Profile of the Banks Chosen
CHAPTER III

PROFILE OF THE BANKS CHOSEN FOR THE STUDY

This chapter deals with the details of the banks chosen for the study. In order to understand the CRM initiatives and challenges faced by the Indian bankers, three categories of banks, namely Public-Sector Banks, Private-Sector Banks and Foreign banks operating in India were chosen for the study. In order to get an overall view of the traditional, private and new generation banks interest and role in satisfying the customers and account holders, these three categories of banks were chosen. Among these categories the following banks were identified and selected for the study.

**Major Private Sector Banks**

- ICICI Bank,
- HDFC Bank,
- YES Bank.

**Nationalized & Public Sector Banks**

- Punjab National Bank,
- Indian Overseas Bank,
- Corporation Bank.
Foreign Banks

Standard Chartered Bank,  
CITIBANK,  
HSBC Bank,  
& ABN AMRO Bank.

The above banks are truly representative of the category they belong to and have had a rich and varied experience of banking in Chennai city as they are all well established and stabilized in Chennai for more than a decade. Factors of proximity and convenience, accessibility and ease of securing official permission for the study were also considered in making a choice of the above mentioned banks. In order to understand the purpose of the study and the research work executed, this chapter is intended to provide an insight into the history, background, financial strengths, achievements and customer details of each bank undertaken for the study. The details of the different bank categories are as follows:

SECTION I - PRIVATE SECTOR BANKS  
ICICI BANK

ICICI Bank was originally promoted in 1994 by ICICI limited, an Indian financial institution, and was its wholly – owned subsidiary. ICICI’s shareholding in ICICI Bank was reduced to 46% through a public offering of shares in India in fiscal 1998 and equity offering in the form of ADRs listed on the NYSE in fiscal 2000. ICICI Bank also undertook an acquisition of Bank of Madura Limited in an all-stock amalgamation in fiscal 2001 and secondary market sales by ICICI to institutional investors in fiscal 2001 and fiscal 2002. ICICI was formed in 1955 at the initiative of the World Bank, the government of India and representatives of Indian industry. The principal
objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses. ICICI bank is India’s second largest bank with total assets of about Rs. 2,513.89 billion for the (US$ 56.3bn) at March 31, 2006 and profit after tax of Rs. 25.40 billion (US$ 569 million) year ended March 31, 2005. Mr. K.V. Kamath, CEO of ICICI Bank, said it is the country's largest private sector bank with an asset base of Rs. 2,51,389 crore ($55 billion), as on 31.03.2006.

ICICI Bank has a network of about 614 branches and extension counters and over 2,200 ATMs. ICICI Bank set up its international banking group in fiscal 2002 to cater to the cross border need of clients and leverage on its domestic banking strengths to offer products internationally. ICICI Bank currently has subsidiaries in the Untied Kingdom, Russia and Canada, branches in Singapore, Bahrain, Hong Kong, Sri Lanka and in Dubai an International Finance Center and representative offices in the United States, United Arab Emirates, China, South Africa and Bangladesh. Their UK subsidiary has established a branch in Belgium. ICICI Bank is the most valuable bank in India in terms of market capitalism.

ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital and asset management. In the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services group offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like the bank.

In October 2001, the Boards of Directors of ICICI and ICICI Bank approved the merger of ICICI and two of its wholly owned retail finances
subsidiaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was approved by shareholders of ICICI Bank in January 2002, by the High Court of Gujarat at Ahmedabad in March 2002 and by the High Court of Judicature at Mumbai and the Reserve Bank of India in April 2002. Consequence to the merger, the ICICI group’s financing and banking operations, both wholesale and retail, have been integrated into a single entity.

HDFC BANK

HDFC Bank began operations in 1995 with a simple mission: to be a "World-class Indian Bank". They realized that only a single-minded focus on product quality and service excellence would help them get there. Today, they are proud to say that they are well on their way towards that goal. It is extremely gratifying that their efforts towards providing customer convenience have been appreciated both nationally and internationally.

The net profits of the HDFC Bank for the year ending 31st March 2005 was Rs. 870.8 crores. Incorporated in August 1994 as HDFC Bank Limited, the bank now has a wide network of over 531 branches across 228 cities in India, and over a thousand networked ATM’s. HDFC Bank offers private banking services to high net worth individuals and institutions. Their sophisticated computerized network gives you the flexibility of accessing your savings or current account from any of their 531 branches and over 1200 ATMs across India.

