

A DESSERTATION ON

**CUSTOMER SATISFACTION IN HDFC BANK WITH SPECIAL
REFERENCE TO GUWAHATI CITY**



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**SUBMITTED TO THE DEPARTMENT OF COMMERCE, GAUHATI UNIVERSITY
FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE
OF MASTER OF COMMERCE**



K.C DAS COMMERCE COLLEGE

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CERTIFICATE OF ORIGINALITY

This is to certify that the report on “ **CUSTOMER SATISFACTION IN HDFC BANK WITH SPECIAL REFERENCE TO GUWAHATI CITY**” Submitted by Arif Hussain of M.COM 3rd semester, student of K.C DAS COMMERCE COLLEGE is an original work done by him. Neither any part of this survey report has been published earlier nor it has been presented for any degree or any such purpose to any University or Institution.

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DECLARATION

I hereby declare that the project work entitled a dissertation on “**CUSTOMER SATISFACTION IN HDFC BANK WITH SPECIAL REFERENCE TO GUWAHATI CITY**” submitted to department of M.COM, K.C. Das Commerce College under Gauhati University is prepared by me for the partial fulfilment of the requirement for awarding degree in Masters of Commerce from Gauhati University under the guidance of Dr. Chandra Prabha Bohra Assistant Professor and HOD (I/C), Department of M.COM, K.C. Das Commerce College , Guwahati and is not submitted to any other institution for the award of any other degree.

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PREFACE

This project report attempts to bring under one cover the entire hard work and dedication put in by me in the completion of the project work on Customer Satisfaction in HDFC Bank.

I have expressed my experiences in my own simple way. I hope who goes through it will find it interesting and worth reading. All constructive feedback is cordially invited.

Date:

(Arif Hussain)

Place: Guwahati

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CHAPTER 1

INTRODUCTION

CHAPTER-1

INTRODUCTION

1.1-EMPLOYEE SATISFACTION

Employee satisfaction is a measure of how happy workers are with their job and working environment. Keeping morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to the company. There are many factors in improving or maintaining high employee satisfaction. But before that, it is important to measure the satisfaction levels of the employees.

To measure employee satisfaction, many companies will have mandatory surveys or face - to face meetings with employees to gain information. Both of these tactics have pros and cons, and should be chosen carefully. Surveys are often anonymous, allowing workers more freedom to be honest without fear of repercussion. Interviews with company management can feel intimidating, but if done correctly can let the workers know that their voice has been heard and their concern addressed by those in charge. Surveys and meeting can truly get to the center of the data surrounding employee satisfaction, and can be great tools to identify specific problems leading to lowered morale.

Many experts believe that one of the best ways to maintain employee satisfaction is to make workers feel like part of a family or team. Holding office events, such as parties or group outing, can help build close bonds among workers. Many companies also participate in team - building retreats that are designed to strengthen the working relationship of the employees in a non – work related setting. Camping trips, paintball wars and guided backpacking trips are version of this type of team building strategy, with which many employers have found success.

Of course, few workers will not experience a boost in morale after receiving more money. Raises and bonuses can seriously affect employee satisfaction, and should be given when possible. Yet money cannot solve all morale issues, and if a company with widespread problems for workers

cannot improve their overall environment, a bonus may be quickly forgotten as the daily stress of an unpleasant job continues to mount.

If possible, provide amenities to your workers to improve morale. Make certain they have a comfortable, clean break room with basic necessities such as running water. Keep facilities such as bathrooms clean and stocked with supplies. While an air of professionalism is necessary for most businesses, allowing workers to keep family photos or small trinkets on their desk can make them feel more comfortable and nested at their workstation. Basic considerations like these can improve employee satisfaction, as workers will feel well cared for by their employers.

The backbone of employee satisfaction is respect for workers and the job they perform. In every interaction with management, employees should be treated with courtesy and interest. An easy avenue for employees to discuss problems with upper management should be maintained and carefully monitored. Even if management cannot meet all the demands of employees, showing workers that they are being heard and putting honest dedication into compromising will often help to improve morale.

1.2 OBJECTIVE OF THE STUDY

- To find out the level of perception of the customers from the service quality offered by the banks.
- To identify which dimension of service quality needs improvement so that the quality of service of HDFC banks is enhanced.
- To determine the factors that influences the employee satisfaction of a bank.

1.3 -REVIEW OF LITERATURE

1. **Dutta K. and Dutta A. (2009)**- Investigated the perception of expectation of customers across all the banks in India. This study showed that customer are most satisfied with the services of foreign banks followed by private and public banks. This study suggested that Indian public banks should improve their banking services.
2. **Uppal R.K. (2010)** - conducted studies on customer compliant and this research and this research showed that excellent customer service and customer satisfaction help to sustain growth. Furthermore it showed that customer complaints are continuously increasing in the public sector banks adversely affecting customer satisfaction and performance. This research also suggested that establishing a customer care center in all banks would help solve customer complaint on a priority basis.
3. **Naveen Kumar and V.K. Gangal (2011)** - examined customer satisfaction in new generation banks showing customer expectations increasingly rapidly in the banking industry of India. New customers looked the best services at a reasonable price. The result revealed that, the majority of Indian banks were not very diversified in terms of the product and services they offer. Further, it suggests that, in the competitive industry, banks have to implement strategic focus customer satisfying aspects for retaining as many customer as possible.
4. **Edwin M. & Fathima S. (2011)** - conducted a study on the impact of service quality and customer satisfaction in commercial banks. This study shows that there is close link between the customers' perception on the service quality factor and customer satisfaction. It further showed that the impact of the service quality factor on customer satisfaction is unique. It brought the suggestion that bank manager have to formulate appropriate marketing strategies to satisfy their customer.
5. **Nirmaljeet Virk and Prabhjot Kaur Mahal (2012)** – carried out a study on customer satisfaction in public and private banks of India. Private bank managers maintain better personal relationship with customers then the public bank managers and this factor determines the customers' satisfaction to a large extent.
6. **Sukanya Kundu, Saroj Kumar Datta (2015)**- In their research paper titled '**Impact of trust on the relationship of e-service quality and customer satisfaction**' the purpose of

this paper is to find the role of trust as a mediating variable between e-service quality and customer satisfaction in internet banking. The paper opted for an exploratory study using closed ended questionnaire. The empirical data are drawn from 367 customers of internet banking. The results confirm trust as a mediating variable between e-service quality while analyzing the same model with gap value and perception value.

7. **H.M.G.Y.J. Hennayake (2017)**-In his research paper '**Impact of Service Quality on Customer Satisfaction of Public Sector Commercial Banks: A Study on Rural Economic Context**' the objectives were to evaluate the relationship between service quality and perceived customer satisfaction, to identify the impact of Human-Related service quality factors towards the perceived customer satisfaction in commercial banking sector, to identify the impact of Non-Human Related service quality factors towards the perceived customer satisfaction in commercial banking sector to propose recommendations to enhance perceived customer satisfaction in banking industry. Primary data was collected by distributing a detailed questionnaire for 210 respondents who are the customers of state commercial banks in Puttalam district. Findings revealed that the Human Related Factors of perceived service quality have a greater impact on customer satisfaction whereas Reliability and Responsiveness are the most influential factors on customer satisfaction. Managerial implications and the research propositions were suggested for the service marketing sphere at the conclusion.
8. **Srinivas, Prof. N. Hanumantha Rao (2018)**-In their research paper titled '**Service Quality In Commercial Banks: A Study Of Public Sector Banks In Warangal District**' the objectives of the study were to determine the perceptions of customers regarding the quality of service delivered by public and private bank, to determine the relevant dimensions of service quality for the banking sector and to identify the dimensions of SERVQUAL that ensure maximum satisfaction for customers in the banking sector. The study explores the service quality of the public sector banks in Warangal district of Telangana.. As a pilot study data collected from 100 respondents from Warangal District , which is based on convenience sampling basis. For measuring service quality, Likert type five point scale was used. Suitable score values was assigned to the responses obtained for each point.The dissatisfied customers find responsiveness and empathy dimension as the twin concept that is lacked by the bank. So far as the

satisfied customers are concerned, there exist a long gap between the expected service quality (what type of services the customers expect exactly from the bank) and actual service quality (what type of services the are getting from bank in real sense).

1.4 RESEARCH METHODOLOGY

Research is a careful investigation or inquiry especially through search for new facts in branch of knowledge: market research specifies the information. Required to address these issues: designs the method for collecting information: manage and implements the data collection process analyses the results and communicates the finding and their implications.

Research problem is the one which requires a researcher to find out the best solution for the given problem that is to find out the course of action, the action the objectives can be obtained optimally in the context of a given environment.

- **RESEARCH DESIGN**

A framework or blue print for conducting the research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve research problems. A good research design lays the foundation for conducting the project. A good research design will ensure that the research project is conducted effectively and efficiently.

Typically, a research design involves the following components, or tasks:

- Define the information needed.
 - Design the research.
 - Specify the measurement and scaling procedures.
 - Construct and present a questionnaire or an appropriate form for data collection.
 - Specify the sampling process and sampling size.
 - Develop a plan of data analysis.
- **Data collection:** - The objectives of the project are such that both primary and secondary data is required to achieve them. So both primary and secondary data was used for the project. The mode of collecting primary data is questionnaire mode and sources of secondary data are various magazines, books, newspapers, & websites etc.

Primary Data: The primary data was collected to measure the customer satisfaction and their perception regarding HDFC Bank. The primary data was collected by means of questionnaire and analysis was done on the basis of response received from the customers. The questionnaire has been designed in such a manner that the consumer's satisfaction level can be measured and consumer can enter his responses easily.

Secondary Data: The purpose of collecting secondary data was to achieve the objective of studying the recent trends and developments taking place in banking.

- **Sample Design**

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types: non - probability sampling and probability sampling. In this research, non-probability sampling is only used.

Sampling technique: Simple Random sampling

Sample unit: Customer of the bank who are having bank account in HDFC Bank

Sample size: 100 respondents

Area of study: HDFC Bank, Guwahati

Data analysis method: Tables and graphical presentation

1.5 SIGNIFICANCE OF THE STUDY

This research will provide a comprehensive framework for service quality dimensions with respect to customer satisfaction and customer loyalty. It also provides innovative ways to improve service quality to customers and revise the current services provided by the banks, if necessary. The agencies and planners can get data and information on customer satisfaction which will help them to improve their services. These findings may help planners, policy makers

and researchers to identify the banks activities and to know the existing impact of bank in the study area. This present research also guides future researchers by providing baseline data for huge research which will be more reliable and can be generalized.

1.6 LIMITATIONS OF THE STUDY

It is said, “Nothing is perfect and if the quite is true, I am sure that there would be few shortcoming in this project also. Sincere efforts have been made to eliminate discrepancies as far as possible but few would have reminded due to limitations of the study. These are:

- Due to the lack of interest it might be possible that the answers given by the customer of HDFC Bank Guwahati are biased.
- Some of the respondents of the survey were unwilling to share information.
- There could be some errors as data collection, data interpretation and even the environment plays an important role in the outcome of the results.
- There was time shortage. Time provided to us was very short which make it difficult for us to conduct survey at wider range.

CHAPTER 2



BANKING INDUSTRY

Introduction to Indian banking system

2.1. History of Banking in India

Without a sound and effective banking system in India it cannot have a healthy economy. The banking system of India should not only be hassle free but it should be able to meet new challenges posed by the technology and any other external and internal factors. For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India's growth process.

