

A
SUMMER INTERNSHIP PROJECT REPORT

ON
“COMPARATIVE ANALYSIS OF PRODUCTS AND SERVICES”

“For AXIS BANK”

Submitted to
ATMIYA Institute of Technology & Science

*IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF
THE AWARD FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION*

UNDER THE GUIDANCE OF
Gujarat Technological University

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(asst. professor)

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(Branch manager)

Submitted by
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M.B.A – SEMESTER 3

ATMIYA Institute of Technology & Science
M.B.A PROGRAMME

Affiliated to Gujarat Technological University, Ahmedabad
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AXISB/WZ/GUJWESTCIRCLE/2018-43

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CERTIFICATE OF COMPLETION

This is to certify that Mr. Dharmadipsinh Gohil has successfully completed Summer Internship with Axis Bank at our **W3135:Amin Marg Rajkot Branch** from 5th June 2018 to 20th July 2018..

The Candidate has worked on **“Analysis of Product & Services and Retail Working”** at Axis Bank and has added value through his work.

We wish him all the best in his future endeavours.

Yours faithfully

Nirav Shah

Circle HR Head

Gujarat West Circle

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PREFACE

In the present fast moving globalize economy, only theoretical knowledge is not sufficient for an individual to perform efficiently to bridge the gap between theory and practical.

The students required to undergo 5 weeks training in any organization in subjects like marketing, finance, human resource or information technology.

Summer internship program is a prelude to the final placements that the students will be getting. It is during these 5 weeks of exposure to the industry that the students can make a mark of challenging work, knowledge and ethics on the host organization.

Summer internship program would also be a great learning experience since it enables the students to apply theory to practice and observe and learn the current trends in the market.

So, to have a practical exposure, I have been placed on “The axis bank” for my summer internship program as my specialization is marketing and this company especially Amin Marg branch deals with sales and service distribution.

I, dharmadipsinh gohil, a student of second year M.B.A, ATMIYA institute of technology & science Rajkot, did my project work in “The axis bank’ on the topic “comparative analysis of products & services of axis bank”

ACKNOWLEDGMENT

I am heartily thankful to all the persons who spared their valuable time and helped me a lot in preparation of this project report. There are many people behind making of this report, without their help and guidance, this report would never be made possible.

First, I would like to express my sincere thanks to Mr. Chetan shah (branch manager of axis bank) and our institution for giving me this golden opportunity. I am greatly thankful to my project guide Professor keyurpopat, for giving me proper guidance and cooperation for making this report more meaningful.

Finally, I am very much thankful to my parents and my friends for their support and valuable help.

DECLARATION

I, the undersigned DHARMADIPSINH GOHIL a student of MBA high by declare that the project work presented in this Report is my own work & has been carried out under the supervision of PROF. KEYUR POPAT of atmiya institute of science & management.

This project has not been previously submitted to any other university for my examination

Place: Rajkot

signature

Date:-

Executive Summary

MBA is a stepping-stone to the management carrier and to develop good manager it is necessary that the theoretical must be supplemented with exposure to the real environment. Theoretical knowledge just provides the base and it's not sufficient to produce a good manager that's why practical knowledge is needed.

In accordance with the requirement of MBA course I had summer training project in Retail Banking department of AXIS Bank on the topic "analysis of products & services & retail working".

The retail banking environment has undergone major change. Retail banking customers are much more active than they were a decade ago. Customers are demanding more customized products and services. This has imposed significant new demands on retail banks. With a view to attaining an increasingly significant position in the growing retail financial services sector in the country, banks have continued to provide a sustained thrust to retail banking through a continuously expanding network and a growing sales force with customer relationship skills, that has enabled the distribution of a wide range of products to a fast expanding customer base.

The report gives an overview of the Retail banking products offered at AXIS Bank, the security measure of the bank, guidelines by RBI, Negotiable Instruments ACT, recently launched government schemes, etc.

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Part- 1

Industry

Information



Banking sector: -

A bank is a budgetary middle person and Money maker that makes Money by loaning cash to a borrower. Loaning exercises can be performed straightforwardly by giving credit or by implication through capital market. Capital market are monetary market for the purchasing and offering of long haul obligation or value supported securities. These business sectors channel the abundance of savers to the individuals who can put it to long haul beneficial utilize, for example, organizations or governments influencing bug-to term speculations. Monetary controllers, for example, the Securities and Exchange Board of India (SEBI) or U.S. Securities and Exchange Commission (SEC), direct the capital market in their wards to ensure financial specialists against extortion, among different obligations. Because of the significance in the monetary framework and impact on national economies, banks are very directed in perch of nations either by National Government or Central Bank.

Growth of banking industry: -

in the cutting-edge sense, began in the most recent many years of the eighteenth century. Among the principal banks were the Bank of Hindustan, which was set up in 1770 and sold in 1829– 32; and the General Bank of India, set up in 1786 however flopped in 1791.

The biggest bank, and the most established still in presence, is the State Bank of India (S.B.I). It began as the Bank of Calcutta in June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks established by an administration government, the other two were the Bank of Bombay in 1840 and the Bank of Madras in 1843. The three banks were converged in 1921 to frame the Imperial Bank of India, which upon India's autonomy, turned into the State Bank of India in 1955. For a long time, the administration banks had gone about as semi national banks, as did their successors, until the point when the Reserve Bank of India [5] was built up in 1935, under the Reserve Bank of India Act, 1934.

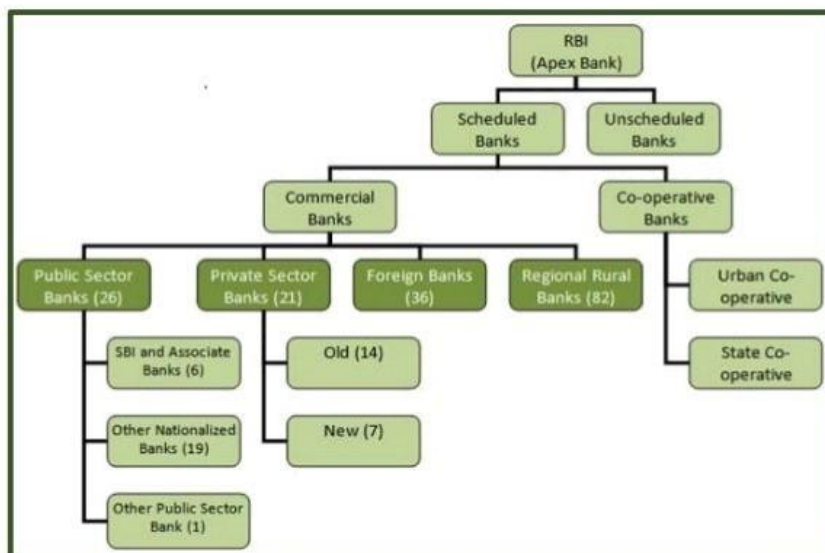
In 1960, the State Banks of India was given control of eight state-related banks under the State Bank of India (Subsidiary Banks) Act, 1959. These are presently called its partner banks. [6] In 1969 the Indian government nationalized 14 noteworthy private banks, one of the huge bank was Bank of India. In 1980, 6 more private banks were nationalized. [8] These nationalized banks are the lion's share of moneylenders in the Indian economy. They rule the saving money division due to their substantial size and across the board organizes.

Banking sector in India:

As indicated by the Reserve Bank of India (RBI), the managing an account division in India is sound, satisfactorily capitalized and all around controlled. India is one of the main 10 economies globally, with huge potential for the managing an account segment to develop. With the possibility to wind up the fifth biggest saving money industry on the planet by 2020 and third biggest by 2025, as per KPMG-CIN report, India's managing an account and facial segment is extending quickly. The new standards of Reserve Bank of India's (RBI) will give incentives to banks to spot potential terrible credits and make remedial strides that will check the acts of unreliable borrowers

The Indian Banking industry is at present worth's. 81 trillion (US \$ 1.31 trillion) and banks are presently using the most recent technologies like internet and cell phones to complete exchanges and communicate with the majority.

The Indian Banking system consists of:



1. Central Bank:

A national bank works as the pinnacle controlling establishment in the managing an account and money related arrangement of the nation. It works as the controller of credit, broker's bank and also appreciates the restraining infrastructure of issuing money for the benefit of the administration. A national bank is typically controlled and frequently claimed, by the administration of a nation. The Reserve Bank of India (RBI) is such a bank inside India.

2. Schedule Commercial Bank:

It operates for profit. It accepts deposits from the public and extends loans to the households, the firms and the government. The essential characteristics of commercial banking are as follows:

- Acceptance of deposits from public.
- For lending or investment
- Repayable on demand or lending or investment
- Withdrawal by means of an instrument, whether a cheque or otherwise

I. Public Sector Banks:

Public Sector Banks (PSBs) are those banks where majority of stakes lie with the Government. All these PSBs are listed on stock exchanges. Central Government entered banking industry with the nationalization of Imperial Bank of India in 1955, then in 1969 14 major banks were nationalized and in 1980 4 more banks were nationalized.

To name a few PSBs: State Bank of India and its subsidiaries, Bank of India, Bank of Baroda, Bhartiya Mahila Bank, Central Bank of India, etc.

The objectives behind nationalization were:

- To break the ownership and control of banks by a few business
- To prevent the concentration of wealth and economic power,
- To mobilize savings from masses from all parts of the country,
- To cater to the needs of the priority sectors

II. Private Sector Banks:

Private Sector Banks in India is made up of private and public banks. But the greater part of stake is in the hand of private shareholders and not with the Government. Private Banks are categorized as Old and New Private bank

Old Private banks: These are those banks which were not nationalized during the process in 1969 and 1980 due to the smaller scale or regional reach only.

Example: thalami Bank, Federal Bank, ING Vysya Bank, Karur Vysya Bank, etc.

New Private Banks: These are the banks which came into operations afire the liberalization in 1990s. Banking Regulation were amended in 1993 so that new private banks can enter the Indian Banking industry.

Example: ICICI Bank, AXIS Bank, HDFC Bank, Yes Bank, Development Credit Bank, Kotak Mahindra Bank, RBL Bank, etc.

But there were certain criteria for the establishment of new private banks which are as follow: -

- Bank should have minimum net worth of Rs 200 Cr.
- Proprotors should hold an iminium of 25% of paid-up capital
- Within 3 years of the starting of the operations, the bank should offer shares to public and their net worth rust increase to 300 Cr.

III. Foreign Banks:

With the globalization hitting the world, the concept of banking has changed substantially. The concept of Foreign Banks has changed the prevailing banking scenario in India. Banking is now crore of crore customer-friendly, modern technology have been implemented like mobile banking, mobile application of banks, etc.

Example: HSBC Bank, JP Morgan Chase Bank, Deutsche bank, Standard Charter Bank, etc.

IV. Regional Rural Banks:

Regional Rural Banks (RRBs) were started in 1970 since even after the nationalization, there were cultural issues related to lending to the farmers. The main purpose of RRBs is to mobilize financial resources from rural-semi-urban areas and grants loans and advances mostly to small and marginal farmers, agricultural labors, etc.

Example: Karnataka Vikas Gardena Bank, Maharashtra Garmin Bank, etc.

3. Schedule Co-operative Bank:

Larger credit unions are often called cooperative banks. Like credit unions, cooperative banks are owned by their customers and follow the cooperative principle of one person, one vote.