The HDFC Bank offers a wide range of banking products and services such as Private Banking, Preferred Banking and Classic Banking. The Private Banking services are offered to high networth individuals and institutions. Their team of seasoned financial and investment professionals provide
objective guidance backed by thorough research and in-depth analysis keeping in mind your financial goals. The preferred banking program provides the expertise of world class exclusive banking which offers comfort and professional investment advise to professionals and businessmen. It also offers preferential rates on various banking products and other exclusive benefits. The HDFC Bank Classic Banking offers an experience of banking beyond the ordinary. This entitles the classic customer to enjoy a host of benefits including a bouquet of preferentially priced products and specific wealth management solutions.

**Awards and Achievements**

The Asian Banker Excellence Retail Banking Risk Management Award in India for 2004 & Economic Times Awards "Company of the Year" Award for Corporate Excellence 2004-05.

**Asiamoney also named the bank:**

- Best Local Cash Management Bank in India 1989-2004 (poll of polls)
- Best Overall Domestic Trade Finance Services in India 2004
- Most Improved company for Best Management Practices in India 2004


They are aware that all these awards are mere milestones in the continuing, never-ending journey of providing excellent service to their customers. They are confident, however, that with the customer feedback and support, they will be able to maintain and improve their services.

YES BANK

Yes Bank has been conceived in the spirit of professional entrepreneurship with an unstinted aim to establish a high quality, technology driven, state of the art private Indian bank catering to the "Employees and Customers". Incorporated in November 2003, Yes Bank was granted license by the Reserve Bank of India (RBI) on March 24, 2004. The financial operations started in September 2004, while the transaction banking business commenced in October 2004. Yes bank India started its operations in the year 2005 in Mumbai and Chennai.
The vast banking experience of their promoters, Rana Kapoor and Ashok Kapur, has been the financial support of Rabobank Nederland, the world's only AAA rated private bank and global institutional private equity investors, CVC Citigroup, AIF Capital and ChrysCapital bank a strong foundation of enduring financial trust.

In early, 2005 when Yes Bank decided to go for an IPO, it was only two years old. To show as strengths, it had just two. One, a strong management team and second, no legacy. Profits were minimal and they had just two branches. That was 2005. The total income for Q4 06 (March 2006) was up 232 per cent and profit after tax was up 1,534 per cent at $3.5 million. The first branch was set up in Mumbai. Since then the quality of the bank's management team and effective execution of strategy has been instrumental in building the balance sheet and profitability through sustainable revenue streams.

Currently, the bank has 17 fully operational retail branches across 15 locations in the country and has licenses from RBI to open another 28 branches. Initially, the strategy will be to focus on building the branch network in Delhi/Northern region.

Yes Bank has now materialized into a 'full service' commercial bank, well equipped to offer all products and services to corporate and retail customers. For now, Yes Bank is focusing its energies on a particular region, the North and the National Capital Territory of Delhi, and on specific industries - food and agriculture, life sciences, technology, retail and engineering. During 2005, the bank added several new customers in the corporate, institutional and business banking division, and cross-sold fee based products to existing customers. At Yes Bank, they look to offer comprehensive banking and financial solutions, which inducted top quality
human capital across all their banking functions, including corporate banking, financial markets, investment banking, business and transactional banking and wealth management. Their differentiated view of banking as a knowledge-based industry has ensured that their industry experts are in sectors like food and agribusiness, life sciences, telecommunications, medical infrastructure and manufacturing and textiles. These Knowledge Bankers offer invaluable insight into these sectors, thereby helping their clients to develop great ideas and nurture them.

At Yes Bank they seek to provide the customers with innovative financial solutions to meet all that they desire, combined with an ambience, culture and expertise that they trust will create a rich experience. Their state of the art technology and alliances with best of breed technology partners has designed products and services that provide their customers with choice and convenience, which is their service proposition.

At Yes Bank they have realized that a sustainable competitive advantage can be created only through capital. Yes Bank believes that it can make a significant difference to their clients business by improving the operational efficiency. Their knowledge bankers are supported by dedicated service management service centers to provide the customer with a truly rewarding banking experience.