The government's regular policy for Indian bank since 1969 has paid rich dividends with the nationalization of 14 major private banks of India. Not long ago, an account holder had to wait for hours at the bank counters for getting a draft or for withdrawing his own money. Today, he has a choice. Gone are days when the most efficient bank transferred money from one branch to other in two days. Now it is simple as instant messaging or dials a pizza. Money has become the order of the day. The first bank in India, though conservative, was established in 1786. From 1786 till today, the journey of Indian Banking System can be segregated into three distinct phases.

They are as mentioned below:

- Early phase from 1786 to 1969 of Indian Banks
- Nationalization of Indian Banks and up to 1991 prior to Indian banking sector Reforms.
- New phase of Indian Banking System with the advent of Indian Financial & Banking Sector Reforms after 1991.

To make this write-up more explanatory, I prefix the scenario as Phase I, Phase II and Phase III.

Phase I

The General Bank of India was set up in the year 1786. Next came Bank of Hindustan and Bengal Bank. The East India Company established Bank of Bengal (1809), Bank of Bombay

(1840) and Bank of Madras (1843) as independent units and called it Presidency Banks. These three banks were amalgamated in 1920 and Imperial Bank of India was established which started as private shareholders banks, mostly Europeans shareholders. In 1865 Allahabad Bank was established and first time exclusively by Indians, Punjab National Bank Ltd. was set up in 1894 with headquarters at Lahore. Between 1906 and 1913, Bank of India, Central Bank of India, Bank of Baroda, Canara Bank, Indian Bank, and Bank of Mysore were set up. Reserve Bank of India came in 1935. During the first phase the growth was very slow and banks also experienced periodic failures between 1913 and 1948. There were approximately 1100 banks, mostly small. To streamline the functioning and activities of commercial banks, the Government of India came up with The Banking Companies Act, 1949 which was later changed to Banking Regulation Act 1949 as per amending Act of 1965 (Act No. 23 of 1965). Reserve Bank of India was vested with extensive powers for the supervision of banking in India as the Central Banking Authority. During those day's public has lesser confidence in the banks. As an aftermath deposit mobilization was slow. Abreast of it the savings bank facility provided by the Postal department was comparatively safer. Moreover, funds were largely given to traders.

Phase II

Government took major steps in this Indian Banking Sector Reform after independence.

In 1955, it nationalized Imperial Bank of India with extensive banking facilities on a large scale especially in rural and semi-urban areas. It formed State Bank of India to act as the principal agent of RBI and to handle banking transactions of the Union and State Governments all over the country.

Seven banks forming subsidiary of State Bank of India was nationalized in 1960 on 19th July, 1969, major process of nationalization was carried out. It was the effort of the then Prime Minister of India, Mrs. Indira Gandhi. 14 major commercial banks in the country were nationalized. Second phase of nationalization Indian Banking Sector Reform was carried out in 1980 with seven more banks. This step brought 80% of the banking segment in India under Government ownership.

The following are the steps taken by the Government of India to Regulate Banking Institutions in the Country:

- 1949: Enactment of Banking Regulation Act.
- 1955: Nationalization of State Bank of India.

- 1959: Nationalization of SBI subsidiaries.
- 1961: Insurance cover extended to deposits.
- 1969: Nationalization of 14 major banks.
- 1971: Creation of credit guarantee corporation.
- 1975: Creation of regional rural banks.
- 1980: Nationalization of seven banks with deposits over 200 crores.

After the nationalization of banks, the branches of the public sector bank India rose to approximately 800% in deposits and advances took a huge jump by 11,000%. Banking in the sunshine of Government ownership gave the public implicit faith and immense confidence about the sustainability of these institutions.

Phase III

This phase has introduced many more products and facilities in the banking sector in its reforms measure. In 1991, under the chairmanship of M Narasimham, a committee was set up by his name which worked for the liberalizations of banking practices. The country is flooded with foreign banks and their ATM stations. Efforts are being put to give a satisfactory service to customers. Phone banking and net banking is introduced. The entire system became more convenient and swift. Time is given more importance than money.

The financial system of India has shown a great deal of resilience. It is sheltered from any crisis triggered by any external macroeconomics shock as other East Asian Countries suffered. This is all due to a flexible exchange rate regime, the foreign reserves are high, the capital account is not yet fully convertible, and banks and their customers have limited foreign exchange exposure

Banking system in India

The Indian banking can be broadly categorized into nationalized (government owned), private banks and specialized banking institutions. The Reserve Bank of India acts a centralized body monitoring any discrepancies and shortcoming in the system. Since the nationalization of banks in 1969, the public sector banks or the nationalized banks have acquired a place of prominence and has since then seen tremendous progress. The need to become highly customer focused has forced the slow-moving public sector banks to adopt a fast track approach. The unleashing of products and services through the net has galvanized players at all levels of the banking and financial institutions market grid to look anew at their existing portfolio offering. Conservative banking practices allowed Indian banks to be insulated partially from the Asian currency crisis.

Indian banks are now quoting a higher valuation when compared to banks in other Asian countries (viz. Hong Kong, Singapore, Philippines etc.) that have major problems linked to huge Non Performing Assets (NPAs) and payment defaults. Co-operative banks are nimble footed in approach and armed with efficient branch networks focus primarily on the 'high revenue' niche retail segments. The Indian banking has finally worked up to the competitive dynamics of the 'new' Indian market and is addressing the relevant issues to take on the multifarious challenges of globalization. Banks that employ IT solutions are perceived to be 'futuristic' and proactive players capable of meeting the multifarious requirements of the large customers base. Private banks have been fast on the uptake and are reorienting their strategies using the internet as a medium. The Internet has emerged as the new and challenging frontier of marketing with the conventional physical world tenets being just as applicable like in any other marketing medium. The Indian banking has come from a long way from being a sleepy business institution to a highly proactive and dynamic entity. This transformation has been largely brought about by the large dose of liberalization and economic reforms that allowed banks to explore new business opportunities rather than generating revenues from conventional streams (i.e. borrowing and lending). The banking in India is highly fragmented with 30 banking units contributing to almost 50% of deposits and 60% of advances. Indian nationalized banks (banks owned by the government) continue to be the major lenders in the economy due to their sheer size and penetrative networks which assures them high deposit mobilization. The Indian banking can be broadly categorized into nationalized, private banks and specialized banking institutions.

The Reserve Bank of India act as a centralized body monitoring any discrepancies and shortcoming in the system. It is the foremost monitoring body in the Indian financial sector. The nationalized banks (i.e. government-owned banks) continue to dominate the Indian banking arena. Industry estimates indicate that out of 274 commercial banks operating in India, 223 banks are in the public sector and 51 are in the private sector. The private sector bank grid also includes foreign banks that have started their operations here. Under the ambit of the nationalized banks come the specialized banking institutions. These co-operatives, rural banks focus on areas of agriculture, rural development etc., unlike commercial banks these co-operative banks do not lend on the basis of a prime lending rate. They also have various tax sops because of their holding pattern and lending structure and hence have lower overheads. This enables them to give

a marginally higher percentage on savings deposits. Many of these cooperative banks diversified into specialized areas (catering to the vast retail audience) like car finance, housing loans, truck finance etc. in order to keep pace with their public sector and private counterparts, the co-operative banks too have invested heavily in information technology to offer high-end computerized banking services to its clients.

TYPES OF BANKS

Central Bank

The Reserve Bank of India is the central Bank that is fully owned by the Government. It is governed by a central board (headed by a Governor) appointed by the Central Government. It issues guidelines for the functioning of all banks operating within the country.

Co-operative Sector

The co-operative sector is very much useful for rural people. The co-operative banking sector is divided into the following categories.

- a. State co-operative Banks
- b. Central co-operative banks
- c. Primary Agriculture Credit Societies

Development Banks/Financial Institutions

- **IFCI**
- **IDBI**
- **ICICI**
- **IIBI**
- **SCICI Ltd.**
- **NABARD**
- **Export-Import Bank of India**
- **National Housing Bank**
- **Small Industries Development Bank of India**
- **North Eastern Development Finance Corporation**

PRIVATE SECTOR BANKS

- a. Old generation private banks
- b. New generation private banks

- c. Foreign banks operating in India
- d. Scheduled co-operative banks
- e. Non-scheduled banks

Private Sector Banks

1. HDFC Bank
2. ICICI Bank
3. Federal Bank
4. ING Vysya Bank
5. Axis Bank (formerly UTI Bank)
6. Yes Bank
7. Bank of Rajasthan
8. Bharat Overseas Bank
9. Catholic Syrian Bank
10. Centurion Bank of Punjab
11. City Union Bank
12. Development Credit Bank
13. Dhanalakshmi Bank
14. Ganesh Bank of Kurundwad
15. IndusInd Bank
16. Jammu & Kashmir Bank
17. Karnataka Bank Limited
18. Karur Vysya Bank
19. Kotak Mahindra Bank
20. Lakshmi Vilas Bank
21. Nainital Bank
22. Ratnakar Bank
23. SBI Commercial and International Bank
24. South Indian Bank
25. Amazing Mercantile Bank
26. Punjab National Bank
27. Rupee Bank

28. Saraswat Bank

29. Tamilnad Mercantile Bank

30. Thane Janata Sahakari Bank

31. Bassein Catholic Bank

After nationalization of 14 commercial banks in 1969, no new private banks were licensed by RBI in the country, though there was no legal bar on entry of private sector banks. The Narsimha committee report of 1991, has envisaged a larger role for private sector banks. In recognition of need to introduce greater competition with a view to achieving higher productivity and efficiency of banking system. RBI issued few guidelines in Jan 1993 for entry of private sector banks. It prescribed of minimum paid up capital of Rs.100 crores for new bank and shares to be listed at stock exchanges new bank after being granted license under Banking Regulation Act, shall be registered as Public Ltd. Company under companies Act 1956. Subsequently nine new commercial banks have been granted license to start banking operations. The new private sector banks have been very aggressive in business expansion and are also reporting higher profit levels taking advantage of technical and skilled manpower. In certain areas, these banks have been out crossed the other group of banks including foreign banks.

GUIDELINES FOR PRIVATE SECTOR BANKS

The RBI issued guidelines regarding the formation and functioning of private sector banks in January 1993. These guidelines are as follows:

The banks shall be governed by the provisions of The Reserve Bank of India Act, 1934 The Banking Regulations Act, 1949 other relevant statutes.

- Private sector banks are required to be registered as public limited companies in India.
- The authority to grant a license lies with the RBI.
- The shares of banks are required to be listed on stock exchanges.
- Preference will be given to those banks whose headquarters are proposed to be located in a center that does not have headquarters of any other bank.
- Maximum voting rights of an individual shareholder would be limited to 1% of total voting rights.
- The new bank would not be allowed to have as its director any person who is already a director in a banking company.
- The bank will be subject to prudential norms in respect of banking operations,

accounting policies and other policies, as laid down by RBI. The bank will be required to adhere to the following: Minimum paid up share capital of Rs. 1 bln. Promoters' contribution as determined by the RBI Capital adequacy of 8% of the risk weighted assets Single borrower and group borrower exposure limits in force .Priority sector lending Export credit Loan policy within overall policy guidelines

laid down by the RBI.

