

Determine Importance of Retail Banking India

Pradeep R Mali

Shri G.P.M. Degree College of Science and Commerce, Andheri, Mumbai, Maharashtra

Abstract: Retail banking is, however, quite broad in nature- it refers to the coping with business banks with individual customers, each on liabilities and assets sides of the record. Stable (Fixed) current savings accounts on the liabilities side; and advances, loans (e.g. personal, housing, auto, and educational) on the quality aspect, are the more important of the products offered by banks. retail banking refers to provision of banking services to people and small business wherever the money establishments are coping with sizable amount of low worth transactions. This is in contrast to wholesale banking where the customers are large, Aboard companies, government enterprise, and the financial institutions deal in small numbers of high value transactions. retail banking includes a comprehensive vary of economic productive. deposit, products, loan products, consumer durable loans, loans against equity shares, loans for subscribing to Initial Public Offers (IPOs) mutual Funds, bill payment services, investment advisory services, credit or debit cards and other cards. These products provide an opportunity for the banks to diversify the asset portfolio with high profitability and relatively low NPAs. The categorization of retail banking services is shown intable-1. Nowadays, the many proactive banks have entered the retail banking segment and have identified it as a principal growth driver. They are slowly gaining market share within the retail house.

Keywords: Retail banking