SECTION II - PUBLIC SECTOR BANKS
PUNJAB NATIONAL BANK (PNB)

Punjab National Bank is a professionally managed bank with a successful track record of over 110 years. Established in 1895 at Lahore, undivided India, Punjab National Bank (PNB) has the distinction of being the first Indian bank to have been started solely with Indian capital. The bank was
nationalized in July 1969 along with 13 other banks. From its modest beginning, the bank has grown in size and stature to become a front-line banking institution in India at present. It has the distinction of being ranked as 323rd biggest bank in the world by Bankers Almanac (January 2006), London, as it has strong correspondent banking relationships with more than 217 international banks of the world. More than 50 renowned international banks maintain their Rupee Accounts with PNB.

Punjab National Bank had reported a net profit of Rs. 1,439 crores for the year ended March 31, 2006 against Rs. 1,410 crores in the previous year. Total income had increased to Rs. 10815 crore from Rs.10, 135 crores. The operating profit had increased to Rs. 2,874.77 crores from Rs. 2,702.21 crores. Interest earned on advances had risen to Rs 5,341.46 crore from Rs. 4246.12 crore and on investment to Rs.4, 030.34 crores from Rs. 3,974.05 crores.

It has the largest branch network in India with 4062 branches and 447 Extension Counters spread throughout the country. The strategic business area covers the large Indo-Gangetic belt and the metropolitan centers.

Punjab National Bank has its branches in all the 7 metropolitan and cosmopolitan cities in India namely New Delhi, Mumbai, Calcutta, Chennai, Bangalore, Hyderabad and Ahmedabad. It even has its branches in small towns in both urban as well as rural areas. Punjab National Bank is serving over 3.5 crore customers through 4062 branches and 447 extension counters. It is the largest amongst Indian Nationalized Banks. PNB is always focussing on expanding abroad and till date has identified some emerging economies abroad. They are in few of these places such as: Almay, Kazakisktan, Shanghai, China, London, Kabul & Afghanistan.
Punjab National Bank with 4497 offices and as the largest nationalized bank is serving its 3.5 crore customers with the following wide variety of banking services: Corporate banking, Personal banking, Industrial finance, Agricultural finance, Financing of trade & International banking. Punjab National Bank has been ranked 38th amongst top 500 companies by The Economic Times. PNB has earned 9th position among top 50 trusted brands in India. Punjab National Bank India maintains relationship with more than 200 leading international banks worldwide. Punjab National Bank of India is also a member of SWIFT and more than 150 PNB Branches are connected with terminals in Mumbai. It promotes "Any Time, Any Where Banking". PNB offers Internet Banking services for both corporate clients and individuals. It provides 24 hours, 365 days banking from the PC of the user. A user can operate accounts anytime and from anywhere.

The following are some of the services available online:

Access to account, complete details of transactions and statement of account, Online information of deposits, loans overdraft account etc.

Online Payment Facility for railway reservation through IRCTC Payment Gateway Project, Online Utility Bill Payment Services which allows Internet Banking account holders to pay their telephone, mobile, electricity, insurance and other bills anytime from anywhere from their desktop.

Punjab National Bank Card users can buy goods and enable services from 45,000 merchant outlets in India and can withdraw cash from over 4500 ATMs with its own 450 ATMs.
Keeping in tune with changing times and to provide its customers more efficient and speedy service, the Bank has taken major initiative in the field of computerization. All the branches of the Bank have been computerized. The Bank has also launched aggressively the concept of "Any Time, Any Where Banking" through the introduction of Centralized Banking Solution (CBS) and over 2000 offices have already been brought under its ambit.

PNB also offers Internet Banking services in the country for Corporate as well as individuals. Internet Banking services are available through all Branches of the Bank networked under CBS. Providing 24 hours, 365 days banking right from the PC of the user, Internet Banking offers world class banking facilities like anytime, anywhere access to account, complete details of transactions, and statement of account, online information of deposits, loans overdraft account etc. PNB has recently introduced Online Payment Facility for railway reservation through IRCTC Payment Gateway Project and Online Utility Bill Payment Services which allows Internet Banking account holders to pay their telephone, mobile, electricity, insurance and other bills anytime from anywhere from their desktop.