- The banks will be free to open branches anywhere once they satisfy the capital adequacy and prudential accounting norms.
- The banks would not be allowed to have investments in subsidiaries, mutual funds and portfolio investments in other companies in excess of 20% of the banks' own paid up capital and reserves.
- The banks would be required to use modern infrastructural facilities in office equipment, computer, telecommunications etc.

MAJOR PLAYERS IN PRIVATE SECTOR BANKS

ICICI Bank: ICICI Banking is commercial Banking arm of ICICI group. It received its banking license from RBI on may 17 may 1994 and its branch was started in Madras in June 1994. ICICI Bank has a network of about 560 branches and extension counters and over 1,900 ATMs. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through wide 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. ICICI Bank set up its international banking group in fiscal 2002 to cater to cross border needs of clients and leverage on its domestic banking strengths to offer product internationally. ICICI Bank's equity shares are listed in India on the Stock Exchange, Mumbai and the National Stock Exchange of India Limited and its American Depositary Receipts are listed on New York Stock Exchange. It is the first bank to start Internet banking service in India. In 1999, ICICI become the first Indian Company and the first bank or financial institution from non-Japan Asia to be listed on NYSE.

IDBI Bank: IDBI Ltd., the tenth largest development bank in the world has promoted world class institutions in India. IDBI promoted IDBI bank to mark the formal foray of the IDBI group into commercial Banking. IDBI begun with an equity capital base of Rs.1000 million, commenced its first branch at Indore in November 1995. The birth of IDBI took place after RBI

issued guidelines for entry of new private sector banks in January 93. IDBI bank deployed Finacle, the e-age banking solution from Infosys to consolidate its position, meet challenges and quickly seize new business opportunities. IDBI bank become the first to offer mobile refill/recharge using sms, launch of “ATM next”, which provide online information about News, cricket scores, emergency numbers, bank’s products on ATMs.

UTI Bank: UTI Bank was the first of the new private banks to have begun operations in 1994, after the government of India allowed new private banks to be established. The Bank was promoted jointly by the Administrator of the specified undertaking of the United Trust of India(UTI-I), Life Insurance Corporation of India(LIC) and General Insurance Corporation Ltd. and its associates viz.National Insurance Company Ltd.,The New India Assurance Corporation, The Oriental Insurance Corporation and United Insurance Company Ltd. The bank today is capitalized to the extent of Rs.278.12 crores with public holding at 56.18 %. The bank’s registered office is at Ahmedabad and its central office is at Mumbai. The bank has wide network of more than 350 branch offices and Extension Counters. The Bank has network of over 1657 ATMs providing 24hrs a day banking convenience to its customers. The bank was setup with capital of Rs.115 crore, with UTI contributing Rs.100 crore, LIC-Rs.7.5 crore and its four subsidiaries contributing Rs. 1.5 crore each.

HDFC Bank: HDFC Bank is headquartered in Mumbai. The Bank at present has an enviable network of over 495 branches spread over 218 cities across India. All branches are linked on an online real-time basis. Customers in over 120 locations are also serviced through Telephone Banking. The Bank’s expansion plans take into account the need to have a presence in all major industrial and commercial centres where its corporate customers are located as well as the need to build a strong retail customer base for both deposits and loan products. Being a clearing/settlement bank to various leading stock exchanges, the Bank has branches in the centres where the NSE/BSE have a strong and active member base. The authorized capital of HDFC Bank is Rs.450 crore (Rs.4.5 billion). The paid-up capital is Rs.309.9 crore (Rs.3.09 billion). The HDFC Group holds 22.2% of the bank’s equity and about 19.5% of the equity is held by the ADS Depository. The Bank has made substantial efforts and investments in acquiring the best technology available internationally, to build the infrastructure for a world class bank.

Public Sector Banks

a. State Bank of India and its associate banks called the State Bank Group

b. 20 nationalized banks

c. Regional rural banks mainly sponsored by public sector banks

Public Sector Banks (Nationalized banks):

1. State Bank of India (SBI)
2. State Bank of Bikaner & Jaipur
3. State Bank of Hyderabad
4. State Bank of Indore
5. State Bank of Mysore
6. State Bank of Patiala
7. State Bank of Saurashtra
8. State Bank of Travancore
9. Bank of India
10. Canara Bank
11. Central Bank of India
12. Corporation bank
13. Indian Bank
14. Indian overseas bank
15. Syndicate Bank
16. UCO Bank
17. Allahabad Bank
18. Andhra Bank
19. Bank of Baroda
20. Bank of Maharashtra
21. Dena Bank
22. Oriental Bank of Commerce
23. Punjab & Sind Bank
24. Union Bank of India
25. United Bank of India
26. Vijaya Bank
27. IDBI Bank

2.2.Overview of 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 to get there.

HDFC Bank, one amongst the firsts of the new generation, tech-savvy commercial banks of India, was set up in August 1995 after the Reserve Bank of India allowed setting up of Banks in the private sector. The Bank was promoted by the Housing Development Finance Corporation Limited, a premier housing finance company (set up in 1977) of India. Net Profit for the year ended March 31, 2006 was up 30.8% to Rs 870.8 crores.

Branch network

Currently (2007), HDFC Bank has 583 branches located in 263 cities of India, and all branches of the bank are linked on an online real-time basis. The bank offers many innovative products & services to individuals, corporates, trusts, governments, partnerships, financial institutions, mutual funds, insurance companies. The bank also has over 1471 ATMs. In the next few months the number of branches and ATMs should go up substantially.

Recognition

Over a decade of its operations, HDFC Bank has been recognized, rated and awarded by a number of organizations, which includes: Best Domestic Bank in India in The Asset Triple A Country Awards 2005, 2004 and 2003. "Company of the Year" Award in The Economic Times Awards for Corporate Excellence 2004-05. Asia money's Awards for Best Domestic Commercial Bank as well as Best Cash Management Bank - India in 2005. The Asian Banker Excellence in Retail Banking Risk

Management Award in India for 2004. Finance Asia "Best Bank - India" in 2005, "Best Domestic Commercial Bank – India" in 1999, 2000 and 2001 respectively and "Best Local Bank – India" in 2002 and 2003. Business Today "Best Bank in India" in 2003 and 2004. "Best Overall Local/Domestic Bank India" in the Corporate Cash Management Poll conducted by Asiamoney magazine. Selected by Business World as "one of India's Most Respected

Companies" as part of The Business World Most Respected Company Awards 2004. In 2004, Forbes Global named HDFC Bank in its listing of Best under a Billion, 100 Best Smaller Size Enterprises in Asia/Pacific and Europe. In 2004, HDFC Bank won the award for "Operational Excellence in Retail Financial Services" -India as part of the Asian Banker Awards 2003. In 2003, Forbes Global named HDFC Bank in its ranking of "Best Under a Billion, 200 Best Small Companies for 2003". The Financial Express named HDFC Bank the "Best New Private Sector Bank 2003" in the FE-Ernst & Young Best Banks Survey 2003.

Outlook Money named HDFC Bank the "Best Bank in the Private Sector" for the year 2003. NASSCOM and economicstimes.com have named HDFC Bank the 'Best IT User in Banking' at the IT Users Awards 2003. Euromoney magazine gave HDFC Bank the award for "Best Bank – India" in 1999, "Best Domestic Bank" in India in 2000, and "Best Bank in India" in 2001 and 2002. Asiamoney magazine has named us "Best Commercial Bank in India 2002" For its use of information technology, HDFC Bank has been recognized as a "Computerworld Honors Laureate" and awarded the 21st Century Achievement Award in 2002 for Finance, Insurance & Real Estate category by Computerworld, Inc., USA. Its technology initiative has been included as a case study in their online global archives. Business India named HDFC Bank "India's Best Bank" in 2000. In 2000, Forbes Global named HDFC Bank in its list of "The 300 Best Small Companies" in the world and as one of the "20 for 2001" best small companies in the world.

Profile

The Housing Development Finance Corporation Limited (HDFC) was amongst the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of the RBI's liberalisation of the Indian Banking Industry in 1994. The bank was incorporated in August 1994 in the name of 'HDFC Bank Limited', with its registered office in Mumbai, India. HDFC Bank commenced operations as a Scheduled Commercial Bank in January 1995.

Business focus

HDFC Bank's mission is to be a World-Class Indian Bank. The objective is to build sound customer franchises across distinct businesses so as to be the preferred provider of banking services for target retail and wholesale customer segments, and to achieve healthy growth in profitability, consistent with the bank's risk appetite. The bank is committed to maintain the highest level of ethical standards, professional integrity, corporate governance and

regulatory compliance. HDFC Bank's business philosophy is based on four core values Operational Excellence, Customer Focus, Product Leadership and People

Corporate Details

The **Housing Development Finance Corporation Limited (HDFC)** was amongst the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of the RBI's liberalization of the Indian Banking Industry in 1994. Incorporated in August 1994 as **HDFC Bank Limited** , as of December 31, 2006, the bank had a India network of 684 branches in 316 cities in India and over 1663 ATM's.

Activities

HDFC Bank mainly provides three kinds of banking services:

- Personal Banking
- NRI Banking
- Wholesale Banking

The following are the products and services provided by the HDFC bank

- HDFC Bank provides loans like Personal Loans , Home Loans , Educational Loans , Two Wheeler Loans , New car Loans, Used Car Loans, Overdraft Against Car, Express Loans, etc.
- HDFC Bank provides Credit, Debit and Prepaid Cards to help you meet your financial objectives.
- HDFC Bank provides facilities like Mutual Funds , Insurance , General & Health Insurance, Bonds , Financial Planning, Knowledge Center, Equities & Derivatives, Mudra Gold bar.

If you need to deal in foreign currency and keep tabs on exchange rates every now and then, transfer funds to India, make payments etc., HDFC Bank has a range of products and services that you can choose from to transact smoothly, efficiently and in a timely manner. With HDFC Bank 's payment services, you can bid goodbye to queues and paper work. HDFC 's range of payment options make it easy to pay for a variety of utilities and services.

HDFC Bank has designed two programs to make banking easier for the customers and they are

- HDFC Bank Preferred Programme.
- HDFC Bank Classic Programme.

HDFC Bank offers Private Banking services to high net worth individuals and institutions.

HDFC Bank offers you quick, economical and convenient options to remit and transfer funds to India.

Corporate Banking reflects HDFC Bank 's strengths in providing our corporate clients in India, a wide array of commercial, transactional and electronic banking products.HDFC Bank acts as an active medium between the government and the customers by means of various services.

Performance

Profit & Loss Account : Year ended March 31, 2007

For the year ended March 31, 2007, the Bank earned total income of Rs.8,405.3 crores as against Rs.5,599.3 crores in the corresponding period of the previous year. Net revenues (net interest income plus other income) for the year ended March 31, 2007 were Rs.5,225.8 crores, up 42.4% over Rs.3,669.8 crores for the year ended March 31, 2006. Net Profit for year ended March 31, 2007 was Rs.1,141.5 crores, up 31.1%, over the corresponding year ended March 31, 2006.

Organization

Mr. Aditya Puri is the Managing Director of HDFC Bank .

Contact Details

Registered address: HDFC Bank House ,

Senapati Bapat Marg, Lower Parel,

Mumbai - 400 013,

India.

