

Status of E-Banking I India: Challenges and Opportunities

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Abstract: *Online banking referred to as internet banking, virtual banking, and simply banking allows Customers of banks or other financial institutions to perform various financial transaction via the institution websites or mobile apps. This digital transformation has enabled customers to access traditional banking services online through net banking. This encompasses ATMs, credit cards, and debit cards via mobile banking. Electronic banking is both safe and secure, offering a higher quality of banking operations compared to traditional methods. In India e-banking is still in the early stages of its growth and development. The competition landscape in banking has transformed the sector. This study aims to highlight the concept of e-banking. the research method involve is this study is secondary data sources from various databases of books, research papers, and related articles on e-banking available on the internet. The current research aims outline the existing state of e-banking in India while exploring the challenges and opportunities it presents. Through e-banking, the banking industry is enhancing customer satisfaction and loyalty. Financial institutions should ensure they offer convenience to their clients by providing services access multiple distribution channels making online services more accessible for customers.*

Keywords: Online banking, websites or mobile, Electronic banking, Financial institutions, online services.