Another step taken by PNB in meeting the changing aspirations of its clientele is the launch of its Debit card, which is also an ATM card. It enables the cardholder to buy goods and services at over 99270 merchant establishments across the country. Besides, the card can be used to withdraw cash at more than 11000 ATMs, where the 'Maestro' logo is displayed, apart from the PNB's over 600 ATMs and tie up arrangements with other banks.
INDIAN OVERSEAS BANK (IOB)

Shri. M. Ct. M Chidambarm Chettyar, a pioneer in many fields - Banking, Insurance and Industry founded IOB on February 10th 1937, with the twin objectives of specializing in foreign exchange business and overseas banking.

IOB had the unique distinction of commencing business on 10th February 1937 (on the inaugural day itself) in three branches simultaneously - at Karaikudi and Chennai in India and Rangoon in Burma (presently Myanmar) followed by a branch in Penang.

Besides the freedom, one also gets the Indian Overseas Bank's stamp of reliability - a bank that has been in service to its customers and nation for more than 60 years, with a workforce of over 24,500 employees, with the primary objective of providing the customer with quality service. With their team of IT experts they have in-built security features on par with international standards, assuring the customer risk-free banking.

At the dawn of independence IOB had deposits worth Rs. 60000 crores advances at Rs. 3.23 crores at that time. On the eve of nationalization in 1969, IOB had branches in India with aggregate deposits of Rs. 67.70 crores and advances of Rs. 44.90 crores. The bank has seen some unprecedented developments since it entered the web site during the month of February 1997. IOB got autonomous status during 1997 – 1998.

As of March 2003, IOB had 1427 branches in India and 6 branches overseas. Besides the bank had 243 extensions IOB has specialized branches to cater to the needs of Commercial and Industrial credit (the branch 9002 certification), industrial finance, small scale industries, hi-tech agriculture
and foreign exchange. 144 branches have been totally computerized and 833 branches have been partially computerized. 100 percent of the bank’s branch network are covered under computerization and 100 automated ATMs are in operation, with 42 centers that are operating under linked banking (ABB) covering 293 branches. The vision of the bank is “to emerge as the most competitive bank in the industry”.

They have a network of more than one thousand five hundred branches all over India located in various metropolitan cities, urban, suburban and rural areas. Any branch can be located to the customer by typing in the name of the state, city or branch on the internet.

IOB takes pride in declaring that there were the pioneers in Innovative banking as their objective was to provide the customer with most convenient service possible – Any Branch Banking.

IOB offers this facility in selected branches in major cities and select state capitals where our network is available. Now, you can withdraw or deposit cash, receive information about the balance in your A/C, obtain a statement of accounts or tender cheques. No more long hours or queues, your work gets over in just a few minutes.

IOB has developed over the years, an array of products to meet the specific needs of the customers. IOB was the first bank to venture into consumer credit. Personal loans for purchase of consumer durable continues to be a popular retail product of the bank. A new credit scheme “Shubh Yatra” was introduced to provide loans to those who undertake foreign travelers employment and medical treatment. Another scheme “Sanjeevini” was designed to extend loans to Medical Practitioners, Hospitals, etc., for expert equipments. The Bank has recently launched a new product in alliance
with Life Insurance Corporation of India. This provides the customer the benefit of life insurance cover. IOB Akshay is another product that provides loan against life policies of LIC and other private insurance companies approved by IRDA. Another product introduced by the Bank is “Money Home”. This provides a fast track channel for remittance of money to India to benefit our customers.

ACHIEVEMENTS

- IOB reported Net Profit at Rs.783.34 Crore for the year ended 31.03.2006, as against Rs.651.36 Crore for the year ended 31.03.2005, recording a growth rate of 20.26 percent
- Operating Profit during the year was Rs.1533.82 Crore, as against Rs.1496.55 Crore in the previous year
- IOB’s deposits in FY 2006 registered a growth of 14.21 percent to reach Rs.50529.32 Crore as against Rs.44241.24 Crore in FY 2005
- Gross Advances in FY 06 registered an unprecedented growth of 36.10 percent to reach Rs.35759.43 Crore, as against Rs.26274.13 Crore as of March 2005
- Total business of the bank grew by 22.37 percent to reach Rs.86288 Crore as of March 2006 (Rs.70515 Crore as of March 2005)
- Keeping in view the Interest rate scenario currently obtaining in the industry, both from the point of view of cost of resources, as also, fierce competition impairing yield on advances, the bank has been able to maintain a very impressive Net Interest Margin at above 4 percent. This is on account of impeccable Asset
Liability Management and also because of sharp focus towards recovery of NPAs.