HDFC BANK AND CENTURION BANK OF PUNJAB MERGER

Merger of Centurion Bank of Punjab with HDFC Bank at share swap ratio of 1:29. The Scheme of Amalgamation envisages a share exchange ratio of one share of HDFC Bank for twenty nine shares of Centurion Bank of Punjab. The combined entity would have a nationwide network of 1,148 branches (the largest amongst private sector Banks) a strong deposit base of around Rs. 1,200 billion and net advances of around Rs. 850 billion. The balance sheet size of the combined entity would

be over Rs. 1,500 billion.

The share exchange ratio approved by the respective Boards was based on the recommendations made by M/s Dalal & Shah, Chartered Accountants, and Ernst & Young Private Ltd. who acted as independent joint valuers to the transaction. The draft Scheme of Amalgamation, the due

diligence report and any other matters as required will be considered by the Board of HDFC Bank in their meeting scheduled on February 28, 2008. The Board of CBOP will meet on the same day in order to consider the draft Scheme of Amalgamation and any other matters as required. HDFC Bank's Board noted that in the event of the merger of Centurion Bank of Punjab with HDFC Bank being approved at its meeting on February 28, 2008, it would consider making a preferential offer to its promoter Housing Development Finance Corporation (HDFC), to enable HDFC to maintain its percentage shareholding in the merged entity. HDFC Bank's Board also noted that Mr. Rana Talwar has been offered a seat on the Board as non executive director and Mr. Shailendra Bhandari will be invited to join the Board as Executive Director. Commenting on the proposed merger, Mr. Deepak Parekh, Chairman, HDFC said, "We were amongst the first to get a banking license, the first to do a merger in the private sector with Times Bank in 1999, and now if this deal happens, it would be the largest merger in the private sector banking space in India. HDFC Bank was looking for an appropriate merger opportunity that would add scale, geography and experienced staff to its franchise. This opportunity arose and we thought it is an attractive route to supplement HDFC Bank's organic growth. We believe that Centurion Bank of Punjab would be the right fit in terms of culture, strategic intent and approach to business.

Distribution network

HDFC Bank is headquartered in Mumbai. The Bank at present has an enviable network of over 684 branches spread over 316 cities across India. All branches are linked on an online real-time basis. Customers in over 120 locations are also serviced through Telephone Banking. The Bank's expansion plans take into account the need to have a presence in all major industrial and commercial centres where its corporate customers are located as well as the need to build a strong retail customer base for both deposits and loan products. Being a clearing/settlement bank to various leading stock exchanges, the Bank has branches in the centres where the NSE/BSE have a strong and active member base. The Bank also has a network of about over 1,740 networked ATMs across these cities. Moreover, HDFC Bank's ATM network can be accessed by all domestic and international Visa/MasterCard, Visa Electron/Maestro, Plus/Cirrus and American Express Credit/Charge cardholders. HDFC Bank operates in a highly automated environment in terms of information

technology and communication systems. All the bank's branches have online connectivity, which enables the bank to offer speedy funds transfer facilities to its customers. Multi-branch access is also provided to retail customers through the branch network and Automated Teller Machines. The Bank has made substantial efforts and investments in acquiring the best technology available internationally, to build the infrastructure for a world class bank. In terms of software, the Corporate Banking business is supported by Flexcube, while the Retail Banking business by Finware, both from i-flex Solutions Ltd. The systems are open, scalable and web-enabled. The Bank has prioritized its engagement in technology and the internet as one of its key goals and has already made significant progress in web-enabling its core businesses. In each of its businesses, the Bank has succeeded in leveraging its market position, expertise and technology to create a competitive advantage and build market share.

AWARDS

2008

CNN-IBN

'Indian of the Year (Business)'

Nasscom IT User Award 2008

'Best IT Adoption in the Banking Sector'

Business India

'Best Bank 2008'

Forbes Asia

Fab 50 companies in Asia Pacific

Asian Banker Excellence in Retail Financial Services

Best Retail Bank 2008

Asia money

Best local Cash Management Bank Award voted by Corporates

Microsoft & Indian Express Group

Security Strategist Award 2008

World Trade Center Award of honour

For outstanding contribution to international trade services.

Business Today-Monitor Group survey

One of India's "Most Innovative Companies"

Financial Express-Ernst & Young Award

Best Bank Award in the Private Sector category

Global HR Excellence Awards - Asia Pacific HRM

Congress:

'Employer Brand of the Year 2007 -2008' Award - First Runner up, & many more

Business Today

'Best Bank' Award

2007

Dun & Bradstreet – American Express Corporate Best Bank Award 2007

'Corporate Best Bank' Award

The Bombay Stock Exchange and Nasscom Foundation's Business for Social Responsibility Awards 2007

'Best Corporate Social Responsibility Practice' Award

Outlook Money & NDTV Profit

Best Bank Award in the Private sector category.

The Asian Banker Excellence in Retail Financial Services Awards

Best Retail Bank in India

Asian Banker

Our Managing Director Aditya Puri wins the Leadership Achievement Award for India

PRODUCTS AND SERVICES PROVIDED BY HDFC BANK

- **Savings Accounts**
 - Regular Savings Account
 - Savings Plus Account
 - Savings Max Account
 - No Frills Account
 - Retail Trust Account
 - Salary Accounts
 - Payroll
 - Classic

- Regular
- Premium
- Defence Salary Account
- Kid's Advantage Account
- Pension Saving Bank Account
- Family Savings Group
- **Current Accounts**
 - Plus Current Account
 - Trade Current Account
 - Premium Current Account
 - Regular Current Account
 - Reimbursement Current Account
 - RFC - Domestic Account
- **Fixed Deposits**
 - Regular Fixed Deposit
 - Super Saver Account
 - Sweep-in Account
- **Loans**
 - Personal Loans
 - Home Loans
 - Two Wheeler Loans
 - New Car Loans
 - Used Car Loans
 - Overdraft Against Car
 - Express Loans
 - Gold Loan
 - Educational Loan
 - Loan Against Securities
- **Cards**
 - **Credit Cards**
 - Silver Credit Card

- Gold Credit Card
- Platinum Plus Credit Card
- **Debit Cards**
- EasyShop International Debit Card
- EasyShop Gold Debit Card
- EasyShop International Business Debit Card

Access Your Bank

- NetBanking
- MobileBanking
- ATM
- PhoneBanking

SWOT analysis

STRENGTH

1. Right strategy for the right products
2. superior customer service vs. competitors
3. great brand image
4. high degree of customer satisfaction
5. good place to work
6. lower response time with efficient & effective service
7. dedicated work force making a long term career in the field

WEAKNESSES

1. Customer service staff need training

OPPORTUNITIES

- 1) Profits margins will be good
- 2) Could extent to overseas broadly.
- 3) Could seek better customer deals

THREATS

- 1) Legislation could impact
- 2) great risk involved
- 3) very high competition prevailing in the industry
- 4) lack of infrastructure in rural areas could constrain investment.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

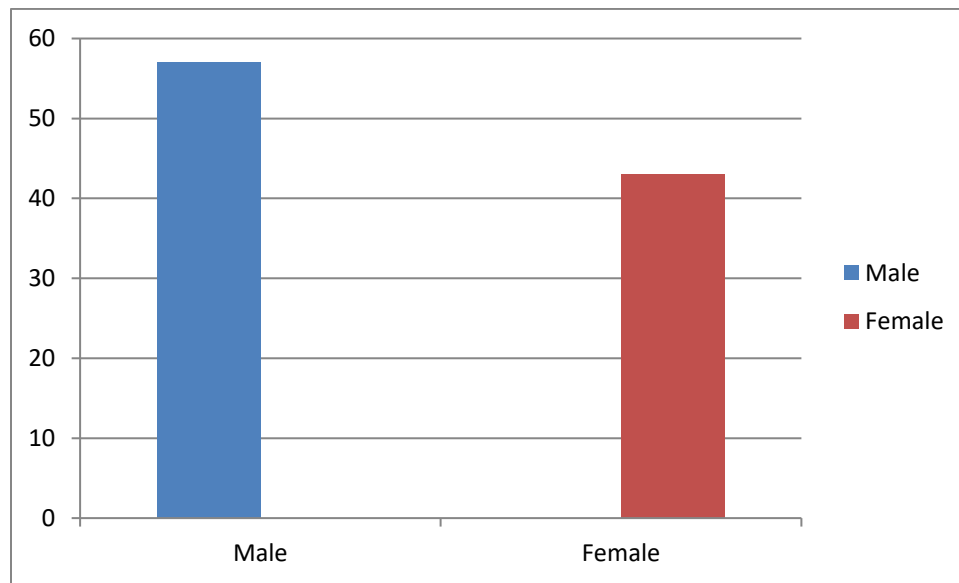
CHAPTER -3
DATA ANALYSIS AND INTRERPRETATION

Table No 3.1: Table showing respondent divided on Gender

SI No.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Male	57	57%
2	Female	43	43%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, there are 57% of male responders and 43% are female responders

Figure 3.1.figure showing respondent divided on Gender



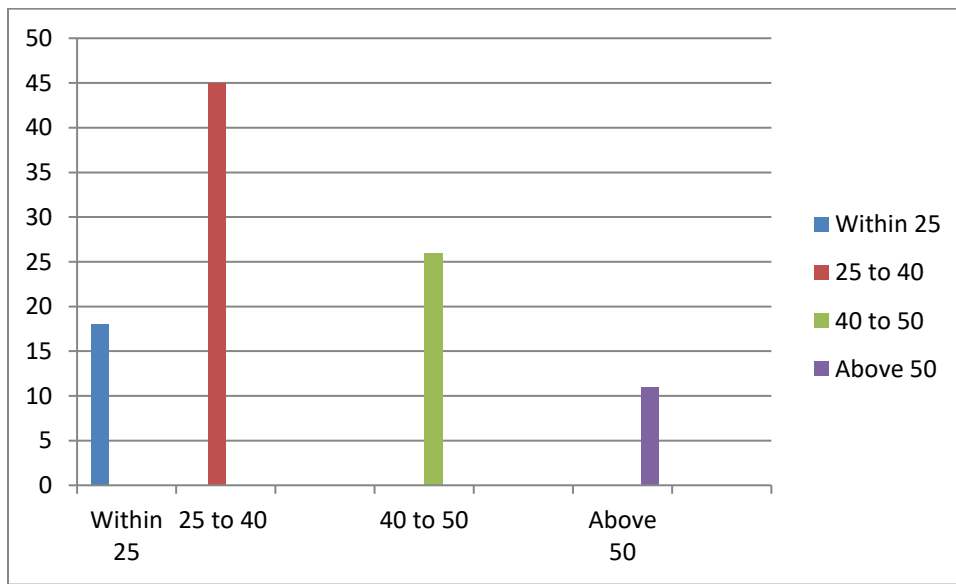
Interpretation: For this survey among 100 respondents 57% of responders (majority) are males.

Table No. 3.2: Table showing respondent divided on Age

SL NO.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE OF RESPONTAGE
1	Within 25	18	18%
2	25 to 40	45	45%
3	40 to 50	26	26%
4	Above 50	11	11%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 18% of responders were within the age of 25, 45% of responders were from the age of 25 to 40, 26% of responders were from the age of 40-50 and 11% of responders were above 50.