Unlike credit unions, however, cooperative banks are often regulated under both banking and cooperative legislation. They provide services such as savings and loans to non-members as well as to members, and some participate in the wholesale market for funds, money and even equities

I. Urban Co-operative Banks:

Urban Co-operative Banks are giving banking facility to grass root persons. As Urban Co-operative Banks are mostly working in the rural and semi-urban areas they understand the genuine commercial needs of the local population in their area of operation Urban Co-operative Banks help small and medium sized traders, entrepreneurs, artisans and farmers who are deprived of banking facility as private sector and commercial banks tap only high profile and successful entrepreneurs

Example: Ahmedabad Mercantile Co-Op Bank, Kakapo Curreri l Coop. Bank, Burrata Mercantile Co-operative Bank, Saraswat Co-operative Bank, etc.

II. Rural Co-operative Banks:

The rural cooperatives are further divided into short-term and long-term structure. The short-term cooperative banks are three tiered operating in different states.

- I) State Cooperative Banks-
- II) Cooperative Banks-
- III) Primary Agricultural Credit Societies-

The long-term structures are further divided into —

State Cooperative Agricultural and Rural Development Banks (SCARDS)-

Primary Cooperative Agricultural and Rural Development Banks (PCARDBS)

Different Banking activities:

- Retail banking
- Business banking
- Corporate banking
- Private banking
- Investment banking

Government Initiatives:

- **Pradhan Mantri Jan Dham Yojna:** The scheme has been started with a target to provide 'universal access to banking facility starting with 'Basic Banking Accounts" with overdraft facility of 15000 after six months and Rupays Debi card with inbuilt accident insurance cover of 1 1 lakh and Rupay, Kisan Card

- **Pradhan Mantri Suraksha Bema Yojna:** Accident Insurance Scheme offering accidental death and disability cover for death or disability because of an accident.
 - A 112/- per annum premium will be deducted from the account holder's savings bank account through 'auto debit' facility in one instalment.
 - In case of accidental death or full disability, payment of 2,00,000/- will be given to the nominee and in case of partial disability payment of 1,00,000/- will be given

- **Pradhan Mantri Jeevan Jyoti Bind Yojna:** is a government-backed Life insurance scheme in India. This scheme will be linked to the bank accounts opened under the Pradhan Mantri Jan Dham Yajna scheme.
 - A premium of Rs 330/- per annum will be deducted from the account holder's savings bank account through 'auto-debit' facility in one installment
 - In case of death of policy holder in any case, nominee will receive 2,00,000/-.

Banking is working specifically on the guidelines of the Reserve Bank of India. Out of all the acts Negotiable Instrument Act is one of the most important act for running of the banking activities.

Negotiable Instrument Act:

This is an act to define and lay down the law relating to Promissory Notes, Bills of Exchange or Cheques payable either to bearer or to order.

This act operates subject to the provisions of Sections 31 and 32 of the Reserve Bank of India Act, 1934. Section 31 of the Reserve Bank of India Act provides that no person in India other than the RBI or as expressly authorized by this Act, the Central Government shall draw, accept, make or issue any bill of exchange, hundi, promissory note or engagement for the payment of Money payable to bearer on demand.

Types of Negotiable Instrument are:

Promissory Note:

It is an instrument in writing (not being a bank-note or a currency note) containing an unconditional undertaking, signed by the maker, to pay a certain sum of Money only to, or to the order of, a certain person or to the bearer of the instrument.

Bill of Exchange:

A bill of exchange” is an instrument in writing containing an unconditional order, signed by the maker, directing a certain person to pay a certain sum of Money only to, or to the order of, a certain person or to the bearer of the instrument.

“Cheque”:-

is bill of exchange drawn on a specified banker and not expressed to be payable otherwise than on demand and it includes the electronic image of a truncated cheque and a cheque in the electronic form.

Part- 2

Organization information



Introduction:

Axis Bank Ltd., the first bank to begin operations as new private banks in 1994 after the Government of India allowed new private banks to be established. Axis Bank was jointly promoted by the Administrator of the specified undertaking of the

- Unit Trust of India (UTI-1)
- Life Insurance Corporation of India (LIC)
- General Insurance Corporation Ltd.

Additionally, with associates National Insurance Company Ltd., The New India Assurance Company, The Oriental Insurance Corporation and United Insurance Company Ltd.

Axis Bank is the third biggest private sector bank in India. Axis Bank offers the entire range of money related administrations to client portions covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses. The Bank has a substantial impression of 3703 branches and 13,814 ATMs spread over the province as on 12 Aug 2016 which is the biggest ATM organization in nation among Private Sector Banks in India. The abroad tasks of the Bank are spread over its seven worldwide workplaces with branches at Singapore, Hong Kong, DIFC (Dubai International Financial Center), Colombo and Shanghai and delegate workplaces at Dubai and Abu Dhar

With an accounting report size of 6,91,330/- Cr. as on 31st March 2018, Axis Bank has accomplished steady development and stable resource quality with a 5-year CAGR (2012-13 to 2017-18) of 15% in Total Assets, 12% in Total Deposits, 17% in Total Advances.

The most recent contributions of the bank alongside Dollar Variance is the Euro and Pound Sterling variations of the International Travel Currency Card (TCDC Card). The Travel Currency Card is a mark based prepaid travel card which empowers traveler's global access to their Money in neighborhood cash of the meeting province in a sheltered and helpful way. The Bank has qualities in both retail and corporate managing an account and is focused on embracing the best business rehearses internationally in request to accomplish perfection.

HUMAN RESOURCE DEPARTMENT

"Human Resource Management work that enables administrators to enroll, select, prepare and create individuals for an association. Clearly, HRM is worried about the general population's measurement in associations.

Work power of an Organization is a standout amongst the most imperative contributions of segments. It is said that individuals are our single most critical resources. Because of the interesting significance of HUMAN RESOURCE and its multifaceted nature because of consistently evolving brain science, conduct and demeanors of people at work, in all business censures, there is one regular component. I.e. Human staff work, i.e., labor administration work is winding up progressively specific. The staff capacity or framework can be extensively characterized as the administration of individuals at work administration of administrators and administration of specialists. Work force work is especially inspired by faculty relationship and communication of representatives human relations.

It might be said, administration is work force organization. Administration is the advancement of individuals, and not minor heading of material assets. Human capital is the best resource of a business undertaking. The fundamental element of administration is the authority and course of individuals. Every director of individuals must be his own staff man. Faculty administration isn't something you truly swing over to work force office staff.

❖ Human Resource planning

This is taken care of by doing the arranging toward the start of consistently. Toward the finish of the year, the Human Resource division from each Branch gets the necessity for the individual for entire year. At that point the arranging of enrollment and preparing is finished via preparing chief and enlisting director which is endorsed from Head for Department.

❖ Recruitment

Enrollment is a procedure of scanning for imminent possibility for the given employment in the business. As we probably are aware it is imperative for a mechanical worry to have productive and powerful staff with right quality and at opportune time and at perfect place accessible at whatever point they are required. Each association needs worker time by time in view of advancement or retirement of a representative. For this reason, an association need to look for the correct competitor. Thus, it needs to energize this kind of right applicants at whatever point they require.

❖ **Training and Development**

Preparing goes for expanding the aptitudes, aptitudes and capacities of specialists to perform employment. It makes representatives more successful and handy. In exhibit dynamic universe of business preparing is more vital there is an ever-display requirement for preparing men. With the goal that new and changed systems might be embraced. Another and changed procedure might be taken as a focal points and change influenced in the old strategies.

Preparing is learning background that looks for generally lasting change in a person that will enhance his/her capacity to perform at work.

They give "at work" preparing to their representatives in the branch as they select these workers for offering different results of bank by coordinate promoting. At whatever point they select new contender for any post, they use to give them at work.

If there should be an occurrence of offers people to appropriate their different items, at the outset the individual must work under the perception of his senior then they should go in market to have their own understanding.

The ideal opportunity for preparing program for the applicant is depends up on the significant position of his work region. They additionally give preparing identified with client care and correspondence.

❖ **Employee Remuneration and Incentive Payments**

Compensation is the remuneration a representative gets as an end-result of his/her commitment to the association. Compensation possesses a noticeable place in the life of a worker. At AXIS, compensation of a worker involves — wages and pay, motivating forces.

❖ **Wages and Salary**

Aside from different impetuses and advantages, the work force is remunerated just as far as wages and pay rates. A legitimate remuneration as far as this is fundamental for inspiration representatives for their persistent enhanced execution. For this, it is required that wages and pay rates are given well by association.

Wages and pay alludes to the foundation and usage of sound strategies and practices of representative's remuneration. A wage and pay are the compensation paid for the administration of work underway intermittently to a worker. The bank is in benefit industry, so the compensation is given on month to month premise. They used to procure certain sales representative on commission base and they are given their pay rates on commission base. While other lasting staff are being given month to month pay rates. As AXIS bank is rumored bank in showcase the compensation scale is according to the standard.

Deals officials (cajole) are being given compensation of 6000 to 8000 every month. While deals officer's compensation ranges from 15000 to 18000 every month. Pivot bank is additionally giving appealing impetuses according to the objective. The compensation of branch administrator is around 35000 every month.

❖ **Incentive**

In AXIS, representatives get motivating forces considering the objective given to every worker and their zone of work. They have built up the motivation structure for the workers in view of point framework. Every one of the representatives get the motivating force in the frame money compensate.

❖ **Employees advantage**

The representatives of AXIS naturally move toward becoming AXIS bank compensation account Holders with uncommon advantage and benefits and get moment pay credit. The advantage incorporates worldwide check card, corporate card with singular obligation (CCIL), access to telephone saving money and web managing an account, demit records, and host of different administrations to supplement their investment account. Here are a portion of the highlights of AXIS Bank's compensation account.

❖ **Disputes and their determination**

Questions are normal in association. By and by, debate principally identifies with the objective simply because if any worker isn't accomplishing target he/she won't be qualified for impetus which makes disappointment among them.

Each representative can converse with the leader of the division on the off chance that they have any issue identified with the activity. Right off the bat, the issue is tackled by the leader of the division and if the issue does not settle by the leader of that office then it is routed to the HR Manager.

❖ **Performance Appraisal**

An association's objectives can be accomplished just when individuals put in their earnest attempts. Execution examination might be comprehended as the evaluation of a person's execution methodically. It is characterized as the precise assessment of the person as for his/her execution at work and his/her potential for advancement.

To evaluate the execution of the worker they have built up a credit framework in view of the offered focus to the representative.

MARKETING DEPARTMENT

The exercises of an organization related with purchasing and offering an item or administration. It incorporates promoting, offering and conveying items to individuals. Individuals who work in showcasing bureaus of organizations attempt to get the consideration of target groups of onlookers by utilizing trademarks, bundling outline, big name supports and general media presentation.

Ajay Kelkar, Head, Marketing, AXIS Bank, said that these activities are particularly focused at those customers who don't know about the bank's different esteem included administrations, for example, coordinate managing an account office.

"We will exhibit the benefits of net managing an account and portable keeping money, as these ideas are generally new to individuals living in littler towns and urban communities," said Kelkar. The bank has additionally propelled another activity called Business Ki Batten, which is focused at zones where the greater part of the populace contains little businesspeople. Kelkar said that the bank would motivate specialists to chat on a few issues, for example, esteem include assessment and deals charge. Bank can gauge the aftereffect of a battle through the deals that they produce and the clients that are included. There is a reasonable rate of return, which from a useful perspective gives the group a more grounded voice. Bank has likewise possessed the capacity to lessen their promotion spends by around 10-15 for each penny and has additionally decreased the cost of obtaining Bank's concentration in future is upgrade its database advertising activities. Bank intend to contribute near Rs 12 crore to make the condition that is required to help client insight that prompts information-based advertising.