- SLR securities in the Bank’s portfolio constitute about 28.67 percent of Demand Time Liabilities as of 31.3.2006, as compared to 37.34 percent as of 31.03.2005. The Bank off-loaded SLR securities to fund its asset expansion. The surplus over the required minimum of 25 percent is retained for liquidity purposes.

- Bank’s Profit after Tax, as a percentage of Net Worth as of 31.3.2006 stands at 28.55 percent. It is relevant that it has consistently been in the vicinity of 28-29 percent in the last few years. It is pertinent to mention here that the bank has been identified as one of the 25 banks worldwide which have consistently given a higher Return on Net worth as per Forbes ratings.

- It is relevant to state that the profitability level of the Bank vis-à-vis working funds, perhaps, may be one of the highest in the industry. It is precisely in this background that the Average Return on Assets of the bank is also one of the highest in the industry, which has improved from 1.29 percent in 2004-2005 to 1.38 percent in 2005-2006.

- The improved profitability has been achieved despite the bank having had to provide as much as Rs.142 Crore in the last quarter towards Depreciation on Investments.

- Total Income Growth during Q4 is 17.92 percent while the YoY (2005-2006) growth is 8.08 percent

- Net Interest Income growth, as a percentage, during Q4 is 13.07 percent while the YoY growth is 11.41 percent
• Operating Profit during Q4 increased by 12.73 percent from Rs.364.56 Crore to Rs.410.96 Crore, though the growth for the full year was only marginal due to reduced level of Treasury gains to the extent of Rs.140 Crore. Core Operating Profit (excluding Treasury gains and dividend earnings) registered a growth of 16.61 percent (from Rs.1107.51 Crore in 2004-2005 to Rs.1291.48 Crore during 2005-2006).

• Non Interest Income (excluding Treasury gains) registered a growth of 15.95 percent during the year, rising from Rs.426.50 Crore as of 31.3.2005 to Rs.494.54 Crore as of 31.3.2006.

• Gross NPA in absolute terms declined from Rs.1388.15 Crore in 2004-2005 to Rs.1227.55 Crore in 2005-2006. Gross NPA ratio declined from 5.28 percent to 3.43 percent during the year.

• Net NPA in absolute terms declined from Rs.319.20 Crore in 2004-05 to Rs.224.32 Crore in 2005-06. Net NPA ratio declined from 1.27 percent to 0.65 percent during the year. Provision coverage ratio improved from 77 percent to 81.73 percent.

• Tier 1 capital of the bank is comfortably placed at 8.54 percent, while overall Capital Adequacy, after providing capital for Market Risk, registered a decline from 14.21 percent in 2004-05 to 13.04 percent during 2005-2006.

• As a percentage of Total income, the Non-Interest Income constituted 13.46 percent, which the bank aims to take to at least 15 percent in the current financial year.

• Average Yield on advances improved from 8.72 percent to 8.81 percent while Cost of deposits reduced from 4.74 percent to 4.69 percent.
- Earnings per share improved from Rs.11.96 to Rs.14.38 during the year.

- Credit to Deposit Ratio (including deposit from banks) improved from 59.39 percent to 70.77 percent as of 31st Mar 2006

- CASA Ratio improved from 38.8 percent to 39.91 percent

- Business per employee increased from Rs.2.88 Crore to Rs.3.55 Crore, growth of 23.26 percent

- Profit per employee improved from Rs.2.66 lakhs to Rs.3.22 lakhs, registering a growth of 21.05 percent.

- IOB’s deployment under Priority Sector Lending constituted 41.68 percent of Net Bank Credit, well above the national norm of 40 percent.

- Agri lending to Net Bank Credit was 18.09 percent as of March 2006. The Bank’s disbursement under Agri credit increased by 53 percent as against 30 percent incremental credit stipulated by Government of India under the Special Farm Credit Package.

- The bank achieved significant milestones during the year 2005-2006, a few of which are:-

- Obtaining the highest possible International rating for a bank in India, namely BB + (Positive) by Standard & Pool’s.

