

The Impact of Fintech Innovation on Traditional Banking: A Case Study of HDFC Bank

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Abstract: *This paper explores the transformative effects of fintech innovation on traditional banking practices, with a specific focus on HDFC Bank. As financial technology continues to evolve, its integration into banking services is reshaping customer experiences and operational efficiencies. This study examines key fintech innovations such as digital wallets, blocks chain technology, and AI-driven financial services, and analyzes their impact on HDFC Bank's operations, customer engagement, and competitive positioning. Through a combination of quantitative data and qualitative insights, the paper aims to provide a comprehensive overview of how fintech advancements are challenging traditional banking models, offering new opportunities for growth, and driving industry-wide changes. The findings highlight the strategic adjustments HDFC Bank has made in response to these innovations and offer recommendations for other financial institutions navigating the evolving fintech landscape.*

Keywords: Fintech Innovation, Traditional Banking, Digital Wallets, Block chain Technology, Customer Experience, Financial Technology