Hub has contracted a broad Customer Lifecycle based advertising effort date-book for this and the anticipated monetary. Fractal, which spends considerable time in foreseeing the conduct of the clients in the regions of hazard and advertising, would accomplice AXIS Bank's promoting group in different activities of developing the retail business rapidly and cost viably.

Pivot has been utilizing investigation for taking educated promoting choices. Fractal will enable the bank to utilize data to achieve new clients and to assemble, support and boost enduring client connections. Fractal will likewise enable the bank to take care of the issue of consistently expanding client securing expenses and diminishing client dedication. The

showcasing modified would include obtaining of clients productively by lessening effort costs, strategically pitching different resource and risk items to the current clients, consequently, utilizing the current connections and proactively holding existing clients. Fractal's examination-based advertising arrangements traverse which the whole lifecycle of client relationship ideal from client obtaining to client maintenance to client esteem administration, is relied upon to give AXIS a high ground in understanding the necessities and conditions of their clients.

Marketing Initiatives Taking by The Bank

Axis Bank is perhaps the main bank in India, and one of the plain few in Asia, to have set out on an information drove promoting examination crusades activity, utilizing showcasing robotization innovation gave by Uncia. Uncia has been perceived by Gartner as the main player in this field. Through this instrument, we have possessed the capacity to brilliantly utilize the 4-5 terabytes of client information accessible in its stockroom. We have set up a group to direct showcasing efforts in a logical way utilizing client information, use designs, inclinations, lifecycle, and so on., the bank likewise leads occasion-based promoting.

Media Vehicles Used for Send Message to Reach Target Audience

Axis Bank has been overwhelmingly utilizing direct mailers, messages, and SMS for conveying our message to our intended interest group as they are the most practical courses of tending to our center target gatherings of people with greatest level of customization conceivable

FINANCE DEPARTMENT

In this cutting-edge period, it is anything but difficult to know how much vital the back is in the business. As present position of the market is entirely unexpected from old where it was anything but difficult to get the back. In any case, now daily it isn't in this way, it is exceptionally troublesome undertaking to raise reserves from showcase. As today individuals are confronting parcel of issue and have less certainty available, so it is hard to raise subsidize without appropriate arranging.

For the bank as it is a Financial Institution we can think about back as backbone of this business. The organization should figure out how to get adequate back. The organization should use to keep legitimate making arrangements for the back of its own and of the vast no. of contributors who are there with the bank. We can characterize financial administration as an errand of procurement and use of assets required in the business in a way, so associations objective can be accomplished. In AXIS Bank, its CFO and Treasurer deal with the fund. Because of legitimate approaches and separate administration, the organization can have appropriate activity of back.

ORGANIZATION OF FINANCIAL ACTIVITIES OF BANK

For the bank fund itself is the item now it's anything but a simple undertaking to deal with this back. As bank must keep watch on the stores of its a vast number of clients and it must deal with its own substantial budgetary base. As in late it is prominent "No fund no business", for the bank "Back itself is business". There are assorted kinds of hierarchical structure, for example, gather association, line association, line and staff association. Hub Bank has line of specialist and line of expert is vertical i.e. expert goes start to finish and obligation goes from base to top level administration.

As AXIS Bank is huge organization and it has expansive cliental base, so it is exceptionally troublesome and muddled to deal with its back in legitimate way. There we need of concrete and legitimate strategies to have appropriate administration of it.

Board of Directors of AXIS Bank:

DESIGNATION	NAME
Chairman	Dr. Sanjiv misran
MD & CEO	Shikha sharma
Director	K.N.Prithviraj
Director	Prasad Menon
Director	Prof. Samir K. barua
Director	Sommittal
Director	Ireenavittal
Director	Rohit bhagat
Director	Usha sangwan
Director	S vishvanathan
ED, corporate banking	V Srinivasan
ED, corporate centre& CFO	Sanjeev kumargupta

Vision & Values:

Vision : To be the preferred financial solutions provider exceling in customer delivery through insight, empowered enrobes and snort use of technology.

Values: -

- Customer Centricity
- Ethics
- Transparency
- Teamwork
- Ownership

Business Description:

AXIS Bank operates in vary segments such as Treasury Operations, Retail Banking, Corporate/Wholesale Banking and Other Banking Activities.

Retail banking: In the retail banking category, the bank offers Current Accounts and Saving Accounts product, card serves, Internet banking, amounted teller machines (ATM) services, depository, financial advisory services, and Non-resident Indian (NRI) services.

Corporate/wholesale banking: The Bank offers to corporates and other organizations services including corporate relationship not included under retail banking, corporate advisory services, project appraisals, capital market related services and cash management services.

Investment banking: Bank's Investment Banking business comprises activities related to Equity Capital Markets, Mergers and Acquisitions and Private Equity Advisory. The bank is a SEBI-registered Category I Merchant Banker and has been active in advising Indian companies in raising equity through IPOs, QIPs, and Rights issues etc. During the fiscal year ended 31 March 2012, Axis Bank undertook 9 transactions include in 5 IPOs and 2 Open offers.

NRI services: Bank provides products and services for NRIs that includes CASA, facilitate investments in India. Axis bank is the first Indian Bank having TCDC cards in 11 currencies.

Micro Finance: Axis Bank SME business is segmented in three groups: Small Enterprises, Medium Enterprises and Supply Chain Finance. Bank offers lending to individuals/small businesses subject to the Orientation Under the Small Business Group a subgroup for financing micro enterprises is also set up.

Agri-Finance:

Banks provide various accounts, loans on various products, etc. to farmers. Total 759 branches of the bank provide banking services, including in Agricultural loans, to the farmers.

- ❖ Krishi saving accounts
- ❖ Kisan power
- ❖ Tractor loans
- ❖ Go down loans

AXIS Group:

AXIS Bank set-up fully owned 8 subsidiaries which are:

- Axis capital ltd.
- Axis finance ltd.
- Axis mutual funds trustee ltd.
- Axis asset management company ltd.
- Axis private equity ltd.
- Axis trustee services ltd.
- Axis bank UK ltd.
- Axis securities ltd.

Products of AXIS Bank:

AXIS Bank has several products in Retail Banking which are categorized as

- Accounts
- Deposits
- Loans
- Cards
- Edge loyalty rewards
- Forex
- Investment
- Insurance

All the products have been sub-categorized as per the benefits of the products which are as under....

Accounts: -

In this category we have different category such as Savings Account, Current-Accounts, Salary Accounts, etc. which are sub-categorized.

1. Savings Account:

- ❖ Basic saving accounts
- ❖ Easy access saving accounts
- ❖ Prime saving accounts
- ❖ Prime plus saving accounts
- ❖ Senior privilege saving accounts
- ❖ Youth account
- ❖ Trust/NGO account
- ❖ Pension saving account
- ❖ Axis priority saving accounts
- ❖ Insurance agent accounts
- ❖ Salary account

2. Current Accounts:

- ❖ Normal current accounts
- ❖ Business advantage current accounts
- ❖ Business select current account
- ❖ Business privilege account
- ❖ Channel one account
- ❖ Business global current account
- ❖ Capital market current accounts

3. Loan:

Home loan:

Axis Bank offers affordable and Exile housing loans that can turn your dream of owning a home into reality.

- Features:

Axis bank offers attractive interest rates that makes customers housing loan affordable.

Customer has an option to choose between the fixed and floating rates as per the market scenario.

Customer has a facility to transfer their current home loan of other banks to the AXIS Bank without any

Any query related to home loan or need some help. AXIS Bank Executive will be at your doorstep.

There are no Pre-Payment charges if customer wants to wave off the loan before maturity.

- Eligibility Criteria:
- ✓ Salaried Individuals
- ✓ Professionals
- ✓ Self-employed individuals

Personal Loan:

Be it a dream vacation, child's education, home renovation or wedding in your family, you can instantly fulfil your aspirations with Axis Bank Personal loans.

Loan against property:

Apply for Axis Bank's Loan Against Property. Bank gives loan against property be it commercial or residential or for purchase of new commercial property.

Gold loan:

AXIS Bank gives loan against the Gold Ornaments with the safety of the gold at the bank's vaults.

Education loan:

Axis Bank's Education Loan aims to provide the much-needed financial support to deserving students for pursuing higher professional or technical education in India and abroad. The education loan would be provided to those students who have obtained admission to career-oriented courses

e.g. Engineering, management etc., either at the graduate or post-graduate level

Within 15 working days from the date of receipt of application with all the valid documents, decision will be conveyed by the bank.

Cash Credit:

AXIS Bank offers Cash Credit facilities to meet day-to-day working capital needs. Cash Credit is provided against the priority security of stock, debtors, other current assets, etc.,

4. Investments:

- ✓ Mutual funds
- ✓ Axis hybrid funds
- ✓ Systematic investments plan (SIP)
- ✓ Axis focus 25
- ✓ Axis multi cap fund
- ✓ Demat account

5. Insurance:

- ✓ General insurance
- ✓ Max life guaranteed life time income plan
- ✓ Max life maxis super
- ✓ Fastrack plan

Account Opening:

A customer's frown ration with bank starts with Account Opening in AXIS Bank the accounts of the customers are usually not opened at branches and with such old formalities like forms & etc.

In axis bank account is going to open with tablet on the spot by sales person at convience place of customer and in saving account customer gets cheque book, atm, passbook instantly.

Guidelines for opening of Savings Account:

➤ Account of Resident Individual:

For accounts of individuals, PAN card, a proof of identity and address as mentioned in Table is required along with a recent passport size photograph not older than 3 months for saving account. For joint holder the above documents are required for both, the applicant as well as joint applicant.

For Foreign nationals on employment or setting up of business, they are eligible to open normal rupee account with following documents:

- Passport with valid visa
- Letter from employer/ contract letter/ permission from RBI in case of business
- Address proof

➤ Salary Accounts:

This are the accounts where an employer enters an understanding with the bank for opening accounts of the employees for their salary to be credited in respective accounts. The KYC requirement to open these accounts is the same as in the case of normal resident individual account.

➤ Account of Institutions / Organization:

Account of non-individuals is opened under scheme code SBTRS. For the convenience of business, they have been classed into 4 constituent ions codes of 9-A, 9-B, 9-C, 9-D in Finacle. It is possible that for a ‘Trust’, "Society/", or ‘company’ account is opened, depending upon the business consideration.

