpose do you use Internet Banking? (can choose more than one option )**

<b><u>Purpose</u></b>	<b><u>No. of Respondent</u></b>
<b>Mobile phone bill</b>	<b>38</b>
<b>Utility (electricity, water)</b>	<b>39</b>
<b>School fees</b>	<b>21</b>
<b>Goods for home</b>	<b>25</b>
<b>Goods for work</b>	<b>15</b>
<b>Other</b>	<b>13</b>



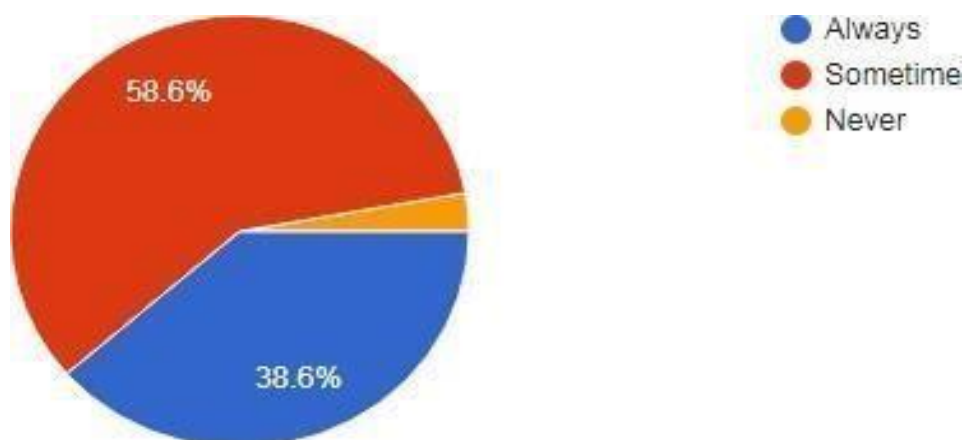
### **Interpretation:**

The diagram shown the purpose of customer for using the e-banking services. There are 54.3% of customer use the E-banking services to pay their mobile phone bill.

There are 55.7 % of customer use the E-banking services to pay their utility (electricity, water bill). There are 30% of customer use the E-banking services to pay their school fees of their children & 35.7 % of customer use the E-banking services to get the goods for their home. The 21.4% of customer use the E-banking services to get the goods for their work. The 18.6% no. of customer use the E-banking services for their other purpose.

**12. Are you satisfied with the number of services offered by your bank on Online Banking platforms?**

Option	No. of Respondent
Always	27
Sometime	41
Never	2

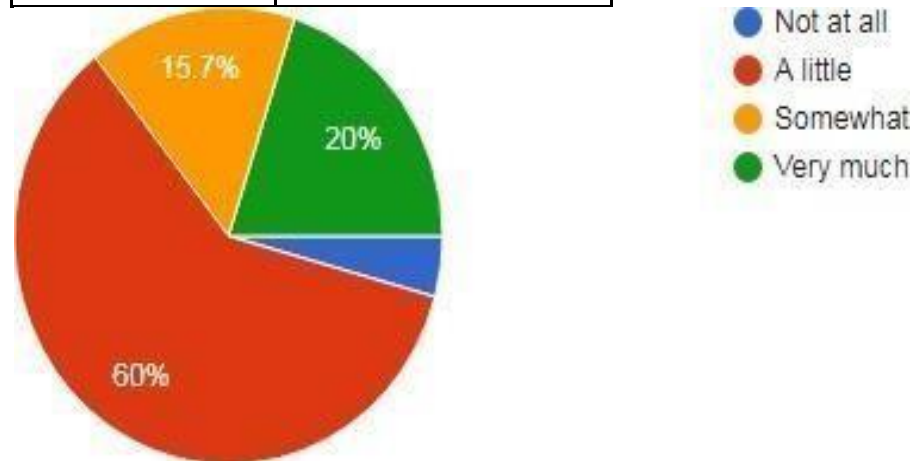


**Interpretation:**

The diagram represents the satisfaction of the customer on E-banking services of their respective bank. The 38.6% Of respondents are always satisfied with the number of services offered by their bank on Online Banking platforms. The 58.6% of respondents are satisfied sometime with the number of services offered by their bank on Online Banking platforms. The 4.3% are never satisfied with the number of services offered by their bank on Online Banking platforms.

