

# Review of India's Retail Banking Industry

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**Abstract:** *The financial activity of banking is crucial to the economy as a whole as well as to the individual. The face of banking services is evolving and becoming more appealing as the economy as a whole does as well. To entice more clients, a number of innovative features have been added to banking services. Retail banking has long been a crucial component of banking operations all throughout the world, but it has only recently acquired major traction. Despite the fact that credit cards and other retail financial goods first became available on a global scale in the 1980s, India's financial revolution didn't start until 1995, when foreign banks and new-generation private banks took the lead. The theoretical features of retail banking, such as its problems and difficulties, current trends in retail banking, its potential future expansion in India, and its difficulties, have been attempted to be covered in this essay.*

**Keywords:** difficulties, retail banking, strategies, and portfolio of banking

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