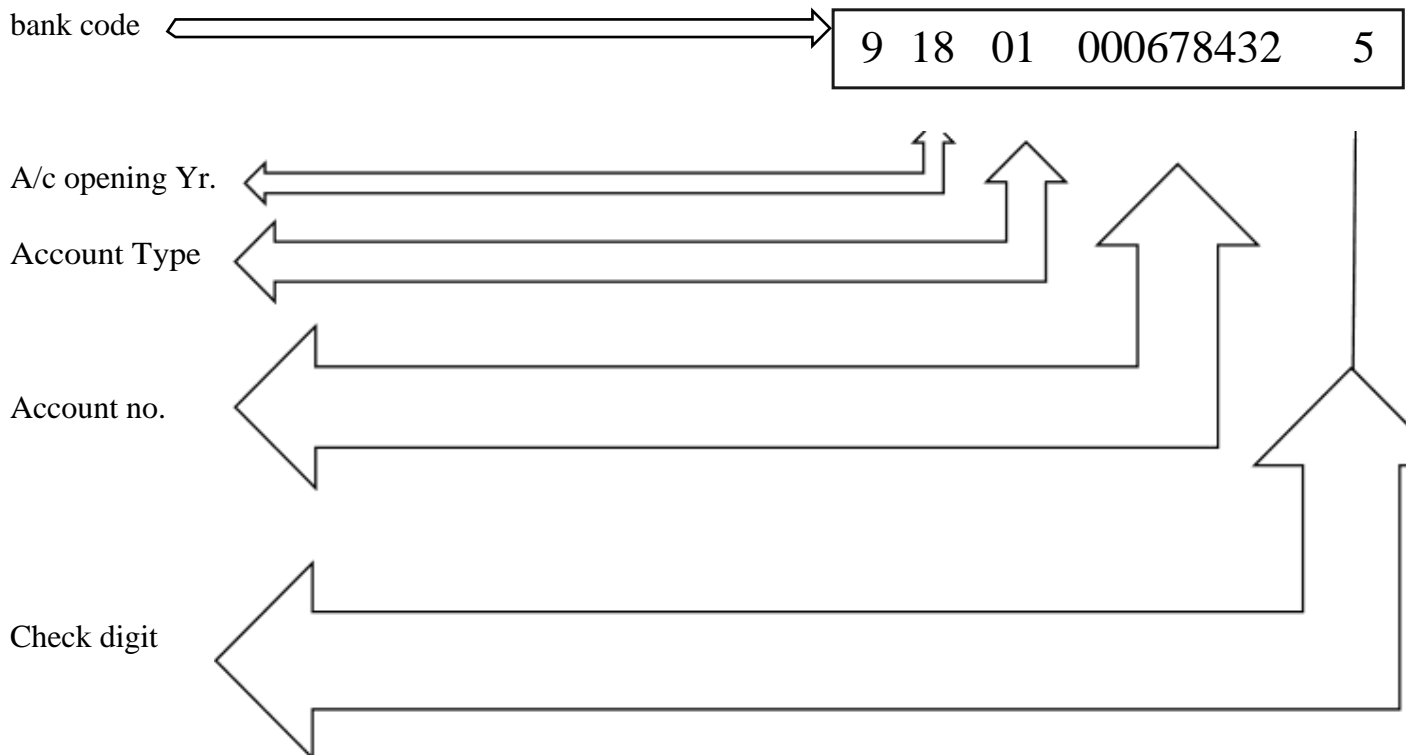
➤ Account of Society:

The entities which may be known by names like Trust, Foundation, Clubs, Association, Society, NGO etc. but are registered as Societies and registered under the Societies Registration Act, 1860 or any other corresponding law in force in State or a Union Territory,

Account Details:

In AXIS Bank, when account is opened, the account holder becomes a client of the bank. A client ID Number is allotted to him. A client can open many accounts at different branches. Each account is identified by an account number.

Customer ID is a unique number allotted to each customer. Now, it's possible that a customer has two or more accounts. For example, say a customer by Name Mr. Mayur has his salary account with our bank. He may want to open another account jointly with his wife. Each account is identified by a unique Account No. and all the accounts of Mr. Mayur are linked to a single Customer ID. Let's look more closely at the account no.



Know Your Customer

Who is a customer?

RBI defines customer as:

- ✓ One who maintains an account with the bank, or
- ✓ Any person or entity connected with a financial transaction like an inheritance
- ✓ The remitter or purchaser of an outward remittance
- ✓ The beneficiary of an onward remittance

To prevent misuse of banking channel from financial frauds, money laundering, RBI a part of their initiatives to prevent suspicious activities, advised bank to follow certain procedure which are known as KYC guidelines.

A comprehensive list of documents qualifying to be attached as id proof and address proof is mentioned below:

Proof of identity	proof of address
Pan card	Passport
Aadhar card	Income tax assessment order
Election card	Ration card
Passport	Letter from recognized public authority
Photo id issued by gov.	Telephone bill/electricity bill
For married women proof of identity with her Maiden name	Address proof in the name of father/mother/Spouse
Driving license	Domicile certificate

KYC essentially includes recognizing the client and confirming his/her personality by utilizing dependable, independent source reports, information or informatory Special consideration should be given to due steadiness for records of turns, companies and clients 'accounts opened by proficient interned journals. Because of turns, branches should take sensible precautions to verify the personality of the twisters and the pioneers of the wind. Recipients ought to likewise be identifying when they are characterized. For organizations, branches should be vigilant against busies elements being utilized by individuals as a 'front' for retaining accounts opened by a professional intermediary for the benefit of a solitary cline, that customer rust be distinguished according to our method.

These rules are so important, that even a current record beam must be shut because of the Bank's failure to confirm the client's identity, although any Branch Heads will have the specialist to take such choice the point of these rules is to:

- Determine and document the genuine character and fundamental foundation everything being equal.
- Obtain and document any extra client data, proportionate with evaluation of the Money laundering hazard postured by client's normal utilization of Bank's items and administrations.
- Minimized fakes
- Avoid opening of records with imaginary names and addresses
- Prevent illegal tax avoidance
- Obtain insurance under Section 131 of Negotiable Instrument Act., and to weed out unfortunate clients.

Account Profiling:

RBI has stipulated classification to low, recover and high-rich classifications. It been chosen to do as such in view of foreseen exchanges volume in each account. This would assist the Bank with classifying the records into various rich classifications for movement transaction monitoring the cut cutoff points could be indicated relying on the hazard profile. The profile would should be refreshed from tire to tire. As Money laundering is a procedure basically including a progression of transaction, it has been viewed as fitting to accumulate the profile because of just Savings Bank and Current Accounts instead of Term Deposits. It will not be important to stretch out the technique to resource accounts.

Account Profile

Extra information which is gathered in the AOF such as yearly salary, age, occupation, and so on., if there should be an occurrence of individuals and subtle elements of the sort and degree of the business in the event of current record is utilized to create what is known as a "Record Profile". Such a profile gives us a thought of the sort of wans activities/exercises anticipated that would go through the record, which would in the end enable us to recognize any suspicious sensation not commensurate with the client profile. Even though this data is totally deliberate, I am priceless for observing the exercises in the records, as additionally hazard observation from the Money laundering perspective. The hazard factor would decide the nature and degree of checking required.

Transaction Profile

Just as I try to draw up an account profile, constant monitoring of the accounts helps us draw up a Transaction Profile. This is again done so that we can spot quickly if there is inactivity the account.

- ✚ Does the customer deal in large cash transaction? If so, what is the nature of such transactions?
- ✚ Do we have any other agreement with the client for fund transfers? If so, what

- ✚ Details of loan facilities enjoyed by the customer from the bank
- ✚ Do we have regular contact with the customer? If so, by what means e.g. personal visits, telephone calls, e-mail etc.? Who are the persons generally contacted by is?

Monitoring of Transactions:

The extent of monitoring should depend on the risk sensitivity of the account. A list of clearing credit transactions for Rs. 50,000/- and above in newly opened accounts is being sent by Data center daily. Branches should scrutinize the transactions.

Any transactions exceeding the threshold limit of 10 lacs should be monitored to see if it conforms to the profile. If not, details may be sought to establish the nature of transaction. Apart from such transactions when cross the threshold limit, certain other activities may give rise to suspicion of Money laundering. However, it needs to be ensured that, in our zeal to monitor such activities, genuine and bona fide transactions of customers are not delayed and customers inconvenienced.

Apart from following the procedures relating to remittances as laid down in the FEMA guidelines, the branches while dealing with overseas fund transfer, both Inwards and outwards, will must be vigilant in ascertaining, wherever possible, the purpose of remittances, of the remitter as well as the beneficiaries, and link such remittances to the customer profile on record. It may be necessary to scrutinize e-transaction score closely if the pattern of remittances arouses suspicion. However, care will have to be taken not to delay crediting the proceeds of the remittances solely for lack of the above nature. Here again, the matter should be handled with appropriate tact.

Accounts of Mirrors:

Account opening: -

While opening the account of a Minor, the Bank is guided by the provisions of Section 3 of the Indian Majority Act 1875, which defines, that “A minor is a person below the age of 18 years, unless a guardian is opposed by Court of Law or the property of the minor is under superintendence of Court of Wards, in which case minority extends till the age of 21 years.”

Three types of minor’s accounts can be opened at the branch These accounts and their operative guidelines are as follows:

1) Accounts in the name of the minor alone:

A literate minor above the age of 12 years, who can comprehend the nature of banking wans action sand can sign uniformly, can open and operate such an account.

The maximum balance in such accounts is normally resisted to Rs. 1 lac and exceptions permitted with the approval of the Branch head. Instruments in the Name of the minor only as payee can be credited to such accounts. This precludes the possibility y that in-migrants issued in favor of the father/rot her are collected in accounts.

2) Accounts in the name of Minor alone but operated by the Guardian:

Such accounts opened in the Name of the minor are operated by one of the parents as guardian for and on behalf of the minor, or in case where the natural guardian is not alive or is unable to discharge duties, is operated by a guardian appointed by a Court of Law for Andon the minor’s behalf the exact age of the minor d irrelevant for such an account if he remains a minor. The minor’s signature is not admitted in the account for operation Here again, in-migrants in the name of the minor only as payee can be credited to such accounts. Instruments issued in favor of the father or the mother is not collected for this type of account. There is however no resection as to the deposit/maximum balance in these accounts unlike in the accounts mentioned in above type 1 account.

3) Joint Accounts in the name of the Minor and the Guardian:

Such accounts opened in the joint name of the minor and the guardian are operated with the sutures of either the minor or the guardian with the mandate as either-or survivor, or former or survivor, or jointly by both where the mandate provides for joint operation in these cases, instrument both in the Name of the minor and/or the named guardians as payee can be credited to such accounts. There is no rejection again as to the deposits/maximum balance in these accounts unlike in the accounts mentioned in type 1 account.

In any of the above cases, the birth date of the minor, verified from the original school/ birth certificate, is required to be invariably recorded in the account opening form specimen suture card. This is necessary because when a minor attains majority, the status of the guardian i.e., his authority to for and on behalf of the minor is revoked.

Simultaneous i.e., the minor is required to ratify the act fins taken by the guardian in the past for and on his to bind him on the transactions as he has now become capable of contracting in his own capacity in the eyes of the law.

After minor attains majority, branch should take a balance confirmation letter as well as a new AOF from the former minor and modify their records accordingly.

ATM Card Issued to Minor

AXIS Bank currently issues Trust 24 ATM card to minors, above the age of 12. To increase operational efficiencies, it been decided to issue Debit Card to minors above the age of 12.

Risk Management:

The concurrent/internal auditors specifically check and verify the application of KYC procedures at the branches and comment on the lapses. To assist them in the work, the AIMS (Account irregularity Monitoring System) software has been implemented at the CPU. Which we indicate the up-to date state of KYC compliance in respect of each new account opened. The branches should make adequate efforts to rectify the irregularities pointed out by the CPU auditors as soon as possible.

Monitoring of Compliance of the Account Opening Procedure:

- ❖ Day end checking at branch level
- ❖ Concurrent audit at the CPU
- ❖ System audit at new branches
- ❖ Concurrent audit of bigger branches
- ❖ Verification by controlling officials during visits to branches
- ❖ Periodical inspection of branches by internal/external auditors

Cash Transaction Guidelines:

- ❖ Saving/Current Accounts: There is no resetting for the amount. If the total amount deposited by way of cash in an account in a day is Rs 50,000/- and above, PAN of the account holder should be obtained if not taken on record at the time of opening the account. In case, the account holder does not have the PAN, then Form 60/61 should be obtained on the day of such deposit.
- ❖ Time Deposits: as per the IT rules, cash remittances exceeding Rs. 50,000/- requires the account holder's PAN or form 60/61. As per AXIS's internal rules for opening a Fixed Deposit account for amounts exceeding Rs 50,000/- requires the account holder's PAN or form 60/61. Cash payment should not be made by a bank to any person whose total holdings of the Time Deposits are Rs 20,000/- or more as per IT Act.