Figure 3.2 .figure showing respondent divided on Age



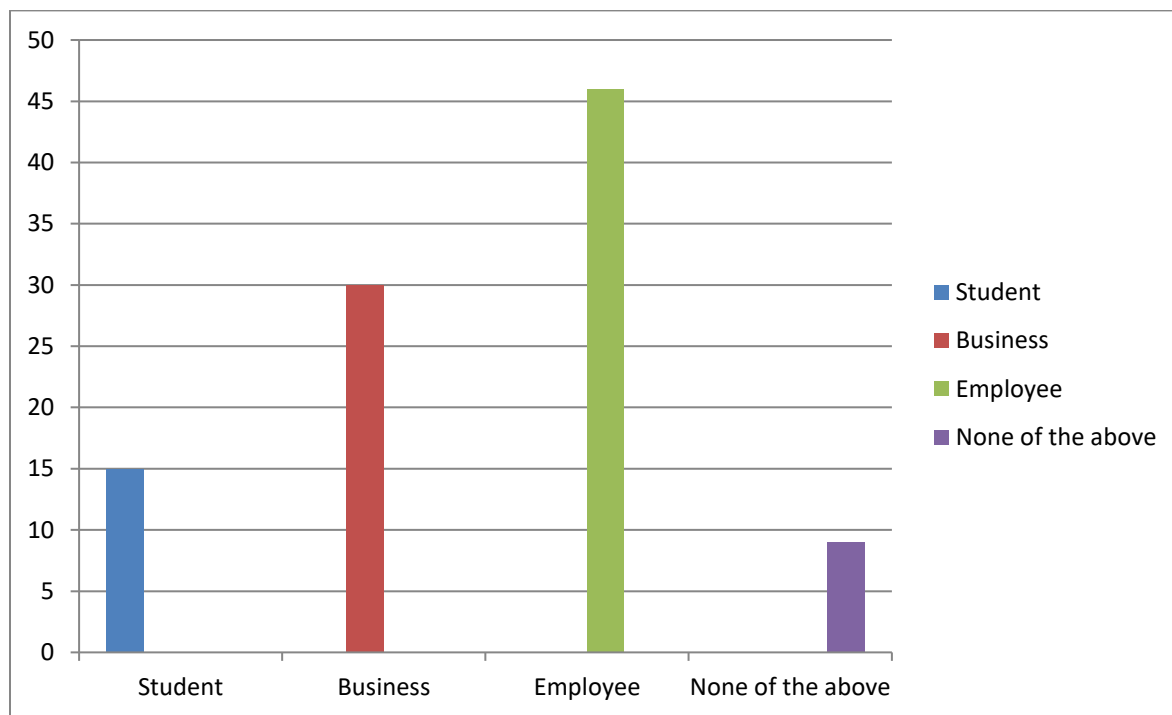
Interpretation: For this survey the majority of the respondents, 45% of respondents (majority) between the ages of 25-40.

Table No. 3.3: Table showing respondent divided on Occupation.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Student	15	15%
2	Business	30	30%
3	Employee	46	46%
4	None of the above	9	9%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 15% of responders were students, 30% of responders had their businesses, 46% of responders were employees and 9% of responders didn't fall in any of these categories.

Figure 3.3.figure showing respondent divided on Occupation.



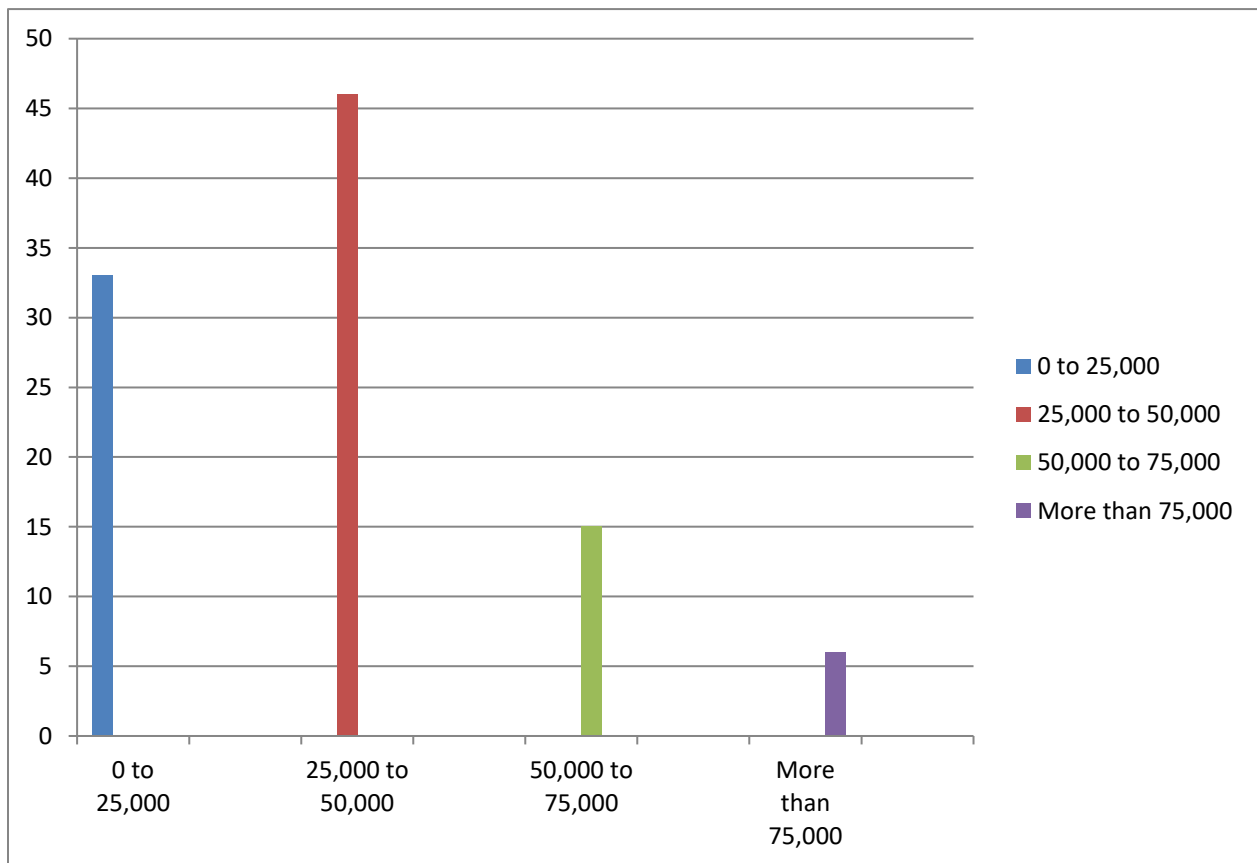
Interpretation: For this survey majority, 46% of respondents (majority) are employees when it comes to occupation.

Table No. 3.4: Table showing respondent divided on Income.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	0 to 25,000	33	33%
2	25,000 to 50,000	46	46%
3	50,000 to 75,000	15	15%
4	More than 75,000	6	6%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, 33% of responders were earning between 0 to 25,000, 46% of responders were earning between 25000 to 50,000, 15% of responders were earning between 50,000 to 75,000 and 6% of responders were earning more than 75000.

Figure 3.4.figure showing respondent divided on Income



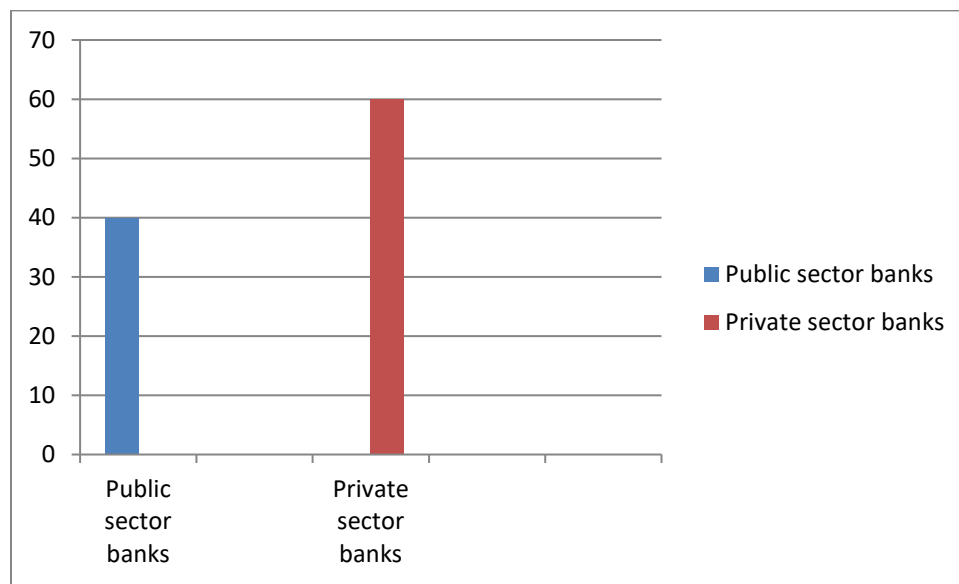
Interpretation: For this survey majority, 46% of respondents (majority) have an income between 25,000 to 50,000.

Table No.3.5: Table showing which sector of banks do you prefer the most.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Public sector banks	40	40%
2	Private sector banks	60	60%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 40% of responders preferred public sector banks and 60% of responders preferred private sector banks

Figures 3.5.figure showing which sector of banks do you prefer the most.



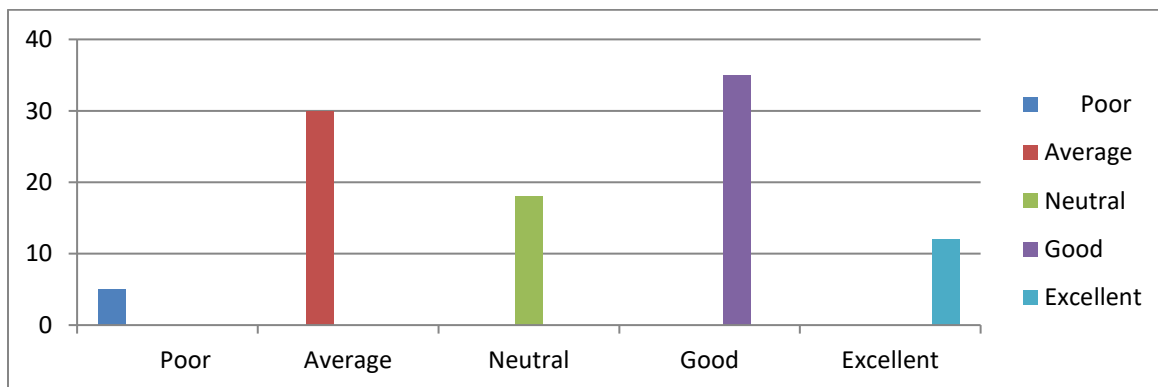
Interpretation: According to this survey 60% of respondents (majority) prefer private sector banks.

Table No. 3.6: Table showing rate the staff on the basis of required skills and knowledge regarding the product.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	5	5%
2	Average	30	30%
3	Neutral	18	35%
4	Good	35	18%
5	Excellent	12	12%
6	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of required skills and knowledge regarding the product 5% of responders rate the staff as poor, 30% of responders rate the staff as average, 18% of responders rate the staff as neutral, 35% of responders rate the staff as good and 12% of responders rate the staff as excellent.

Figures 3.6.figure showing rate the staff on the basis of required skills and knowledge regarding the product.