- IOB was the first bank to raise Tier 1 Debt capital by issuing Perpetual bonds for Rs. 200 crores.
CORPORATION BANK

Established in the year 1906, Corporation Bank is an organization based on the traditional Indian values of service to the community. Corp Bank is regarded as one of the well-run banks in the comity of Public Sector Banks in the country. The Bank has a unique history of 100 years of successful Banking and has stood the test of time by growing steadily, offering vast, varied and versatile services with a personal touch. The year 2005 – 2006 was a memorable and historic year for the bank during which it completed its 100 years of fruitful existence in the society caring for the vital needs of the common man. Today, its good customer service, pre-eminent track record in House Keeping, adherence to Prudential Accounting norms, consistent profitability and adoption of modern technology for betterment of customer service have earned the Bank a pride of place in the Banking Community. The Bank is a Public Sector Unit with 57.17% of Share Capital held by the Government of India. The Bank came out with its Initial Public Offer (IPO) in October 1997. The Bank’s Net Worth stood at Rs. 3,374.89 crores as on 31.03.2006.

Corporation Bank is the first Public Sector Bank to publish the results under US GAAP. The Bank has been publishing the results under the US GAAP since 1998-99. The net profit of the Bank and its subsidiaries under US GAAP for the year 2004-05 stood at Rs. 435.89 crores against consolidated net profit of Rs. 350.69 crores registered under Indian GAAP method.

As on 31.03.06, the Bank has a highly dedicated team of 11,325 employees who have made the encouraging performance of the Bank possible by extending exemplary services to its customers. The Bank will continue its endeavors in the development of human capital so as to provide unmatched
services to its clientele. The Bank has better productivity levels than many of its peers in the Public Sector. The details of the manpower position and the productivity is given below

**MANPOWER POSITION – TABLE (III.1)**

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Corporation Bank has a network of 835 branches and 53 extension counters as on 31st March, 2006 including 145 specialized branches. The ATM network of the bank stood at 901, as on 31st Mar 2006, which spread across the country.

The Bank has been richly endowed with a relatively young, dynamic and efficient manpower, which is the key factor of the Bank’s success. Excellence in performance and uniqueness in customer service form the central core of the Bank’s organizational culture. The growing confidence of its clientele is well reflected in the Bank’s performance in all critical areas of its operations all through the years.

**SECTION III – FOREIGN BANKS OPERATING IN INDIA**

**STANDARD CHARTERED BANK**

The name is derived from Standard & Chartered. Standard Bank of British South Africa merged with Chartered Bank of India, Australia and China in 1969. In the onset of new millennium, Standard Chartered Bank purchased the Grindlays Bank from ANZ Group for $1.34 billion and was
named Standard Chartered Grindlays Bank and also the acquisition of the Chase Consumer Banking operations in Hong Kong for $1.32 billion. Previously, when with ANZ Group, it was known as ANZ Grindlays Bank where ANZ is Australia and New-Zealand. The Chartered Bank opened its first overseas branch in India, at Kolkata, on 12 April 1858. Eight years later the Kolkata agent described the Bank's credit locally as splendid and its business as flourishing, particularly the substantial turnover in rice bills with the leading Arab firms. When The Chartered Bank first established itself in India, Kolkata was the most important commercial city, and was the center of the jute and indigo trades. With the growth of the cotton trade and the opening of the Suez Canal in 1869, Bombay took over from Kolkata as India's main trade center. Today the Bank's branches and sub-branches in India are directed and administered from Mumbai (Bombay) with Kolkata remaining an important trading and banking center. Standard Chartered Bank in India is the largest international banking Group in India.

Leading the way in Asia, Africa and the Middle East Standard Chartered Bank is India's largest international bank with 81 branches in 30 cities. The Combined Balance Sheet (as at March 31, 2001) of SCB India is Rs. 24515.9 cr. Its asset book of $8.1 billion brought home profits of $131 million in 2005. The bank is a part of the Standard chartered group, which employs 33,000 people in over 550 locations serving 56 countries and territories across Asia Pacific region, south Asia, the middle east, Africa the Untied Kingdom and the U.S. It is one of the world's most international banks with employees representing 80 nationalities.

The key businesses of Standard Chartered Bank in India include consumer banking - primarily credit cards, mortgages, personal loans and wealth management - and - wholesale banking, where the Bank specializes in the provision of cash management, trade, finance, treasury and custody.
services. Standard Chartered India was the first to issue first global credit card in India, the first to issue Photo-card, the first Picture Card and was the first credit card issuer to be awarded the ISO 9002 certification. Some other product innovations of Standard Chartered Bank in India include the 'Sapnay' credit card, the international debit card that provides free access to over 1500 Visa ATM's, a first in the banking industry, Mileage, an overdraft facility against the security of a car and Smart Credit, a personal line of credit for salaried customers. Standard Chartered is the First in issuing global credit card in India, in issuing photo-card and picture card in India. Standard Chartered has a Customer Base of 2.4 million and over 1200 corporate customers.