- ❖ **Demand Draft:** In AXIS bank for an amount exceeding Rs. 20,000/-, the remitter to be identified. All drafts/pay orders of Rs 20,000/- and above should be issued as crossed only.

Payment and Settlement System:

The banking sector has been witnessing a remarkable transformation over the last eight-nine years. Technology adoption has changed the way one does the banking transactions these days, with ATMs and credit cards, ECS, RTGS, NEFT facility acting anytime, anywhere, banking. This system works as follows:

The Medium: Indian Financial Network (INFINET) is the communication backbone for the Indian Banking and Financial Sector. All the banks are eligible to become members of the INFINET. It is a Closed User Group (CUG) Network for the exclusive use of member banks and financial institutions.

The Carrier: The Secured Financial Messaging System (SFMS) is built on the lines of SWIFT but has many more facilities to offer. The major advantage of SFMS is that it can be used practically for all purposes of secure communication within the bank and between banks. The in-house part of SFMS, which is most important, can be used by the banks to take full advantage of the secure messaging facility it provides.

The Identifier: Indian Financial System Code (IFSC) is an alpha number i.e. code designed to uniquely identify the bank-branches in India. This is 11-digit code with first 4 characters representing the bank's code, the next character reserved as control character. (Presently 0 appears in the fifth position) and remaining 6 characters to identify the branch.

The Mode of Transfer:

A. Electronic Clears Services:

It is a mode of electronic funds transfer from one bank account to another bank account using the services of Clearing House. This is normally for bulk transfers from one account to many accounts or vice-versa. This can be used not only for making payments like distribution of dividend, interest, salary, pension, etc. by institutions or for collection of amounts for purposes such as payments to utility corporations like telephone, electricity, or charges such as house tax, water tax, etc. or for loan instalments of banks or regular investments of a person. There are two types of ECS: 1) ECS-Credit- is used for affording credit to a large number of beneficiary debitors by raising a single debit to an account such as dividend, interest or salary payment. 2) ECS-Debit - is used for routing debits to a number of accounts of contributors/account holders for crediting an instrument.

B. Real Time Gross Settlement (RTGS):

It is a system through which electronic instrument can be given by banks to transfer funds from their account to the account of another bank. The RTGS system is run and operated by the RBI and provides a means of efficient and faster transfer among banks facilitating the financial operations. As the name suggests, fund transfer between banks takes place on a 'real time' basis. Therefore, money can reach the beneficiary instantaneously and the beneficiary's responsibility to credit the beneficiary's account within two hours. The minimum amount to be remitted through RTGS is Rs. 2 Lakh. There is no upper ceiling for transfers. The beneficiary banks to credit the beneficiary's account within two hours of receiving the transfer message.

C. National Electronic Funds Transfer (NEFT):

It is a nationwide fund transfer system to facilitate transfer of funds from any bank branch to any other bank branch. There is no minimum or maximum amount that can be remitted under NEFT.

24*7 Banking:

Internet Banking: using the internet, one can look-up the status of account, soubrette queries and undertake a wide range of transactions. In addition to the facility of balance enquiry, statement of account, request for issue of cheque hook, view personal account information, details of holding and statement of accounts, etc. Customer be able to wans act on the account through the Fund Transfer Facile y from the connect account.

AXIS Mobile: AXIS mobile gives a cue anywhere, anytime banking experience. Balance injury, mini statement, cheque hook request, connect pin regeneration request, Fund transfers to AXIS account or other bank account (NEFT/RTGS), ball payments.

Interbank Mobile Payment Service: An instant interbank electronic find waster service through mobile phones. It enables one to send Money to another bank account using nubile number. The beneficiary doesn't need to disclose his or her account and other financial critical details to the sender.

SMS Banking: A watch on account with a round-the-clock SMS Banking service. Every debit or credit, above the threshold amount, in the account is intimated by an SMS as soon as for the was action of Rs 5,000/- or crore. It hers the customer to detect any unauthorized access to the account.

Secure Banking:

AXIS bank always endeavored to provide the best of banking services to the customers. Its latest initiative fi NETSECURE, which is a Two Factor Authenticate in system to provide added security to the online banking wans action sand this rake finds transfers safe and secure.

NETSECURE is a secured system wherein two different parameter, I) login ID and password, x) a single usage password that one generates fe., OTP: One Tire Password, are used together to verify your identity on the internet. It ensures high end security for the online

For online fund wasters AXIS has three types of NETSECURE:

- i. **NETSECURE with SMS:**
- ii. **ETSECURE with Web Pin:**
- iii. **NETSECURE 1-touch:**

SWOT ANALYSIS

Strength

- Axis bank has been given the rating as one of best three positions as far as speediest development in private division bank.
- The bank has its presence in 1139 cities and towns
- The banks financial positions grow at a rate of 20% every year which a is, major positive sign for any bank

Weakness

- Lesser no. of branches compared to its competitors
- Image of the bank still under the shadow of the UTI debacle

Opportunity

- Expansion in rural areas
- Going to foreign markets and exploring the new economies

Threats

- New banking licenses issued by the Reserve Bank of India
- Foreign banks
- Competitors

OBJECTIVES

- Consumer mindfulness about the items and administrations gave by the axis bank.
- Consumer inclination about different items and administrations.
- Customer satisfaction with the service provided by the bank.
- To gain the knowledge of products & services of axis bank and to compare it with other banks.
- Recommendation to increase customer satisfaction level.

LITERATURE REVIEW

1.

Uppal R K and Poonam Rani (2012), in their study titled Customer Perception towards Better Banking Services in India- An Empirical Study, analyzed customer perception about CRM, reliability, accuracy, security and transparency among the customers of public sector banks, Indian private sector banks and foreign banks in Amritsar, Punjab. They have found that most of the customers are satisfied with banking services and that customer satisfaction can be improved by ensuring more speed in rendering transactions and giving prompt services.

2.

D Mishra (1997) makes a study on the performance of commercial banks in India choosing relevant parameters like quality of service, risk management, profitability etc. His conclusion is that the banks should try to increase quality, balance risk management, and optimize profitability to survive and succeed. He identifies four challenges for the bank namely competition, credit, customer and control.

3.

Gaganjot Singh (1998) in his study “New innovations in banking industry – a study of new private sector banks” views that the new private sector banks in India are using better technology and are offering better services to the customers. The new private banks have emerged as a model to the banking industry in terms of service levels, ambience, technology etc. As the public-sector banks have already established a huge customer base, they become complacent and are slow to become customer friendly. They are also less innovative in the use of technology-assisted customer service. Because of their huge customer base, they feel that they can withstand competitions from new generation banks.

4.

Parimal Vyas (2000) studied customers' satisfaction from the services provided by different banks and analyzed the response of customers towards the actual time taken by banks to complete the banking transactions. The findings of the study revealed that nationalized banks and co-operative banks need to improve on reducing the time taken to complete banking transactions. Comparatively the private and foreign banks take much less time for completing their transactions. The study suggested that the nationalized commercial banks and co-operative banks must increase the use of information technology and customer relationship management to deliver standardized services to their target customers.

5.

Mosad Zineldin (2005) in his study "Quality and Customer Relationship Management as Competitive Strategy in the Swedish Banking Industry" stated that a bank had to create customer relationships that deliver value beyond that provided by the core product. This involved added tangible and intangible elements to the core products, thus creating and enhancing the "product surrounding." One necessary condition for the realization of quality was the creation of value-added services, quality measurement and control. Thus, it was an important function to ensure the fulfillment of given customer requirements. The key ways for building a strong competitive position were value-added services and differentiation.

RESEARCH METHODOLOGY

- **TYPE: -DESCRIPTIVE**
- **Follow questionnaire method**

SAMPLE SIZE AND METHOD OF SELECTING SAMPLE

- I chose a sample size of 100 respondents consisting of based on judgment sampling
- All respondents were the customers of Axis Bank. The method was simple random sampling

DATA SOURCE

- For this project both primary and secondary data were valuable sources of information

Primary data: - such data collected first hand, either by the researcher or by someone else, especially for the study is known as primary data.

Secondary data: - any data, which have been gathered earlier for some other purpose, are secondary data in the hand of researcher.

SCOPE OF STUDY

- The store blend of an association particularly the sparing records are the foundation of each bank as a customary man is most disposed to put resources into it because of its comfort and simple accessibility.
- This venture manages the different client concerns with respect to these and attempts to propose suitable recommending considering conclusions.

**QUESTIONNAIRE LEADING TO COMPARATIVE
ANALYSIS OF PRODUCTS & SERVICES OF AXIS BANK
WITH ITS COMPETITORS**

Dear respondent,

I am student of MBA studying at atmiya college, Rajkot. The aim of this questionnaire is to survey comparative analysis of products and services of axis bank with its competitors. I assure you the information given by you will be kept quite confidential and it will not be misuse. It will be used for study purpose only. You are requested to fill questionnaire.

Thank you.

Yours faithful

DHARMADEEPSINH GOHIL

1. Name: _____
2. Age: _____
3. Address: _____
4. Occupation: _____

5. What kind of account do you have in axis bank?
 - a) Saving account
 - b) Fixed deposits
 - c) Current account
 - d) Others

6. How you find the salary/saving accounts of axis bank?
- a) Very good
 - b) Good
 - c) Excellent
 - d) Satisfactory
7. Do you have any other products of axis bank other than salary/saving account?
- a) Yes
 - b) No
8. Which channel you use to excess your account?
- a) Direct branch
 - b) Mobile banking
 - c) Net banking
 - d) Phone banking
9. Which bank has ease of access (branch and ATM)?
- a) Axis bank
 - b) HDFC bank
 - c) ICICI bank
10. Which bank offers you flexibility in its products?
- a) Axis bank
 - b) HDFC bank
 - c) ICICI bank

