



THE INVESTMENT PATTERN AND BANKING NEEDS OF THE HOUSING SOCIETIES

AKASH KUMAR 21GSOB2010123

UNDER THE GUIDANCE OF
PROF. ANAM KHAN
 SOB, GALGOTIAS UNIVERSITY

ABSTRACT

In the realm of communal dwellings, I was assigned a really offbeat topic. I assisted in the marketing of a special form of bank savings account in addition to working on the project itself. I tried to sell this product several times but was unsuccessful despite its high quality and the ICICI Bank's great reputation. The product itself or the way it was marketed and sold seemed suspect to me. To get to the bottom of the matter, I investigated the housing societies' banking practises and investment preferences. In my thesis, I analyse the financial needs and spending habits of housing cooperatives. The problems and their remedies in the banking industry are discussed in detail. This research

method does not have the resources to conduct a study with a large sample size. This led to 50 organisations being selected to have their appropriate officials respond to the survey. The

questionnaire was completed by the president, secretary, treasurer, and/or manager of each housing society.

Clearly, it was a demanding assignment, but the results yielded a plethora of data. And such numbers are invaluable for gauging the scope of social problems.

Keywords:- ICICI Bank, housing, Societies, Investment,

INTRODUCTION

ICICI BANK-COMPANY PROFILE

With over Rs. 1 trillion in assets, over 540 physical locations, and over 1,000 automated teller machines, ICICI Bank is the second biggest bank in India. Investment banking, life and non-life insurance, venture capital, asset management, and information technology are just few of the channels via which ICICI Bank serves its commercial and retail customers. ICICI Bank's American Depository

Receipts (ADRs) may be acquired on the Stock Exchange, Mumbai, the National Stock Exchange of India Limited, the Stock Exchange, Chennai, the Stock Exchange, Delhi, the Stock Exchange, Kolkata, and the Stock Exchange, Vadodara.

In 1994, ICICI Limited, an Indian provider of financial services, created ICICI Bank as a wholly-owned subsidiary. Public offerings in India in fiscal 1998, a listing on the New York Stock Exchange in fiscal 2000, the acquisition of Bank of Madura Limited in fiscal 2001 via an all-stock amalgamation, and secondary market sales by ICICI to institutional investors in fiscal 2001 and fiscal 2002 all contributed to ICICI reducing its 46% stake in ICICI Bank. In 1955, ICICI was founded via a joint effort by the World Bank, the government of India, and eminent Indian businesses. The primary goal was to establish a development financial organisation that could provide Indian firms with access to medium- to long-term project funding. It was in the 1990s that ICICI evolved from a development financial institution supplying just project financing into a diversified financial services company, with ICICI Bank and its subsidiaries providing a broad range of goods and services. When ICICI was listed on the New York Stock Exchange in 1999, it created history as the first Indian corporation and the first non-Japanese Asian financial institution to do so. The management teams at ICICI and ICICI Bank arrived to this conclusion after taking into account the changing competitive climate in the Indian banking market and the trend towards universal banking. This merger would serve as the best possible legal basis for the ICICI group's universal banking ambition. Access to low-cost deposits, enhanced opportunities for fee-based revenue, participation in the payments system, and the provision of

transaction-banking services are just a few ways in which this purchase can benefit ICICI shareholders. ICICI Bank's shareholders would benefit from the merger in several ways, including gaining access to ICICI's strong corporate relationships developed over the past five decades, expanding into new business segments, increasing market share in various business segments (especially fee-based services), and tapping into ICICI's vast talent pool. Both ICICI Personal Financial Services Limited and ICICI Capital Services Limited, both wholly-owned retail financing enterprises, were included into the ICICI Bank merger in October 2001. ICICI and ICICI BANK shareholders accepted the merger in January 2002, while the High Court of Gujarat in Ahmedabad, the High Court of Judicature in Bombay, and the Reserve Bank of India all gave their blessings to the merger in March and April 2002. The united ICICI organisation now provides banking and financing services to both big and small enterprises. ICICI Bank has relied significantly on IT to increase worker productivity and simplify services for customers in order to maintain a competitive edge. ICICI Bank's technology plan prioritises cost savings via electronic channels, expanding the bank's client base, and enhancing cross-selling possibilities. The TMG is the department inside the ICICI Group that formulates and executes the company's technological strategy. This department reports directly to the MD&CEO.

ICICI Bank is using technology to actively leverage a broad variety of goods via an integrated corporate IT infrastructure. The company's plan for Enterprise Application Integration was first put into motion in January of 2002. By harmonising information about all customers, this initiative hopes to boost satisfaction levels and boost staff output. In the first quarter of the 2002 fiscal year, we modernised the main banking system. The new initiatives include the ability to invest in mutual funds through a bank account that can be operated across the delivery channels (ISWEEP), the ability to receive customer statements electronically via email, and the ability to trade debt instruments online by linking corporate depository accounts with corporate bank accounts. The issuance of cheque books, processing of account openings, creation and printing of statements, issuance of ATM cards, and preparation of MIS and reports have all been centralised thanks to the centralization of branch databases, freeing up substantial resources at branches. The bank currently boasts India's most comprehensive database of its sort.

OBJECTIVES

The project's main purpose is to eliminate the need for the product at hand, the special savings account (SSA), therefore understanding the housing societies' investment patterns and banking needs is

vital.

Finding the best, most feasible solution to the problem is why we're doing this research. After conducting a SWOT analysis, this research aims to offer solutions to the following problems that could arise in this situation:

How can ICICI Bank best use its capabilities to increase the value of its premium savings accounts and the satisfaction of its clientele?