### 13. Do you feel secure while making payment through E-Banking?

<u>Options</u>	<u>No. of Respondent</u>
Not at all	3
Little	42
Somewhat	11
Very Much	14

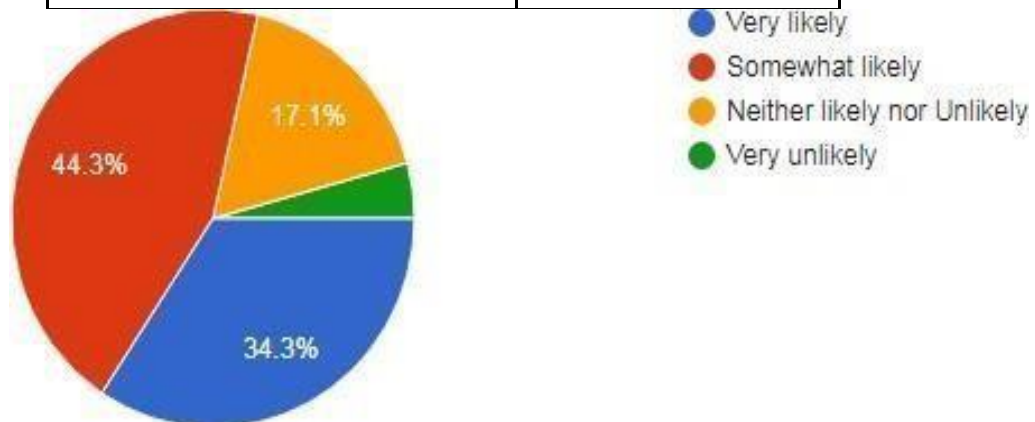


#### **Interpretation:**

The diagram represent the opinion of customer on E-banking security while making payment or transferring any fund. Only 4.3% customers not at all have faith on making payment through E-banking. The 60% of customers have a little faith on making payment on E-banking platform. The 15.7% customers are somewhat trusting on payment through E-banking services. The 20% customers are very much trust on their banks E-banking payment method.

**14. Do you think using the internet for shopping & banking would make your life easier?**

<u>Options</u>	<u>No. of Respondent</u>
Very likely	24
Somewhat likely	31
Neither likely nor Unlikely	12
Very unlikely	3

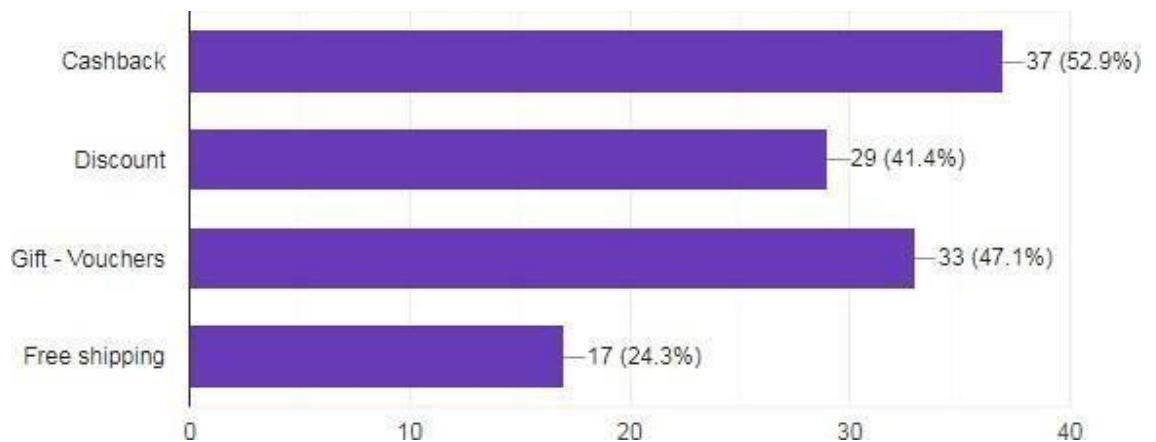


**Interpretation:**

The diagrams interpreted that, the thinking of consumer for using internet to shopping & banking can make their life better. The 34.3% of customers thinks that the internet is beneficial for shopping & banking. The 44.3% of customers believe that there are some benefit to use internet for shopping & banking. The 17.1% customers select the neutral option to it. Only 4.3% customers don't think that through the internet the shopping & banking would be easier.