11. Which bank is better in providing services regarding transition?

- a) Axis bank
- b) HDFC bank
- c) ICICI bank

12. Which is the area of improvement of axis bank?

- a) Product
- b) Services
- c) Technology
- d) Update

13. In cooperation to another bank how would you rate axis bank?

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Can't say

14. What features/attributes, while opening an account do you expect from a bank?

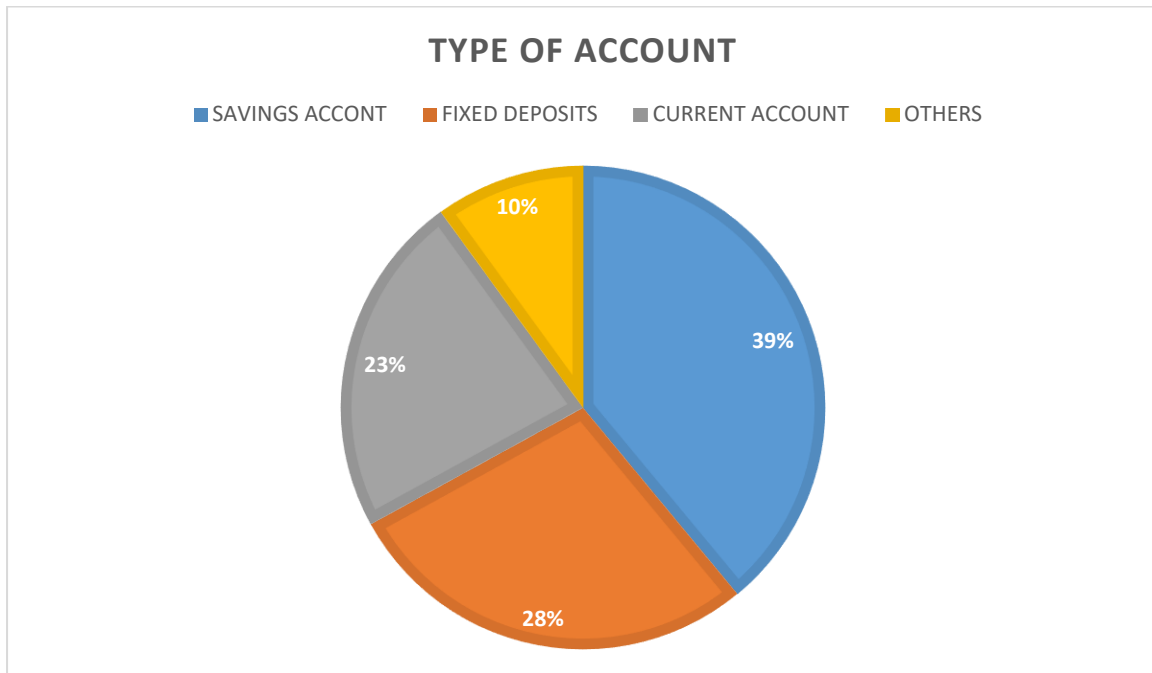
- a) Quick services
- b) Proper information
- c) Working hours
- d) Less formalities
- e) Variety of product

15. Your opinion regarding bank service provided by axis bank.

- a) Highly satisfied
- b) Satisfied
- c) Moderate
- d) Dissatisfied
- e) Highly dissatisfied

SURVEY

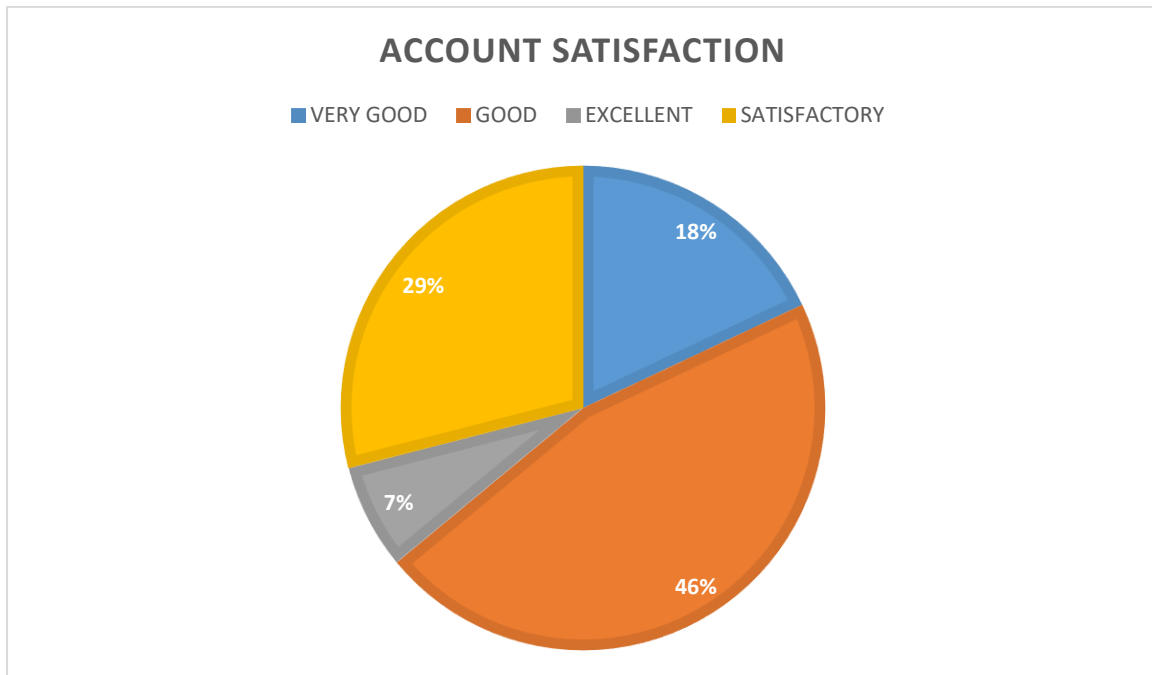
WHAT KIND OF ACCOUNT DO YOU HAVE IN AXIS BANK?



Interpretation: -

from the above graph we can see that majority (39%) people have saving account in axis bank. While, 23% have current account and FD & other accounts are respectively 28% and 10%. Thus, we can say that most of customers are preferring saving account in AXIS bank.

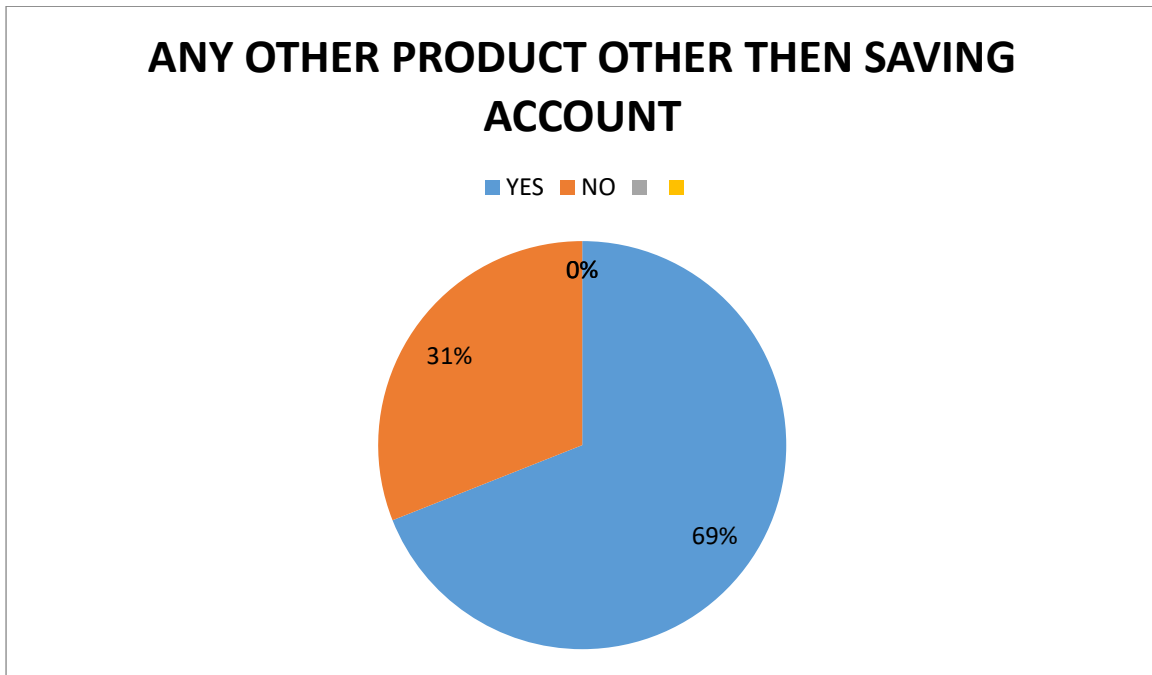
HOW YOU FIND THE SALARY/SAVING ACCOUNTS OF AXIS BANK?



Interpretation: -

In above chart we can see review of customers on their saving or salary account in axis bank majority of customer gives “good” criteria less give “very good”.it shows service quality of axis bank to its customers.

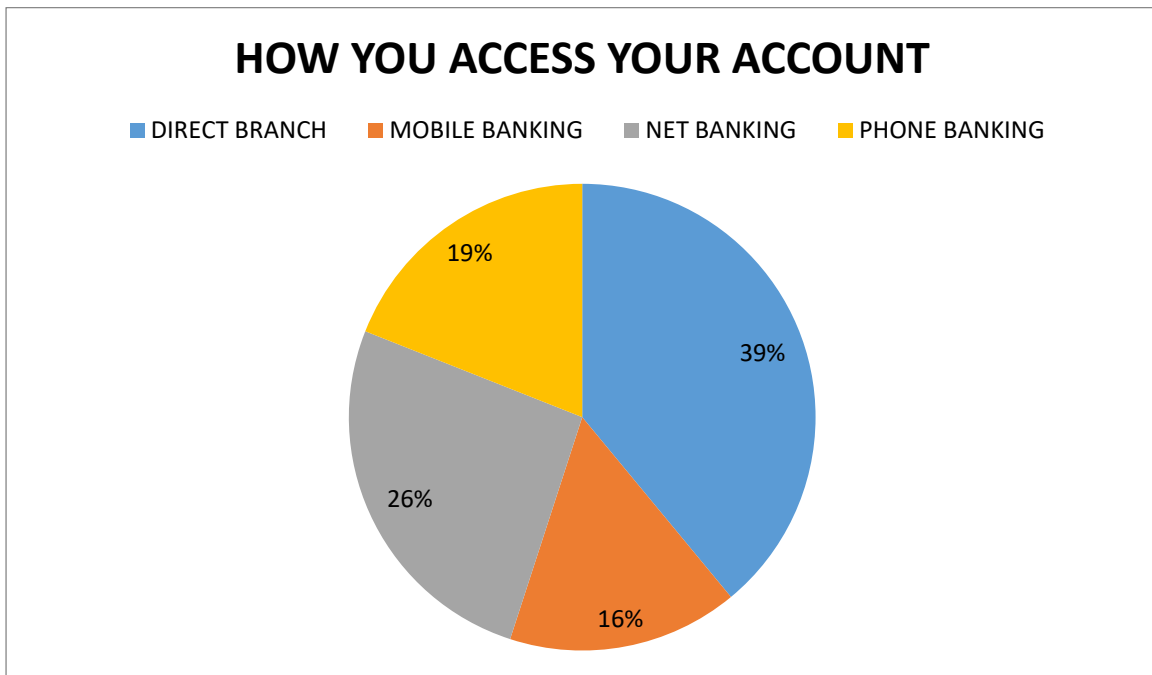
DO YOU HAVE ANY OTHER PRODUCT OF AXIS BANK OTHER THAN SALARY/SAVING ACCOUNT?



Interpretation: -

From the above information we can interpret that many customers have other products other than saving/salary account such like, locker, investment, OD, CC, loan, credit card, etc.