Standard Chartered is the largest foreign bank in India with 81 branches in 26 cities. Its asset book of $8.1 billion brought home profits of $131 million in 2005.

CITIBANK IN INDIA

Citibank India exists since 1902. Citibank India was the first bank to lend actively to individuals. Citibank is the largest Consumer Finance lender in the world. The new initiative of Citibank, launched to promote safe and secure e-shopping with 989 retail branches and over 13500 employees, is, one of the profitable foreign banks doing successfully well in India. At present, Citibank has 16 branches in 13 cities in India along with 114 ATMs and "remote distribution channels" such as the Internet and Tele-banking. In a background note, Citibank India has a capital of around $380 million, with a customer base of over 900 corporates, 3,000 SMEs and over 80,000 NRIs." (In a press release issued on January 30, 2007 the bank had said that it had a total capital invested of close to $300 million.) . Citibank Direct Current Account pays 4.59% AER (4.50% gross). The Citibank Direct is one of the
best rates on the market, with no strings attached. No minimum deposit is required for Citibank Direct and no need to pay in ones salary. A minimum annual income of £15,000 is required to open Citibank Direct Account. A cheque-book and automatic overdraft facility are not available in Citibank Direct. Moreover Citibank Direct Account is easy to manage. Citibank NRI holds over 160,000 Citibank NRI Account. Citibank NRI Account Holders, holds a minimum balance of Rs. 10 lakhs. Citibank NRI is voted as the most preferred bank of the NRIs. With the Citibank Suvidah Account, one can get the following benefits:

Shop n' win Rewards, Secure a child's future and instant cash up to thrice the amount of salary. Citibank Suvidah Account holds over 150,000 highly tech-savvy account holders from Bangalore, Mumbai and Delhi alone.

Citibank cards are available in a range of flexible and personalized credit that can be managed online. Few types of Citibank Credit Cards in India-MTV Citibank Card, Indian Oil Citibank Card, Citibank Silver International Card CRY Card WWF Card, Times Card & Citibank Cricket Visa Card .In 2000-01, Citibank India had deposits of Rs 14,052 crore (up from Rs 10,208 crore in the previous year), advances of Rs 9,273 crore (Rs 6,620 crore). Its operating profit was Rs 693 crore (Rs 483 crore) and net profit, Rs 285 crore (Rs 203 crore).

Citibank, the most profitable, has 39 branches in 27 cities and covers another 50 through a distribution subsidiary. Its asset book is worth $7.3 billion and it posted an after-tax profit of Rs. 600 crore in 2005 (more than $130 million). Citigroup's planned investments in the year 2006 include $75 million in Citi-Financial, a non-bank finance company, or NBFCs, as they are called; that's on top of $50 million it sent that way last year. (NBFCs can
perform most banking functions except accept deposits or run savings accounts.)

Citibank also has "two SEI Level 5 affiliates in software development," viz., Orbitech (formerly, Citicorp Overseas Software Ltd) and i-flex Solutions Ltd. i-flex develops software for the global financial services industry. Citibank's total software exports have exceeded $75 million.

Thus Citibank India has contributed significantly to the growth and maturing of India's banking sector, having been the first to introduce credit cards in the mid-eighties and also being responsible for pioneering securitization. It believes that 'emerging local corporates (ELCs), in other words, 'small and medium enterprises' offer a large growth potential for the bank. That, coupled with the retail market, which is "growing exponentially," is enough to sustain the bank's operations in the country, in the next few years. Citibank India is a member-company of Citigroup.

**HSBC BANK IN INDIA**

HSBC considers itself as the world's local bank. Headquartered in London, HSBC is one of the largest banking and financial service organizations in the world. HSBC's international network comprises over 9,500 offices in 76 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa.

With listings on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings are held by nearly 200,000 shareholders in some 100 countries and territories. The shares are traded on the New York Stock Exchange in the form of American Depositary Receipts. Through an international network linked by advanced technology,
including a rapidly growing e-commerce capability, HSBC provides a comprehensive range of financial services: personal financial services; commercial banking; corporate, investment banking and markets; private banking; and other activities.