**15. Which of the offers do you get by your bank while using E-Banking? (can choose more than one option )**

<u>Options</u>	<u>No. of Respondent</u>
Cashback	37
Discount	29
Gift – Voucher	33
Free shipping	17



**Interpretation:**

The above diagram interprets the offers getting by the customer for using E-banking. There are different offers that any one can get for using internet banking. Such as Cashback, discount, Gift- vouchers, Free shipping etc. The 52.9% customers got the cashback offer for using the E -banking. The 41.4% customers got the discount offer for using the E -banking. The 47.1% customers got the Gift – vouchers for using the E -banking. The 24.3% customers get the free shipping for using the E -banking.



**CHAPTER-5**  
**CONCLUSIONS AND SUGGESTIONS**

## **Conclusions**

In a country like India, there is a need for providing better & customized services to customer. Bank must be concerned about the attitudes of customers with regards to acceptance of internet banking. The importance of security and privacy for acceptance of internet banking has been noted in many earlier studies and it was found that people claim that they have knowledge about security issues but they have no clear idea about all kinds of frauds. The present study shows that customers are more reluctant to accept new technologies or methods that might contain very little risk. Hence, banks should design a secure website to address security and trust issues.

The survey was conducted with 70 people of Mumbai (suburban area). So we can't say this is the real trends of net banking of whole in the country.

The study found that due to technological innovations and significant change in demographic profile of customers, there is a huge market potential lying ahead.

People are not so confident enough to whether to depend completely on online banking. There is hesitancy in their minds with regards to preference. So they use both the services online and offline banking.

At the time of survey when I give questionnaires to people, they very casually fill it without think of the depth of the study.

Another point is people are not show their personal data truly.

The study was conducted with the help of students, service holders and business men etc.

The study reveals that Atm banking, Online banking, Online shopping, Online recharge, etc are performed by so many respondent but it does not reflect that NEFT, RTGS, or D MAT services are not performed by the people.

## **FINDINGS**

- One of the most important reasons for which people are opting the private banks is due to the ebanking services and internet connectivity between the branches
- The people having high income are more concerned for the ebanking services as compared to average and low income group
- 70 people respond to this study. But out of which 3 people think that ebanking is not necessary for the present scenario
- 30 respondents of ICICI and 21 in HDFC are availing ebanking services
- Out of 70 31 are male and 39 are female. That's mean the female are more frequently uses the e- banking services. Working ladies and school-college student having knowledge about the service.
- Most of the respondents who lies under 21-30 are using E-Banking services.
- Among 70 respondents most of them are either service holder or business person. Because the service are more benefited towards this people.
- It is very interesting to see that 30 people have account in ICICI, & 21 in HDFC. But ICICI has more customer than others.
- 24\*7 Business hours is the main benefit which online banking users have seen among other options.
- Most of the online banking users have a tendency to spend Rs.1000 or below this amount in a single transaction.
- Users got excellent services from ATM BANKING, BALANCE ENQUIRY, BILLS PAYMENT, ONLINE SHOPPING and ONLINE RECHARGE etc, and other services have not excellent performance like that.
- Most of the users have no requirement for daily base transactions, they prefer monthly base transactions.
- This study revealed that most of the users claim that they aware of security threats and they took recommend steps to secure the net banking.
- People also claim that ATM SERVICE, BILL PAYMENT SERVICE, INTERNET SECURITY SERVICE should be modified in near future.  
Some people also want a customer feedback service.

➤ Moreover 18 people are highly satisfied with this services and 31 people are satisfied and remain are not properly satisfied

## **SUGGESTIONS**

We can see the time is changing and we are now accepting technology but there is still a lot of perceptual blocking which hampers the growth its normal tendency of technology, that why the growth of internet banking is very primitive nature.

### **Recommendations to banks:**

- Banks should obey the RBI norms and provide facilities as per the norms. But this are not completely followed by the banks. Some of our respondents complained that their bank do not give feedback of online transaction in proper times. If customers do not get proper feedback then their interest in online services will be reduced. So bank should take proper steps to build their feedback services.
- Internet banking facilities must be made available in all banks as well as in all branches.
- Link failure is a big problem specially in HDFC bank and for this reason the important business deal have been hampered so bank should modified there software immediately
- Now ICICI and HDFC banks install automated balance update machine to avoid customer harassment.
- To prevent online banking from remaining customer to prompt this services through advertising co.
- After repairing this basic deficiency bank must ensure that their service is competitive.
- Bank should not take more charge from their customer.
- The users of e-banking services is still not up to the mark as expected by the banks. This require awareness among the customer about benefit of this service. The customer should be educated about the benefit of this services, this would help the bank in a long run.
- Fair dealing with the customers is more preferable. The banks staff should be co-operative, friendly and must be capable to understand the problems of the customers.