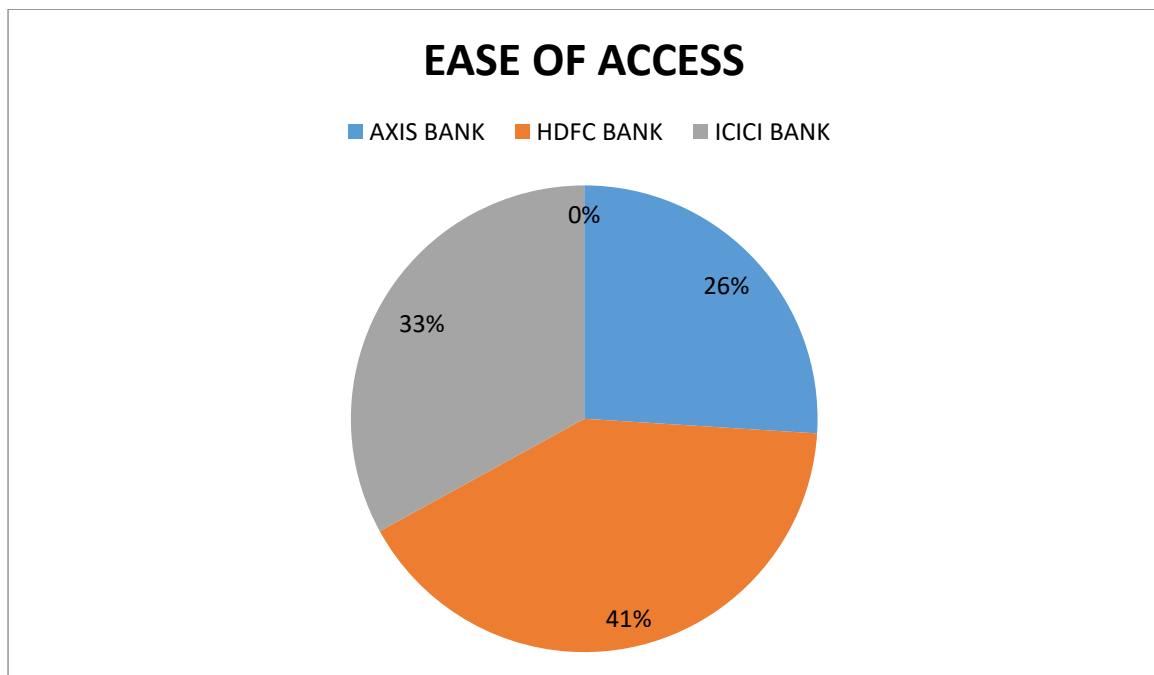
WHICH CHANNEL YOU USE TO ACCESS YOUR ACCOUNTS?



Interpretation: -

Above chart shows the current trend of using channel for accessing accounts. According to above information majority customers are accessing their accounts through walk-in to branch less no. of customers are using other channel like, mobile banking, net banking, phone banking. Which describes unawareness about technologies in banking services.

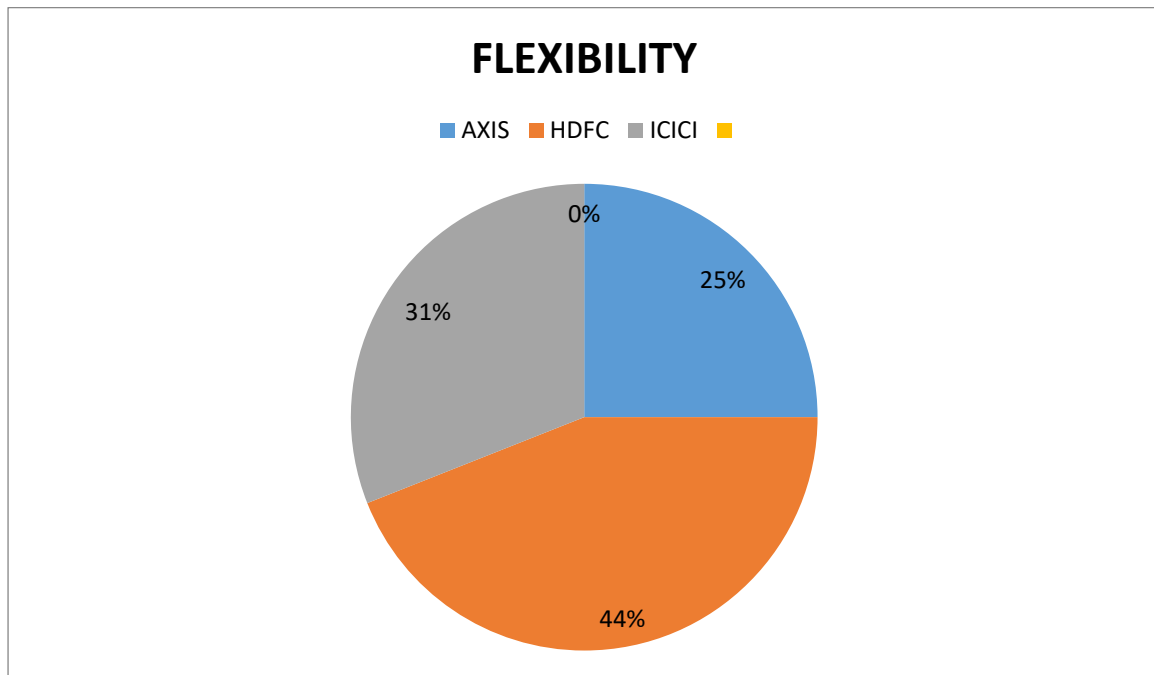
WHICH BANK HAS EASE OF ACCESS (BRANCH &ATM)?



Interpretation: -

Above information is regarding review of customers on ease of access. The first number on ease of access is HDFC and the second one is ICICI and the last is axis bank.

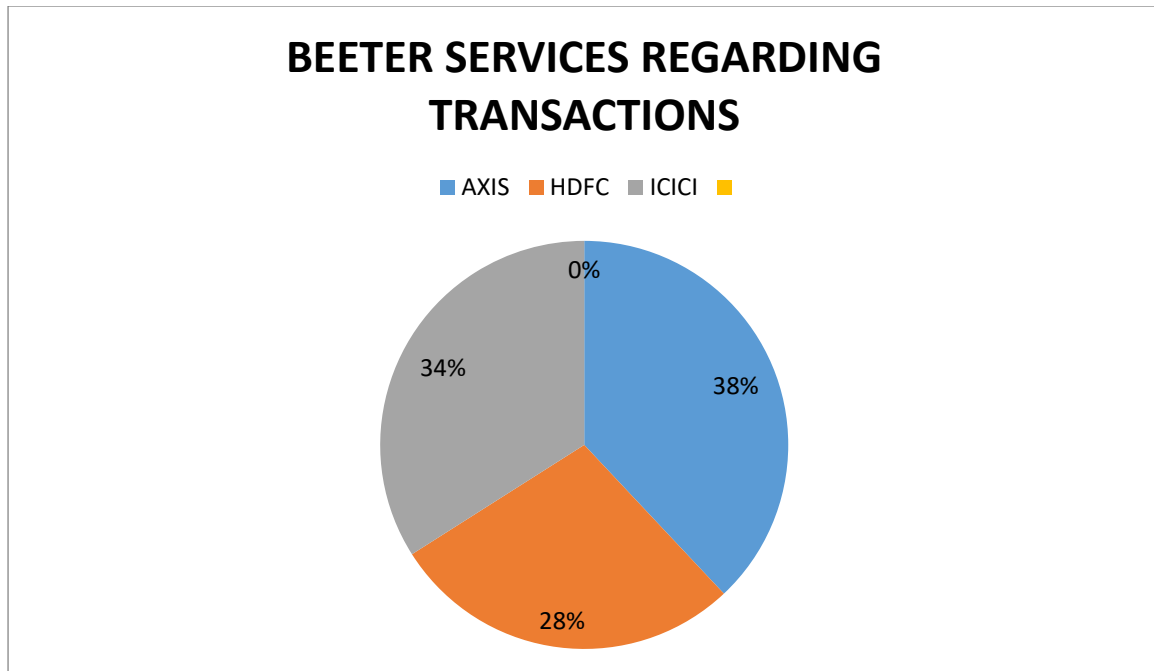
WHICH BANK OFFERS YOU THE FLEXIBILITY IN ITS PRODUCTS?



Interpretation: -

This chart shows the flexibility of bank in it's products. In this criteria HDFC is also better and the ICICI is second and last is AXIS.

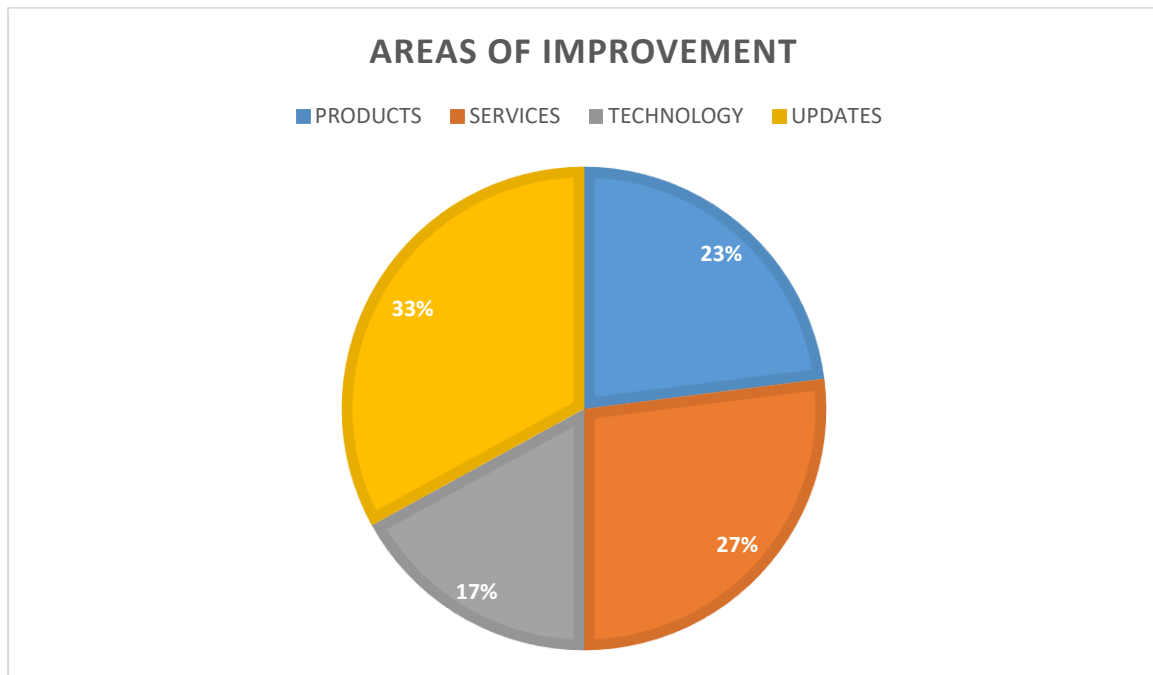
WHICH BANK IS BETTER IN PROVIDING SERVICES REGARDING TRANSACTIONS?



Interpretation: -

This chart is better to understand regular transaction services of competitor's bank. Axis bank is giving better service regarding transactions as compare to HDFC and ICICI.