What are the bank's shortcomings, and how can they be remedied so that its rivals cannot use them to their advantage?

Where is the most promising market, and how can it be captured?

What are some of ICICI Bank's possible threats? If that's the case, we'll have to find out how to defeat them. How would one go about thwarting the tactics of a competing firm?

The one, overarching purpose of a research study is its beating heart. You might even say that is the guiding theory for the whole research project. Without a clear goal in mind, the project is more likely to go off course, if not completely shift directions. This might potentially derail the whole process and make the conclusion meaningless.

PROCEDURE AND DATA COLLECTION

The next step is to determine the source(s) of your information. The market researcher will have to decide whether or not to rely on secondary sources. Using both secondary and primary sources is not something you see very often in research projects.

Before relying on secondary data in any way, researchers should make sure it is applicable to their research questions. Only when secondary sources

are either lacking or unreliable can researchers resort to original data collecting.

Here, secondary resources are both inadequate and nonexistent. This forces me to rely on my own main research instead of relying on secondary sources. Furthermore, the uniqueness of this study makes it noteworthy. Thus, primary data collection is necessary to advance the research. The targeted responders are high-ranking members of the management boards of the chosen housing cooperatives. Obviously, a lot of effort and expertise goes into building data collection forms.

A research design is a plan for conducting a study. The researcher should describe the approach he would use in respect to the proposed study. There are three major categories of study designs: exploratory, descriptive, and causal.

DATA COLLECTION

After deciding that primary data collection is necessary, picking the right method is the next step.

In this case, you may either (1) use a purely observational method or (2) conduct a survey.

The word "observation" is used to describe a method of study in which data is collected by simply watching events unfold. The observational approach would be unsuitable for this research since the necessary data cannot be acquired without conducting in-depth interviews with the persons involved.

Surveys: Primary data from respondents is commonly gathered via field surveys in marketing research. Surveys may be conducted via a variety of channels, including in-person meetings, phone calls, written replies, and diaries. Most polls in India are taken either in person or over the mail. It's crucial to choose the optimal strategy for gathering

information. There are advantages and disadvantages to doing each sort of survey. A telephone survey is a good choice when just a little quantity of information has to be gathered fast. Responders should have quick and easy access to this information. In this situation, neither time nor information constraints are an issue. As a result, a survey by telephone is inappropriate. The use of personal diaries or letters is likewise not acceptable for this study.

In-person meetings might be useful here. It is common routine to collect data from respondents using structured questionnaires. It is crucial for the researcher to conduct pilot studies of the questionnaire to identify any issues before finalising it. The final, thoroughly tested survey may be found in the appendices.

METHOD OF STUDY

Sampling is a part of the whole research method. Once market researchers decide to conduct a field survey, they must decide whether to use a census survey or a sample survey. In place of complete censuses, sample surveys are often used due to their numerous advantages.

In order to perform a sample survey, it is necessary to first identify the target population. After that, choosing a suitable method of sampling is possible. What kind of sample design is used is decided by how easily obtainable the required sample frame is. Because of the need for substantial human engagement in the data gathering process, a sample survey was selected as the sampling technique. Their involvement is also unnecessary since every housing cooperative has the same fundamental framework and procedures. In addition, open-ended replies cannot be gathered through census. A lack of benefit would also cause frightened people to lose

interest. This is why a survey based on a representative sample is superior than a census.

A random sample does not favour any one segment of the population over any other segment since each individual is picked at random.

Since all housing cooperatives are bound by the same set of bylaws, it stands to reason that their investment policies, revenue streams, and banking needs are all fairly standard across the board. Therefore, there is no need for a massive sample size. In addition, the time required to complete the project will skyrocket if the sample size is very huge. A community of 50 dwellings is an adequate target for social improvement.

ANALYSIS

1. What are ICICI Bank's strengths, and how can the institution use its resources for the benefit of its high-balance savings-account customers?

2. Weaknesses: What steps may be taken to strengthen the bank and prevent its competitors from taking advantage of them?

Third, opportunities, or finding profitable markets to enter and developing strategies for doing so.

Is ICICI Bank threatened by any other major financial institutions? Is that the case, how can we ensure that we continue to be competitive? How would one go about rebutting the rival's plans and procedures?

SUGGESTIONS

It is well known that customers of ICICI Bank who want to access their Special Savings Account must do it in person. There is no way to use an ATM with this gadget. Customers value convenient branch access, as seen by these poll findings. To

accommodate this demand, ICICI Bank will need to open additional branches, but doing so would be very costly. The ICICI Bank strives to run with little overhead and a small staff. ICICI Bank might take the following steps with this outlook:

One or two full-time personnel might be permanently stationed at key ATM sites.

ATMs would be most useful throughout the city's main thoroughfares.

Putting in ATMs that accept card payments in certain locations. This means that all three officers will use their own ATM cards to withdraw the money at the same time.

Providing financial services through mobile devices is feasible.

Customers might use their smartphones to arrange for a staff member on a two-wheeler to pick up and cash their checks.

CONCLUSION

ICICI Bank is now the dominant private banking institution barely two or three years after merging with ICICI Ltd. Its new strategy is booming and rapidly increasing the company's market share. There has been no shift in that 3% market share. Therefore, there is still a lot of work to be done, and the market has a lot of unrealized potential.

For the sake of this series, I've narrowed in on ICICI Bank's special savings account, a product that could use to have its existing features refreshed in order to attract and keep a wider customer base.

According to my findings, ICICI Bank has to increase its presence in promising but underserved regions by opening new branches there. The product's viability in the market has therefore declined.

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