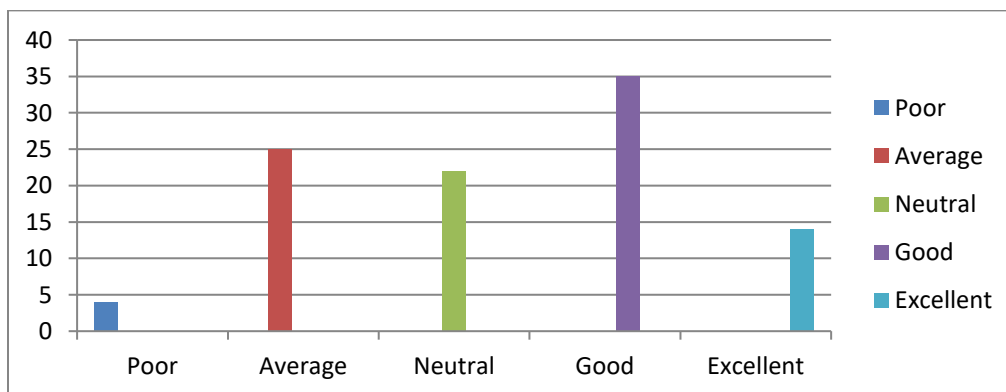
Interpretation: According to the survey 35% of respondents (majority) rate the staff as good on the basis of knowledge and skills regarding the product.

Table No. 3.7: Table showing rate the staff on the basis of behaving professional and having a pleasing and presentable appearance.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	4	4%
2	Average	25	25%
3	Neutral	22	22%
4	Good	35	35%
5	Excellent	14	14%
	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of behaving professional and having a pleasing and presentable appearance 4% of responders rate the staff as poor, 25% of responders rate the staff as average, 22% of responders rate the staff as neutral, 35% of responders rate the staff as good and 14% of responders rate the staff as excellent.

Figures 3.7.figure showing rate the staff on the basis of behaving professional and having a pleasing and presentable appearance.



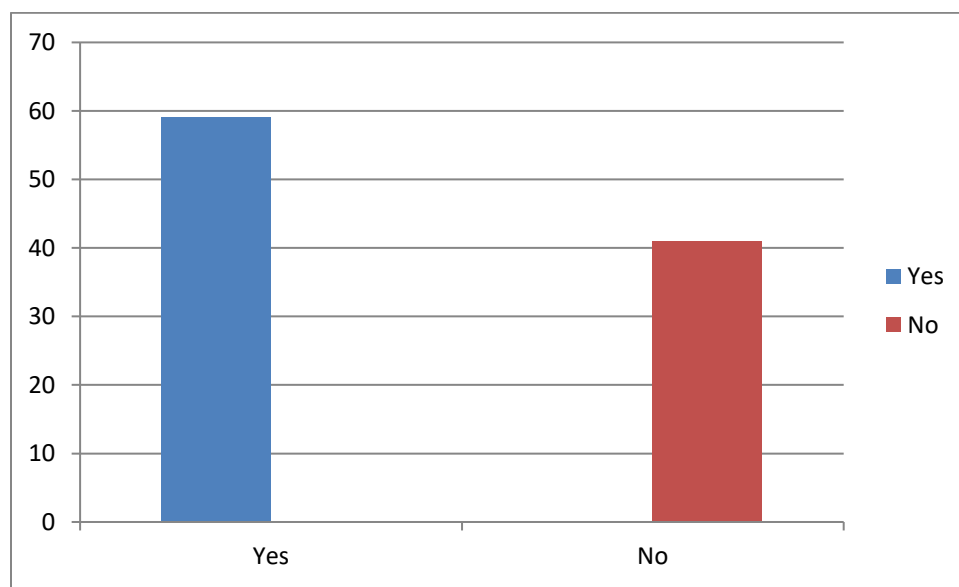
Interpretation: According to this survey 35% (majority) of respondents rate the staff as good on the basis of behaving professional and having a pleasing and presentable appearance.

Table No. 3.8: Table showing does the branch have sufficient customer representatives & tellers.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	59	59%
2	No	41	41%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 59% of responders say yes the branch has sufficient customer representatives & tellers and 41% of responders say no the branch has insufficient customer representatives & tellers

Figures 3.8.figure showing does the branch have sufficient customer representatives & tellers.



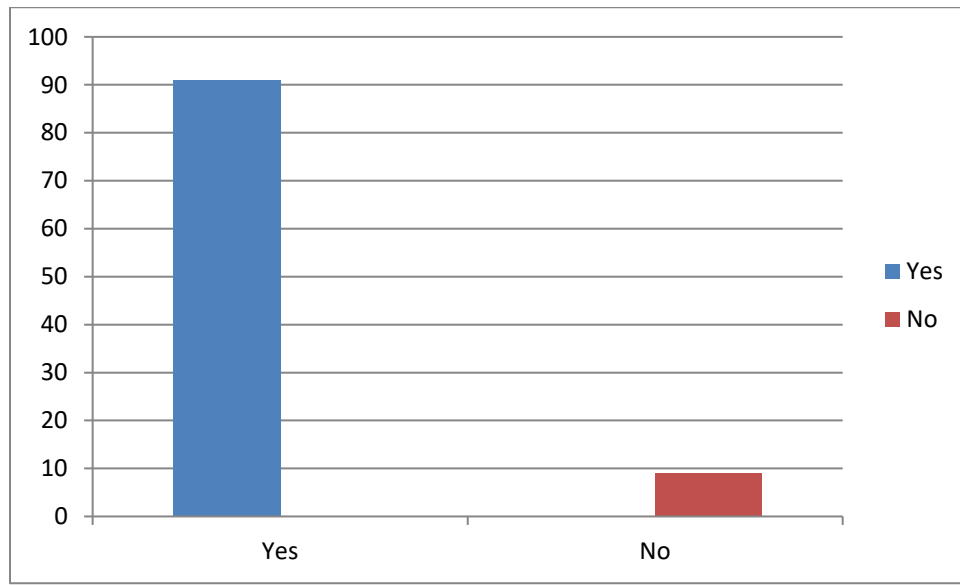
Interpretation: According to this survey 59% of respondents (majority) say yes the branch has sufficient customer representatives & tellers.

Table No. 3.9: Table showing how convenient are the working hours of the branch and is located at a convenient location.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	91	91%
2	No	9	9%
3	Total	100	100%

Analysis: As per survey out of 100 respondents, 91% of responders say yes the branch has convenient working hours and is located at a convenient location and 9% of responders say no the branch has no convenient working hours and nor is located at a convenient location.

Figures 3.9.figure showing how convenient are the working hours of the branch and is located at a convenient location.



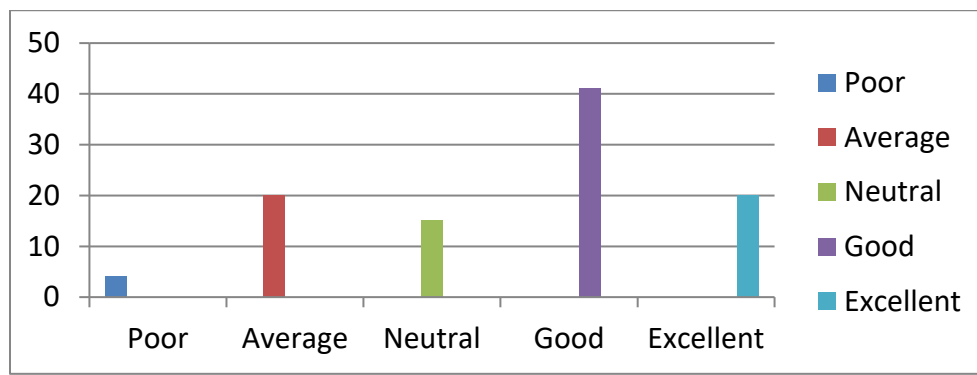
Interpretation: According to this survey 91% of respondents (majority) say yes the branch has convenient working hours and is located at a convenient location.

Table No. 3.10: Table showing rate on ease of access and the usefulness of HDFC Bank’s online banking channels.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	4	4%
2	Average	20	20%
3	Neutral	15	15%
4	Good	41	41%
5	Excellent	20	20%
6	Total	100	100%

Analysis: As per survey out of 100 respondents, 4% of responders rate poor on ease of access and the usefulness of HDFC Bank’s online banking channels, 20% of responders rate average on ease of access and the usefulness of HDFC Bank’s online banking channels, 15% of responders rate neutral on ease of access and the usefulness of HDFC Bank’s online banking channels, 41% of responders rate good on ease of access and the usefulness of HDFC Bank’s online banking channels and 20% of responders rate excellent on ease of access and the usefulness of HDFC Bank’s online banking channels.

Figures 3.10.figure showing rate on ease of access and the usefulness of HDFC Bank’s online banking channels.



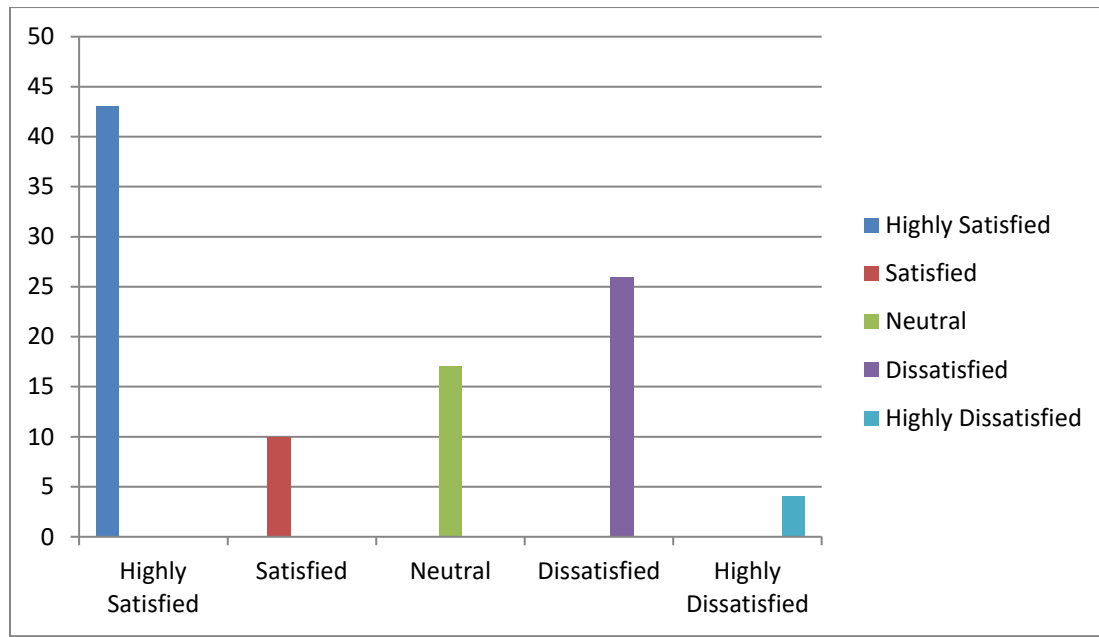
Interpretation: According to this survey 41% of respondents (majority) rate HDFC Bank’s online banking channels are useful and are easy to access.