The HSBC Group has an international pedigree which is unique. Many of its principal companies opened for business over a century ago and they have a history which is rich in variety and achievement. The HSBC Group is named after its founding member, The Hongkong and Shanghai Banking Corporation Limited, was established in 1865 to finance the growing trade between China and Europe.

HSBC India is having branches in Ahmedabad, Bangalore, Chennai, Chandigarh, Coimbatore, Gurgaon, Hyderabad, Jaipur, Kochi, Kolkata, Ludhiana, Mumbai, New Delhi, Noida, Pune, Thane, Trivandrum and Visakhapatnam. HSBC NRI centers are located in Asia-Pacific, the Middle East, Europe and North America.

The HSBC Group develops and applies advanced technology to the efficient and convenient delivery of banking and related financial services.

HSBC NRI centers provide full range of personal and private banking products in India and overseas. HSBC Internet banking adds to the services of HSBC India abroad. HSBC India, along with HSBC Investment product and HSBC Insurance, offers international Gold Card and Classic Credit Cards from VISA and MasterCard and debit cards from Visa. HSBC in India gives 24 hour banking services, extensive network of ATMs, integrated Call Center and also HSBC e-banking. HSBC Internet Banking is available countrywide. Customers can get into HSBC online and can operate their account from anywhere. HSBC online banking is real time banking.
ABN AMRO BANK IN INDIA

ABN AMRO is a prominent international bank, whose history goes back to 1824. ABN AMRO ranks eighth in Europe and 13th in the world based on total assets, with more than 4,500 branches in 53 countries, a staff of over 110,000 full-time equivalents and total assets of EUR 986 billion (as at 30 June 2006). ABN AMRO is an international bank with European roots. They have a clear focus on consumer and commercial clients in their local markets and focus globally on select multinational corporations and financial institutions, as well as private clients. Their business mix gives them a competitive edge in their chosen markets and client segments. Although they serve a broad range of clients, their strategic focus is on the mid-market segment. This is the client area where they have a strong and distinctive competitive advantage and where they feel they can be most profitable in the future. The mission of ABN AMRO Bank is to create maximum economic value for their shareholders through a constant relationship focus on the financial services needs of their chosen client segments and a strict adherence to their financial targets.

They are operating in three principal customer segments, whereby the objective is to maximize the value of each of these businesses as well as the synergies between them. Excellence of service to their clients and leadership in their chosen markets are of paramount importance to their long-term success. The Bank's corporate values play an integral role in the fulfillment of their mission. ABN Amro Bank is among the top 10 banks in the world in size and strength with assets over US$504 and an AA credit rating. In more than 320 cities, it is having over 1,00,000 well-qualified staffs.

- More than 3,400 branches in 70+ countries, the 1991 merger Algemene Bank Nederland and Amsterdam Rotterdam Bank had a long-standing
presence in India since 1920 in Kolkata known traditionally as a strong "diamond financing bank". ABN AMRO Bank India started functioning in 1991 in Delhi and till date it has branches in Chennai, Pune, Baroda, Hyderabad, Bangalore and Noida servicing multiproduct relationship with customers. It formed AA Securities [I] Pvt. Ltd. In September 1998.

From opening a checking account online to buying the perfect home, ABN AMRO is the partner that can help clients take charge of their financial future by planning in the present. ABN AMRO offers a range of products that meet the everyday financial needs of individuals. They serve millions of clients around the world, with leading operations in the Netherlands, the US Midwest (LaSalle Bank) and Brazil (Banco Real). The wide range of financial services they offer enables them to build and expand long-term relationships with their clients. They can help consumer clients in the following areas: Personal loans, Credit cards, Mortgages, Savings, Retirement planning, Education planning, Personal & Internet banking, Insurance and Online trading.

Preferred Banking

ABN AMRO also offers a relationship-banking approach for mass-affluent customers, professionals and business owners. Their approach is designed to meet their clients' needs for individual recognition and fulfil their desire for a greater range of products and services.
The Achievements of ABN AMRO Bank

- "Best at Cash Management Award in September 2001" – The Banker


- Top Bank on "Management Quality" parameter: Business India 'Best Banks Survey 2000'.

- 7th Most Admired Commercial Bank in the World: Fortune Magazine, 2000
