

The Impact of Increasing Investments in the Stock Market by Indian Citizens on Commercial Banks

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Abstract: *This study examines the implications of the growing trend of stock market investments among Indian citizens on the operations and profitability of commercial banks. As more individuals allocate a portion of their savings to equities, it creates a ripple effect through the financial system. The research explores the positive impacts, such as increased deposits, enhanced loan demand, and new revenue streams from investment banking services. However, it also addresses potential risks, including market volatility, credit risk, and regulatory challenges. The study concludes by highlighting the importance of effective risk management, product innovation, customer education, and regulatory compliance for banks to navigate this evolving landscape and maximize the benefits of the growing stock market.*

Keywords: growing trend of stock market.