



“A STUDY ON BANKING SERVICES & INVESTMENT PRODUCTS OF HDFC BANK”

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Abstract

The study's focus was on HDFC, one of India's most prestigious financial institutions, and its wide range of banking and investment services. HDFC offers a full range of banking services, including checking and savings accounts, mortgages, and credit cards, as evidenced by the company's website and other available resources.

Bank accounts, loans, and credit/debit cards that can be used online. Mutual funds, stocks, bonds, insurance, and retirement and savings plans are all available through the company. The purpose of this research is twofold: first, to learn more about HDFC BANK's investment products and banking services; and second, to evaluate how well those products and

services are known to and received by HDFC's clientele. Data from 218 HDFC BANK clients was used in the study. However, the study also found that customers are not fully aware of HDFC BANK's offerings, despite their satisfaction with the bank in terms of trust and security, innovation, quality of service, etc. Findings suggest HDFC should increase its efforts to inform customers in rural areas and offer them individualised solutions.

Introduction

When the Reserve Bank of India (RBI) began granting 'in principle' approval for private banks in India in 1994, Housing Development Finance Corporation Limited (HDFC) was one of the first to do so. The "HDFC Bank Limited" was established

in the city of Mumbai, India, in the month of August 1994. In January 1995, HDFC Bank opened for business as a Scheduled Commercial Bank.

The HDFC Bank is the best private commercial bank in India. We now have over 650 branches in over 300 different cities across India to provide you with the best banking service possible. It's an old adage that the customer is king, but HDFC Bank still lives by it. We strive to make your life easier by tailoring the highest quality products to your exact specifications. That's why we work hard to bring you cutting-edge tools that simplify doing business with us and world-class goods at reasonable prices.

CURRENT ACCOUNT

HDFC Bank understands that there are costs associated with running a business. In addition, your business needs effective and timely management because its requirements are always evolving. We enter the picture at this point. We aim to make it as easy as possible for you to move money in and out of your account by giving you a number of different Current Account options.

You can use your HDFC Bank Current Account at any of HDFC Bank's branches. You can access your accounts from any of our 537 branches in one of our 221 convenient locations. All of your banking needs can be met without ever leaving your desk, thanks to our Direct Banking Channels.

We want to help your company succeed, so we offer a checking account with all the tools you'll need to stay ahead of the curve.

Features and Benefits

Ability to Write a Check that Meets Standards. We offer free monthly money transfers of up to 100Lakhs between cities on our network.

Free Pay Order /Demand Draughts Payable at an HDFC Bank location (limits should be confirmed with the branch).

Cost-free 24/7 Access to Online Banking

Checks written on accounts at HDFC Bank are eligible for free out-of-town cheque collection.

There will be a huge discount on bank charges.

IMPORTANCE OF THE STUDY

There are too many issues that arise in the real world for business management courses to cover them all. Concern-based management issues cannot be resolved quickly or easily. As such, M.B.A. candidates are obligated to spend eight weeks each summer interning at a thriving business or organisation. Training's ultimate goal is to foster sound judgement. Making the right call at the right time is an advantage for any problem that keeps cropping up.

SCOPE OF THE STUDY

It is common knowledge that engaging in academic inquiry encourages the growth of scientific and inductive reasoning, as well as the formation of coherent mental structures.

Recent decades have seen a dramatic rise in the importance of studies in a number of subfields of applied economics, whether they are focused on specific industries or on the economy as a whole. A research project is an approach to finding the best answer to a specific subset of a more general problem. It's a common tool for future prediction.

Research is an essential part of management in the business world.

LITERATURE REVIEW

This initiative is carried out by means of an institute and industry survey titled "Banking Services and Investment Products."

In order to prepare for this endeavour, we visited a number of HDFC institutional organisations. We collected data on HDFC Bank consumers who utilised the bank's numerous services. We utilised HDFC Bank and other departmental documents to compile information about HDFC Bank's services.

We've also used online materials. Our instructor, Mr. P.K. Mitra, is also consulted. We visited numerous government and business offices to observe the following:

Whether or not our product is offered by the institution, enterprise, or organisation in question. We determined which company's product was available if none was available. What are the strengths of HDFC Bank's vast array of services? Does this company provide so many unique financial service brands? We evaluate the customer's response to the organization's services using a questionnaire. We investigate the various possibilities. Options for investments available to the public... How does the general public perceive financial services? Eventually, it is possible to construct a practical and meaningful project report.

The Research Objective

My project's objective is to identify and segment HDFC Bank Ltd's target market. During the course of the assignment, I gained an in-depth understanding of all HDFC Bank products, including Savings Accounts, Fixed Deposits, Personal Loans, Car Loans, Mutual Funds, and Insurance Products, etc. I set out to do market segmentation on everything that was relevant to that market. To assess the customer's familiarity with HDFC products. Find out what factors influence people to buy HDFC products.

Find out where people like to shop for HDFC items.
Find out which bank the customer prefers.

Explore the thinking behind the decision to purchase HDFC products. My objective was to

segment the numerous HDFC markets in accordance with their respective needs.

CONCLUSION

My understanding of marketing strategies has expanded, which will serve me well in the future. I gained experience from various types of customers. However, after learning about the products as well as the consumers, I can say that despite the aforementioned limitations, I anticipate that this project study and its analysis will accurately and completely represent the Bank. I expect that after the study and with the aid of the recommendations and suggestions, this project will not only emphasise the bank's shortcomings but also assist it in satisfying its consumers. I am hopeful that this project will be completed to my and my institution's satisfaction.

Less Investment, Less Lock-In Period and High Returns

Each company will offer superior investment plans and services due to the intense competition. People have numerous options from which to select. Foreign banks such as HSBC and ABILLION Ambro will offer their managerial, financial, and technical expertise to the market, resulting in improved services.

Consequently, I am conducting internal marketing research on behalf of my employer with this endeavour. In this procedure, I inquire about the

product offered by the bank. I approach customers in two HDFC Bank branches.

RECOMMENDATIONS AND SUGGESTION

As it is, clear from the study that the customers exist in the market but due to verity of products, they got confused.

If the bank wants to grow it, should provide high returns at less investment and also sustain its existing customer.

There should be very effective customer department, so that problem of existing customer can be sorted out, as the customers are only one to spread the mouth of good.

There is significantly high level of ignorance among the customer about many parameters on which the comparative study has been done between the two banks.

There is need on the part of the bank to make people aware about the banking system and its various unique features. There is urgent need on the part of the bank to improve the services of network , especially its coverage because many customers have

ranked other bank poorly on there parameters.

Even existing subscriber (most of them) don't know how many varied function they can perform with the bank. Most of them do banking just for there day to day transaction.

REFERENCES

I collected the matter on the basis information & data analysis, these informations are collected from many sources & found these information from business magazine, news paper & other sources.

Beside of all we got help from website & mentor.

These are-

www.hdfc.com

- 1- Suggestions of P.K Mitra sir & Ankur Sir
- 2- Bank's documents