- Bank should give proper training to customers to use net banking.
- Bank should always update the security systems and create a trust in the mind of customers towards security of their accounts.
- Banks should make their sites more user friendly, customers should be motivated to use internet banking facilities more.
- Banks are now using two factor authentication i.e. password and OTP but they should improve that and using three factor authentication because hackers sometimes break the two factor authentication system.

## **RECOMMENDATIONS TO USERS:-**

- Use Anti-virus and maintain the integrity of your computer / mobile phones by scanning regularly for computer viruses.
- If using the same computer or mobile for online banking, e- mail and web browsing, always LOG OFF banking sessions before checking e-mail or web browsing, computer viruses today are capable of installing themselves through e-mail links as well as web sites where just passively moving your mouse over an image could be enough to install a script that grabs your cached online banking credentials (user ID and password) and allows a criminal to steal money from your account. Always keep your anti-virus software up-to-date.
- Always use original operating system with original commercial anti-virus which could be better than crack version or free sample.
- If you are using computer with multiple operating system (e.g. Ubuntu, Dos or Windows) you must separately install anti-virus for each O.S.
- Do not respond to e – mails requesting account information, account, t verification or banking access credentials such as usernames, passwords, PIN codes and similar information.
- Clear a browser cache before starting an online banking session to eliminate copies of web pages that have been stored on the hard disk.
- Verify the secure session (https or not https) in the browser.
- Avoid using automatic login features that save your personal details.
- Create a strong password but that will be easy to remember without writing it down anywhere.
- Frequently change your password combination for better protection.
- Last but not the least, some of our respondents share that they received a phone call by which a male or female gave a news that the respondents won lottery worth 25 lacs or a big amount from either their mobile company somewhere else. But the fact is this type of caller want customers bank detail or ATM card details to send a huge money and someone were trapped by it and told them their very confidential information and then scam happened when customers want to check the bank balance they see there is no balance at all and this is very shocking news to them. So do not believe such phone call or e-mail otherwise you will be cheated.

**CHAPTER-6**  
**APPENDIX**



**QUESTIONNAIRE:**

**E-BANKING SURVEY**

**Name:**

\_\_\_\_\_

Age Group

- Below 20
- 21-30
- 31-40
- 41-50
- More than 50

1. Do you think that E-banking services is necessary in present scenario?

YES

NO

2. From which bank you are availing the E-banking services?

ICICI BANK

HDFC BANK

Other

3. Where did you heard about Internet Banking Services ?

Mass media

Directly from bank

SMS

Friends and family

4. Why you chose this bank?  Services are good

Provide security

Cheaper services fees

Other

4. Which type of E-banking services you want to use?

Transfer fund online

Online purchase and payment

Regular checking of Bank statement

Request any card or cheque book services

Other

5. Manual banking is more convenient than Internet

Banking?  Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

6. State the degree of Confidence on E-banking?

Little

Some

Not at all

High

Very high

7. How frequently do you use each of the following services?

	Once in a week	Once in a day	Once in a month	Frequently
Internet banking				
Mobile banking				
Debit/credit card				
Online banking				
Other				

8. To what extent you are satisfied with your bank's E-banking services?

- Highly satisfied
- Satisfied
- Neutral
- Not satisfied

9. Which of the following benefits you get while using E-banking services?

- Time saving
- Less expensive
- Easy fund transfer
- Easy processing

10. For what purpose do use internet banking?

- Mobile phone bill
- Utility bill
- Goods for home
- Goods for work
- Other

11. Are you satisfied with the number of services offered by your bank on online banking platforms?

- Always
- Sometimes
- Never

12. Do you feel secure while making payment through ebanking?

- Not at all
- A little
- Somewhat
- Very much

13. Do you think using the internet for shopping and banking would make you life easier?

- Very likely
- Somewhat likely
- Neither

14. Which of the offers do you get by your bank while using E-banking?

- Cash back
- Discount
- Gift-vouchers
- Free shipping
- Other

**CHAPTER-7**  
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