Table No. 3.11: Table showing how satisfied are you with the services offered by HDFC Bank.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly Satisfied	5	5%
2	Satisfied	49	49%
3	Neutral	15	15%
4	Dissatisfied	24	24%
5	Highly Dissatisfied	7	7%
6	Total	100	100%

Analysis: As per the survey, 5% of the respondents are highly satisfied, 49% of the respondents are satisfied, 15% of the respondents are neutral, 24% of the respondents are dissatisfied, and 7% of the respondents are highly dissatisfied with the services offered by HDFC Bank.

Figures 3.11.figure showing how satisfied are you with the services offered by HDFC Bank.



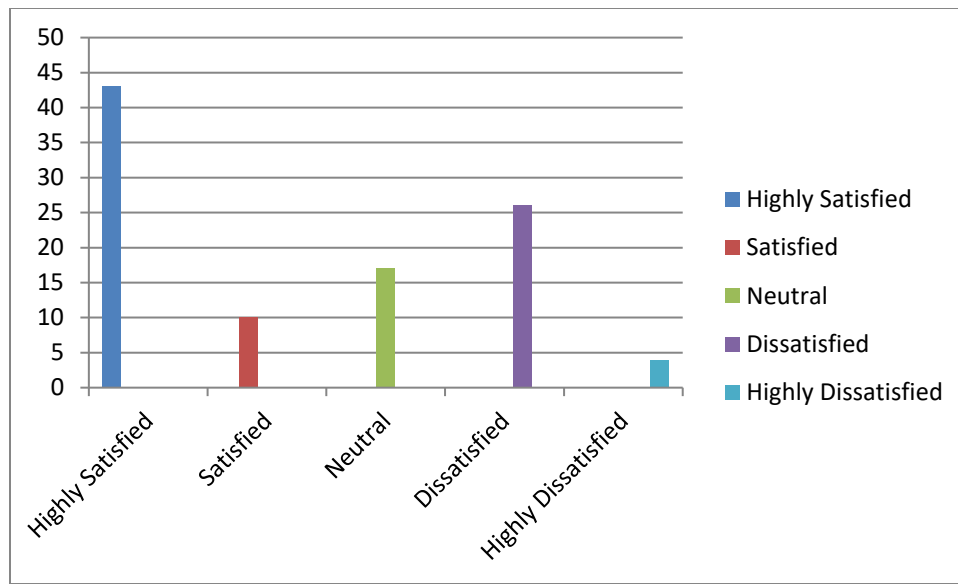
Interpretation: According to this survey 49% of respondents (majority) say that they are very satisfied with the services offered by HDFC Bank.

Table No. 3.12: Table showing how satisfied are you on the basis of HDFC Bank staff maintaining good customer relationship.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly Satisfied	50	50%
2	Satisfied	24	24%
3	Neutral	14	14%
4	Dissatisfied	4	4%
5	Highly Dissatisfied	8	8%

Analysis: : As per the survey, 50% of the respondents are highly dissatisfied, 24% of the respondents are satisfied, 14% of the respondents are neutral, 4% of the respondents are dissatisfied and 8% of the respondents are highly dissatisfied with the staff of HDFC Bank when it comes to maintaining good customer relationship.

Figures 3.12.figure showing how satisfied are you on the basis of HDFC Bank staff maintaining good customer relationship.



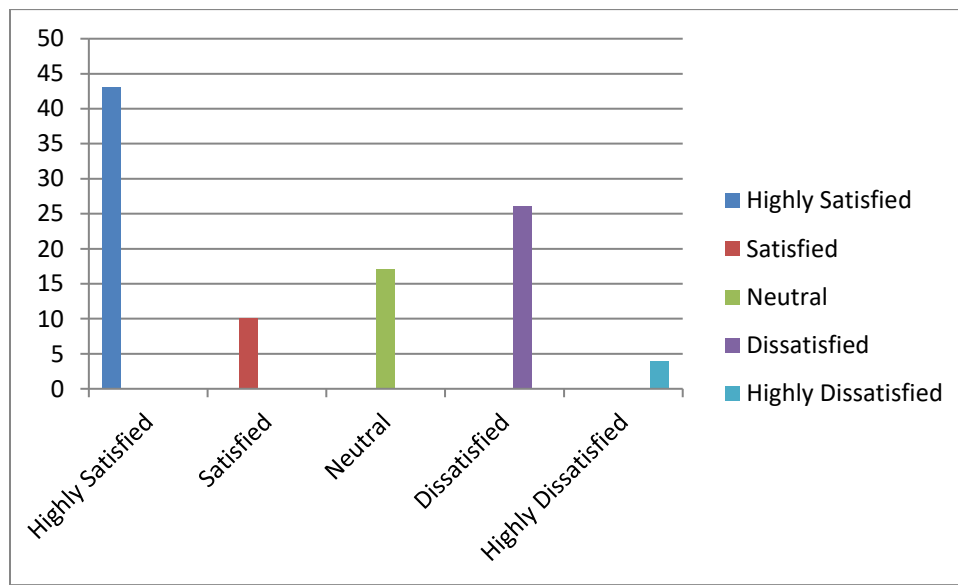
Interpretation: According to this survey 50% of respondents (majority) say that they are highly satisfied with the staff at HDFC Bank maintaining good customer relationship.

Table No. 3.13: Table showing overall satisfaction level.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly Satisfied	43	43%
2	Satisfied	10	10%
3	Neutral	17	17%
4	Dissatisfied	26	26%
5	Highly Dissatisfied	4	4%

Analysis: As per the survey, 43% of responders are Highly Satisfied overall with HDFC Bank, 10% of responders are satisfied overall with HDFC Bank, 17% of responders are neutral overall with HDFC Bank, 26% of responders are Dissatisfied overall with HDFC Bank and 4% of responders are Highly Dissatisfied overall with HDFC Bank.

Figures 3.13.figure showing overall satisfaction level.



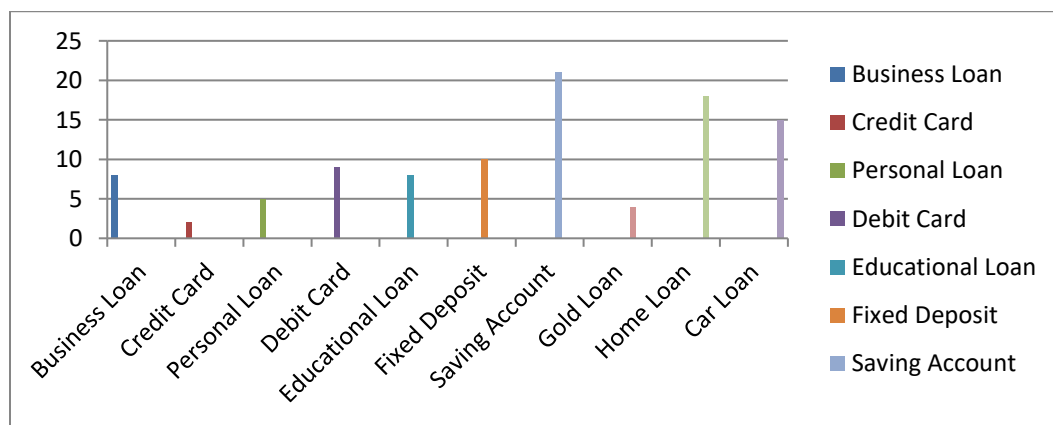
Interpretation: According to this survey 43% of respondents (majority) are highly satisfied with HDFC Bank.

Table No. 3.14: Table showing which service or product is preferred the most.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Business Loan	8	8%
2	Credit Card	2	2%
3	Personal Loan	5	5%
4	Debit Card	9	9%
5	Educational Loan	8	8%
6	Fixed Deposit	10	10%
7	Saving Account	21	21%
8	Gold Loan	4	4%
9	Home Loan	18	18%
10	Car Loan	15	15%
11	Total	100	100%

Analysis: As per survey out of 100 respondents, 8% of the responders preferred HDFC Bank Business Loan, 2% of responders preferred HDFC Bank Credit Card, 5% of the responders preferred HDFC Bank Personal Loan, 9% of responders preferred HDFC Bank Debit Card, 8% of responders preferred HDFC Bank Educational Loan, 10% of responders preferred HDFC Bank Fixed Deposit, 21% of responders preferred HDFC Bank Savings Account, 4% of responders preferred HDFC Bank Gold Loan, 18% of responders preferred HDFC Bank Home Loan and 15% of responders preferred HDFC Bank Car Loan.

Figures 3.14.figure showing which service or product is preferred the most.



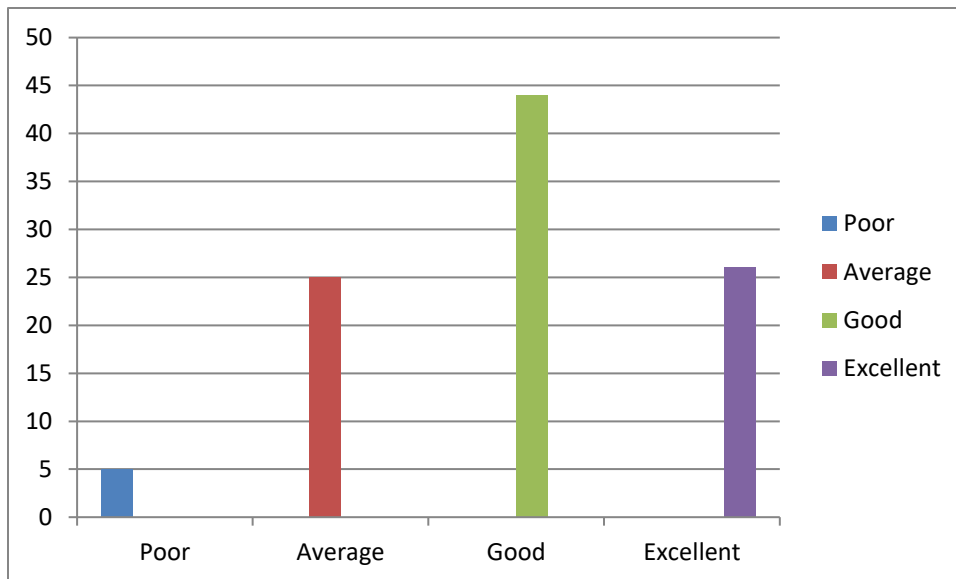
Interpretation: According to this survey 21% of respondents (majority) prefer HDFC Savings account out of the others.

Table No. 3.15: Table showing rate the staff on the basis of willingness to listen and respond to needs on time.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Poor	5	5%
2	Average	25	25%
3	Good	44	44%
4	Excellent	26	26%
5	Total	100	100%

Analysis: As per survey out of 100 respondents, on the basis of willingness to listen and respond to needs on time 5% of responders rate the staff as poor, 25% of responders rate the staff as average, 44% of responders rate the staff as good and 26% of responders rate the staff as excellent.

Figures 3.15.figure showing rate the staff on the basis of willingness to listen and respond to needs on time.