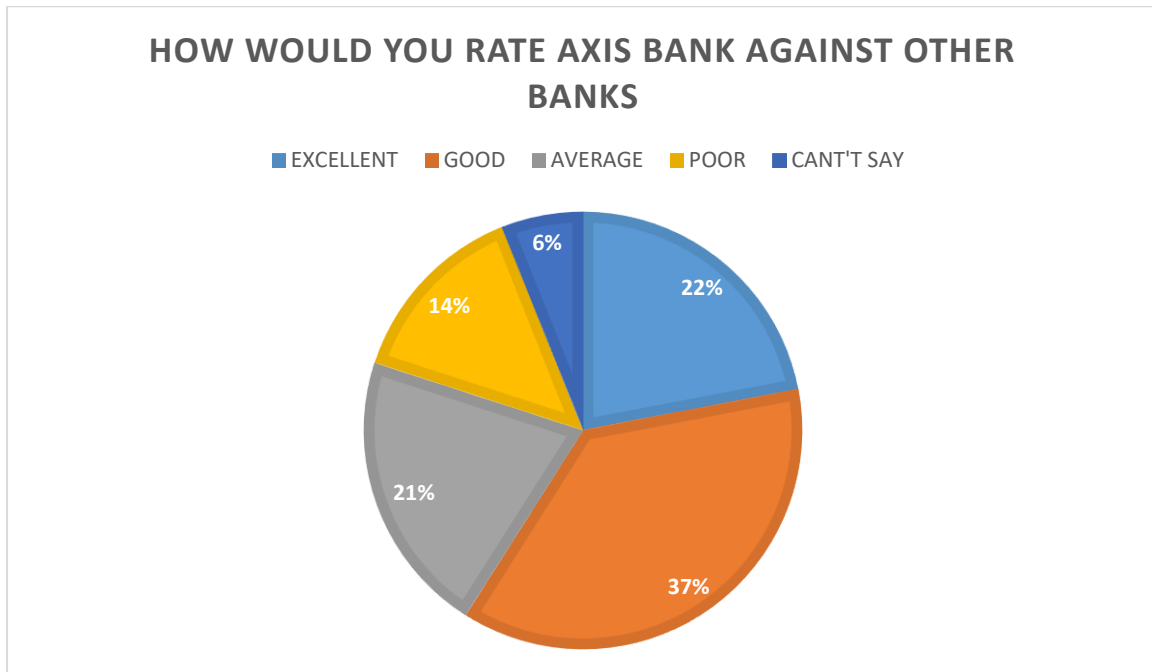
WHICH IS THE AREA OF IMPROVEMENT FOR AXIS BANK?



Interpretation: -

This is also important review of axis's customer for improving their area of banking. From the above chart we can see that axis bank should improve technologies for using banking operations and products also.

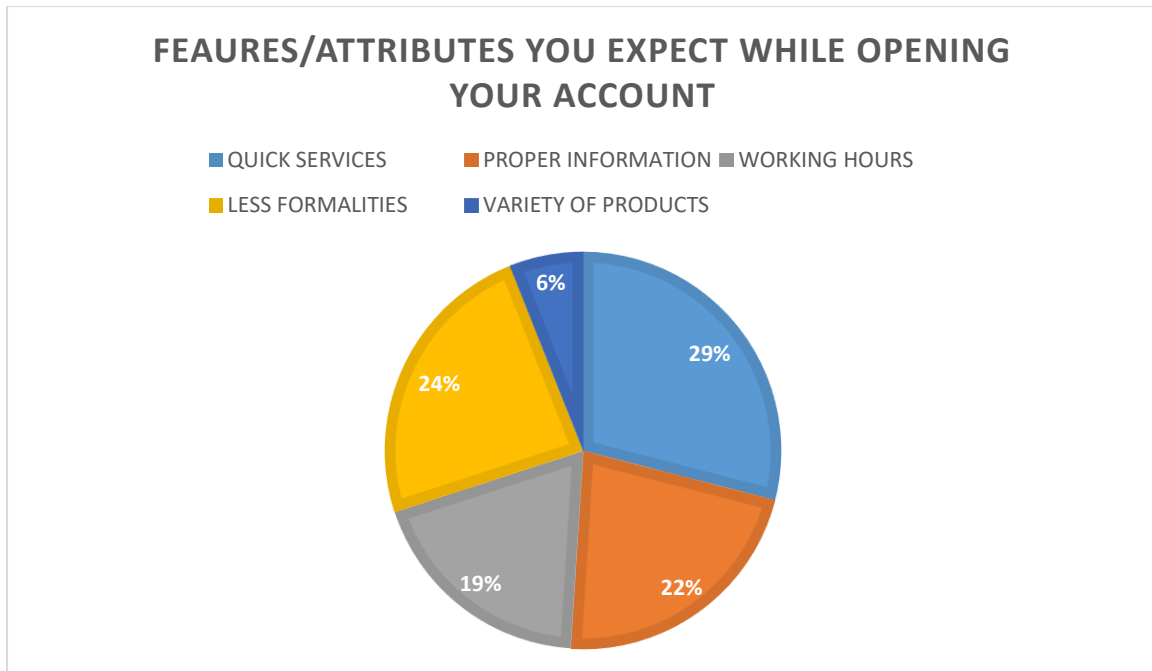
IN COMPARISON TO ANOTHER BANK HOW WOULD YOU RATE AXIS BANK?



Interpretation: -

This is also important which shows customer's rating for axis bank comparing with another bank. Majority customers rated the axis bank in "good" criteria and less in "poor". Which shows that axis bank is giving proper products & services to customers.

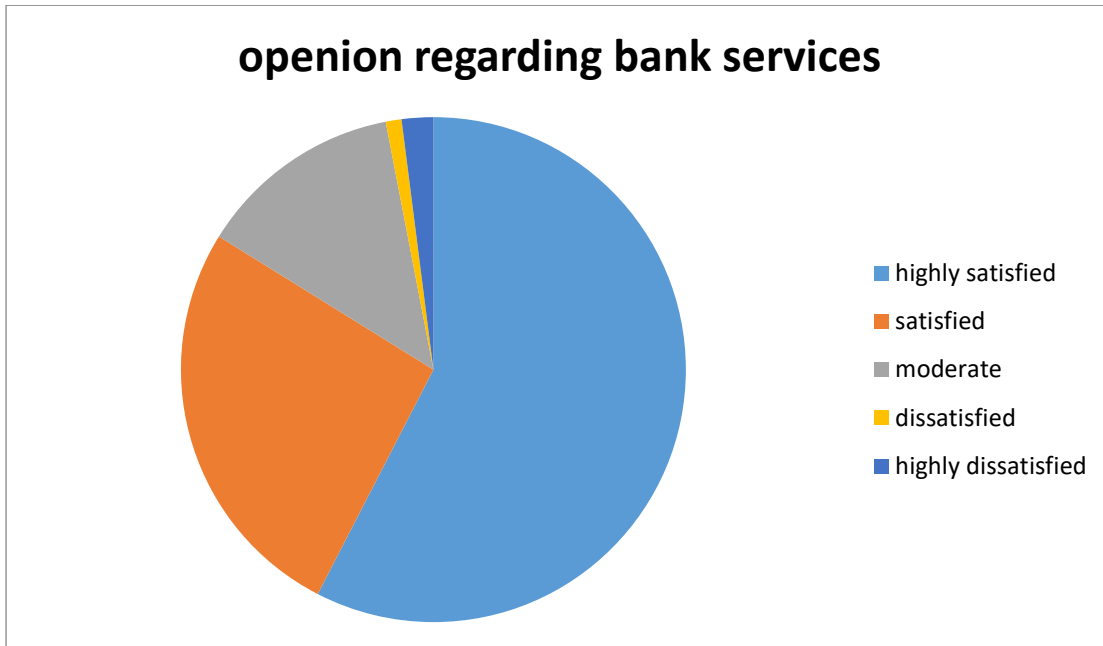
WHAT FEATURES/ATTRIBUTES, WHILE OPENING AN ACCOUNT DO YOU EXPECT FROM A BANK?



Interpretation: -

This chart is also showing customer's expectations from axis bank while opening account. 24% respondents said that they expect less formalities while opening account. While 22% respondents said that they expect proper information, other respondent expect quick access, variety of products and working hours of banking.

YOUR OPENION REGARDING BANK SERVICES PROVIDED BY AXIS BANK



<u>Opinion</u>	<u>No. of respondent</u>
Highly satisfied	57
Satisfied	26
Moderate	13
Dissatisfied	1
Highly dissatisfied	4

Hypothesis testing

Step - 1

Ho: Opinion regarding bank services of axis bank is uniformed

H1: Opinion regarding bank services of axis bank in not uniformed

Step – 2 Alpha is 0.05

Step – 3 Degree of freedom (Df)

Df = n-1

= 5-1

Df = 4

Step – 4 Calculation of χ^2 (chi-square) = $(O_f - F_e)^2 / F_e$

Fo	Fe	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
57	25	32	1024	40.96
26	25	1	1	0.04
13	25	-12	144	5.76
4	25	-21	441	17.64
				64.4

When the frequency of observed data is less than 10

Therefore the 4th and 5th class is merged.

Step – 5 Table values = 9.4877

Step – 6

Interpretation

As the table value is 9.4877 is less than calculated value 64.4

So, the Ho hypothesis is rejected

Alternate is accepted.

FINDINGS

- The bank has good relationship with its customers. The customers are satisfied with the relationship manager service provided by Axis Bank.

- The bank and its customers have a long-term relationship. Axis Bank has the tendency to retain its customers at any cost. They believe that the old customer is more profitable instead of a new one that's why they try to maintain good and long-term relations to their customers.

- Less no. of customer uses mobile banking or net banking.

- The accounts of these three banks don't have much difference in terms of features but when it comes to number of branches and ATM's HDFC Bank is ahead of the Axis Bank.

- The customers of Axis Bank are satisfied with their savings and salary accounts.

RECOMMENDATION & SUGGESTIONS

AXIS Bank was one of the first private banks to launch operations in the country in 1994, after the Government of India passed a resolution in favor of privatization. An IT savvy bank, AXIS Bank is a pioneer in adopting modern technologies in the banking sector. It has a very large network of branch offices and extension counters across the country

- AXIS Bank needs to promote and encourage people to use internet banking

- In terms of ease of access AXIS Bank needs to increase the number of ATM's

- The Bank should be more flexible to compete with its competitors like HDFC, ICICI.

- Mostly benefit class people lean toward the Axis bank in the correlation of business and under studies and different class people along these lines it needs to advance its item and administrations that are offered predominantly for the business class individuals and under studies. Since these two class frames significant clients of the keeping money administrations.

CONCLUSION

- Much is changing in the banking landscape — with regulation, technology, demographics, customer expectations, greater competition and issues with banks' own legacy business and operating knees. The challenges are clear, even if the karate endgame is not.

- The contemplate primarily was on the client introduction that how they think, what they need from their banks and how they take choice heading off to any bank.

- In this examination I found that the obligation of Axis Bank with its clients is great, since Axis Bank essentially centers around holding their clients.

- This consider finds that anyway Axis Bank isn't the main restricted area bank, however its huge scope of items and accessibility of choices improve it one of the banks in India.

- The bank should give careful consideration on giving updates and should expand the level of administration giving because the contenders of Axis are better around there.

- The bank should attempt to expand the utilization of innovation like versatile and net managing an account among its clients.

LIMITATIONS OF STUDY

- The consider depended on an exceptionally unobtrusive example measure thus can't be called as a portrayal of the perspectives and conclusion of the larger part.
- In quickly evolving industry, examination on multi day or in one fragment can change rapidly. The natural changes are essential to be considered to absorb the discoveries.
- To convince the people for a proper interviewing process is also difficult.
- Compilation of data on competitor's analysis was difficult due to non-availability of correct information.

List of Abbreviation

Acronym	Full forums
QIPs	qualified institutional placement
AMB	Average monthly balance
TCDC	Travel currency cards
FFMC	Full-fledged moneychangers
NAV	Net asset value
AMC	Asset management companies
NSDL	National securities depository limited
AOF	Account opening form
PMSBY	Pradhan mantri suraksha bima yojna
PMJJBY	Pradhan mantri Jeevan jyoti bima yojna
APY	Atal pension yojna
NSSO	National sample survey organization
GOL	Government of India
NPS	National pension scheme
PFRDA	Pension fund regulatory and development authority
PRAN	Permanent retirement account number
CRA	Central record keeping agency

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