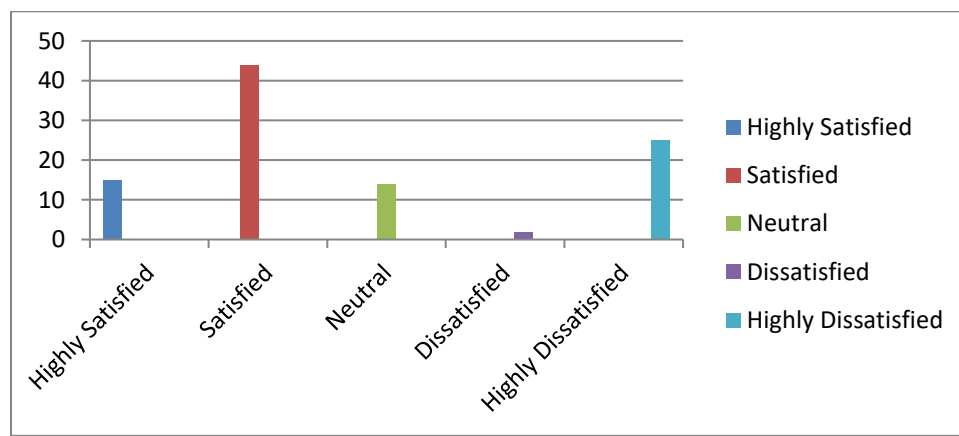
Interpretation: According to this survey 44% of respondents (majority) rate the staff as good on the basis of willingness to listen and respond to needs on time.

Table No. 3.16: Table showing how satisfied are you with the number of online services of HDFC Bank.

SI NO	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly Satisfied	15	15%
2	Satisfied	44	44%
3	Neutral	14	14%
4	Dissatisfied	2	2%
5	Highly Dissatisfied	25	25%
6	Total	100	100%

Analysis: As per the survey, 15% of the respondents are highly satisfied, 44% of the respondents are satisfied, 14% of the respondents are neutral, 2% of the respondents are dissatisfied and 25% of the respondents are highly dissatisfied with the number of online services of HDFC Bank.

Figures 3.16.figure showing how satisfied are you with the number of online services of HDFC Bank.



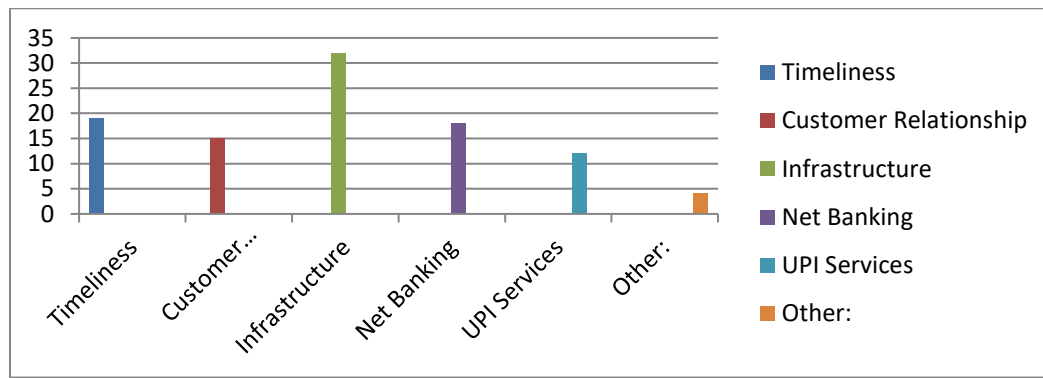
Interpretation: According to this survey 44% of respondents (majority) say that they are very satisfied with the number of online services offered by HDFC Bank.

Table No. 3.17: Table showing which problem are you facing regarding HDFC Bank.

SI No.	PARTICULARS	No. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Timeliness	19	19%
2	Customer Relationship	15	15%
3	Infrastructure	32	32%
4	Net Banking	18	18%
5	UPI Services	12	12%
6	Other:	4	4%
7	Total	100	100%

Analysis: : As per the survey, on the basis of the problems they are facing regarding HDFC Bank 19% of responders say timeliness, 15% of the responders say customer relationship, 32% of the responders say infrastructure , 18% of the responders say Net Banking, 12% of the responders say UPI Services and 4% of responders have some other problems.

Figures 3.17.figure showing which problem are you facing regarding HDFC Bank.



Interpretation: According to this survey 32% of respondents (majority) say infrastructure is the problem they are facing regarding HDFC Bank.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1 For this survey majority, 46% of respondents (majority) are employees when it comes to occupation.

2 For this survey majority, 46% of respondents (majority) have an income between 25,000 to 50,000.

3 According to this survey 60% of respondents (majority) prefer public sector banks because job security is available in public sector bank, leave is sanctioned without much difficulty comfortable working hours and reasonable workload apart from salary, you get other benefits without much difficulty.

4 According to the survey 35% of respondents (majority) rate the staff as good on the basis of knowledge and skills regarding the product.

5 According to this survey 35% (majority) of respondents rate the staff as good on the basis of behaving professional and having a pleasing and presentable appearance.

6 According to this survey 59% of respondents (majority) say yes the branch has sufficient customer representatives & tellers.

7 According to this survey 91% of respondents (majority) say yes the branch has convenient working hours and is located at a convenient location.

8 According to this survey 41% of respondents (majority) rate HDFC Bank's online banking channels are useful and are easy to access.

9 According to this survey it was found that 49% of respondents (majority) say that they are very satisfied with the number of online services offered by HDFC Bank because most of the respondent felt that nowadays you can easily open an online bank account. They are extremely simple to operate and you can use it for various purposes that include paying your bills, transferring funds between multiple accounts etc. Thus making payment faster. Unlike Banking can also help you view your transaction comprehensively and keep a records. You can updated about your bank's products like loans, investment options, etc

10 According to this survey 50% of respondents (majority) say that they are very satisfied with the staff at HDFC Bank maintaining good customer relationship. Because it is observed that communicating regularly with customer can help in building a level of trust and improving customer satisfaction and the success of any business it is very essential to maintain good relationship with the

customers developing a strong relationship with customer leads to creating loyal customers towards their banks. The business of the bank is dependent on the strong bondage and customer loyalty towards their banks.

11 According to this survey 43% of respondents (majority) are highly satisfied with HDFC Bank.

12 According to this survey 21% of respondents (majority) prefer HDFC Savings account out of the others. The reason could be that a Saving Account is an excellent place to collect funds from different sources. There are no limits on cheques issued or payments made from a saving account. This makes it hassle free to own and operate. Unlike current account a saving account earn interest. The balance eared in a saving account helps to improve the individual income. Some banks offer higher interest rates for maintaining higher balance, while some offer sweeps in facility which helps earn higher interest income.

13 According to this survey 44% of respondents (majority) rate the staff as good on the basis of willingness to listen and respond to needs on time because most of the respondent felt that active listening is all about building your interpersonal skills. It helps in building a rapport and getting the desired work done. It improves trust among people and strengthens the bond.

14 According to this survey 57% of respondents (majority) say yes the branch does have sufficient and comfortable seating arrangements.

15 According to this survey 32% of respondents (majority) say infrastructure is the problem they are facing regarding HDFC Bank.

SUGGESTIONS

- More stress should give on the advertisement and promotional activities.
- The Bank should make some efforts to improve good relationship with customer.
- The bank should enhance their services according to the needs of the customer.
- The bank should make effort to aware the customers about their all the extra services.
- Work load on the employees should be minimized in order to motivate the employees and to increase the productivity level and the quality of service provided by the employees.
- A private sector bank should initiate retirement benefit and other fringe benefit facilities in order to reduce employee turnover and increase the motivational level of the employees.
- A public sector bank match the salary of their employees with the industry standard.

- A public sector bank should restructure their employee promotion process and promotion of any employee should be on the basis of performance of the employee and not on the basis of seniority.
- A public sector bank should focus on the job security of the employee because employees are the asset of any organization. Employee satisfaction must be the major objective of any organization.
- As it is said, there's always room for improvement keeping this in mind customer satisfaction level could be increased at HDFC Bank by focusing on the following:
 - 1 Empowering the employees.
 - 2 Providing great self – service support.
 - 3 Segment the client base and create personalized customer experiences.
 - 4 Staying consistent across all touch points.
 - 5 Educating the customers on financial literacy.
 - 6 Improving financial technology.
 - 7 Not just being a lender, but also being an advisor for small businesses.

CONCLUSION

At the end I would like to conclude that The Indian banking market is growing at an astonishing rate, with Assets expected to reach US\$1 trillion by 2010. HDFC bank had a network of 1,142 branches And 3,295 automated teller machines in 528 cities in India. The majority of customers are satisfied. But the bank should target on the rest of the customers who are not satisfied. The customers are aware about the bank's services but the Bank should try to create more awareness among people. HDFC Bank should lay more stress on advertisements, both in print as well as in other media for this purpose. Number of formalities should reduce, as customer feels irritated with lots of formalities and it will save the time of customer and Bank also.

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QUESTIONNAIRE
K.C DAS COMMERCE COLLEGE

Dear Respondent,

I, Arif Hussain, a student of K.C. Commerce College Conducting a survey on "Customer satisfaction in HDFC Bank with special reference to guwahati city" as a part of my M.com 3rd semester course curriculum requirement. I therefore requested you to spend some of your valuable time in filling up the questionnaire. Your honest opinion, comments and suggestions are extremely important to me and the information collected from you will be used thoroughly for academic purposes and will be confidential.

Your Faithfully

(Arif Hussain)

I - Demographic profile of the respondents:

Name: _____

Phone Number:

Email ID:

Qualification:

1. Gender

- A) Male
- B) Female

2. Age

- Within 25
- 25 to 40
- 40 to 50
- Above 50

3. Occupation

- Student
- Business
- Employee
- None of the above

4. Income

- 0 to 25,000
- 25,000 to 50,000
- 50,000 to 75,000
- More than 75,000

II - Opinion of the respondent

5. Which sector of banks do you prefer the most?

a) Public sector banks () b) Private sector bank ()

6. How would you rate the branch staff of HDFC Bank, Guwahati based on their skills and knowledge regarding the products and services?

- Poor
- Average
- Neutral
- Good
- Excellent

7. How would you rate the branch staff of HDFC Bank, Guwahati when it comes to behaving

professional and having a pleasing and presentable appearance?

- Poor
- Average
- Neutral
- Good
- Excellent

8. Does the branch of HDFC Bank - Guwahati have sufficient staff - Customer Representatives & Tellers for your needs?

- Yes
- No

9. Does the branch of HDFC Bank - Guwahati have convenient working hours and is located at a convenient location to serve you?

- Yes
- No

10. How would you rate ease of access and the usefulness of HDFC Bank's online banking channels?

- Poor
- Average
- Neutral
- Good
- Excellent

11. Are you satisfied with the service offered by HDFC Bank?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

12. How satisfied are you with HDFC Bank when it comes to maintaining good customer relationship?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

13. What is the overall satisfaction level rating when it comes to HDFC Bank?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

14. The following are the most popular products and services provided by HDFC Bank. Which one do you prefer the most?

- Business Loan
- Credit Card
- Personal Loan
- Debit Card
- Educational Loan
- Fixed Deposit
- Saving Account
- Gold Loan
- Home Loan
- Car Loan

15. What would you rate the branch staff of HDFC Bank - Guwahati when it comes to willingness to listen and respond to your needs on time?

- Poor
- Average
- Good
- Excellent

16. How satisfied are you with the number of services that are offered by HDFC Bank's online banking platforms?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

17. From the following which problem are you facing regarding HDFC Bank?

- Timeliness
- Customer Relationship
- Infrastructure
- Net Banking
- UPI Services
- Other