

Introduction to axis bank

Literature, Russian Literature



INTRODUCTION TO AXIS BANK Commercial banking services which includes merchant banking, directfinanceinfrastructure finance, venture capital fund, advisory, trusteeship, forex, treasury and other related financial services. As on 31-Mar-2009, the Group has 827 branches, extension counters and 3, 595 automated teller machines (ATMs). Axis Bank was the first of the new private banks to have begun operations in 1994, after the Government of India allowed new private banks to be established.

The Bank was promoted jointly by the Administrator of the specified undertaking of the Unit Trust of India (UTI - I), Life Insurance Corporation of India (LIC) and General Insurance Corporation of India (GIC) and other four PSU insurance companies, i. e. National Insurance Company Ltd. , The New India Assurance Company Ltd. , The Oriental Insurance Company Ltd. and United India Insurance Company Ltd. The Bank today is capitalized to the extent of Rs. 359. 76 corers with the public holding (other than promoters) at 57. 79%. The Bank's Registered Office is at Ahmadabad and its Central Office is located at Mumbai.

The Bank has a very wide network of more than 853 branches and Extension Counters (as on 30th June 2009). The Bank has a network of over 3723 ATMs (as on 30th June 2009) providing 24 hrs a day banking convenience to its customers. This is one of the largest ATM networks in the country. The Bank has strengths in both retail and corporate banking and is committed to adopting the best industry practices internationally in order to achieve excellence. HISTORY OF AXIS BANK In 1993, the Bank was incorporated on 3rd December and Certificate of business on 14th Dece11mber.

The Bank transacts banking business of all description. UTI Bank Ltd. was promoted by Unit Trust of India, Life Insurance Corporation of India, General Insurance Corporation of India and its four subsidiaries. The bank was the first private sector bank to get a license under the new guidelines issued by the RBI. In 1997, the Bank obtained license to act as Depository Participant with NSDL and applied for registration with SEBI to act as 'Trustee to Debenture Holders'. Rupees 100 crores was contributed by UTI, the rest from LIC Rs 7.5 crores, GIC and its four subsidiaries Rs 1.5 crores each. In 1998, the Bank has 28 branches in urban and semi urban areas as on 31st July. All the branches are fully computerized and networked through VSAT. ATM services are available in 27 branches. The Bank came out with a public issue of 1,50,00,000 No. of equity shares of Rs 10 each at a premium of Rs 11 per share aggregating to Rs 31.50 crores and Offer for sale of 2,00,00,000 No. of equity shares for cash at a price of Rs 21 per share. Out of the public issue 2,20,000 shares were reserved for allotment on preferential basis to employees of UTI Bank.

Balance of 3,47,80,000 shares were offered to the public. The company offers ATM cards, using which account-holders can withdraw money from any of the bank's ATMs across the country which is inter-connected by VSAT. UTI Bank has launched a new retail product with operational flexibility for its customers. UTI Bank will sign a co-brand agreement with the market leader, Citibank NA for entering into the highly promising credit card business. UTI Bank promoted by India's pioneer mutual fund Unit Trust of India along with LIC, GIC and its four subsidiaries.

In 1999, UTI Bank and Citibank have launched an international co-branded Credit card. UTI Bank and Citibank have come together to launch an international co-branded credit card under the MasterCard umbrella. UTI Bank Ltd has inaugurated an off site ATM at Ashok Nagar here, taking the total number of its off site ATMs to 13. In 2000, the Bank has announced the launch of Tele-Depository Services for its depository clients. UTI Bank has launch of 'iConnect', its Internet banking Product. UTI Bank has signed a memorandum of understanding with equitymaster. com for e-broking activities of the site. Infinity. com financial Securities Ltd. , an e-broking outfit is Typing up with UTI Bank for a banking interface. Geojit Securities Ltd, the first company to start online trading services, has signed a MoU with UTI Bank to enable investors to buy/sell demat stocks through the company's website. India bulls have signed a memorandum of understanding with UTI Bank. UTI Bank has entered into an agreement with Stock Holding Corporation of India for providing loans against shares to SCHCIL's customers and funding investors in public and rights issues.

ICRA has upgraded the rating UTI Bank's Rs 500 crore certificate of deposit programmed to A1+. UTI Bank has tied up with L&T Trade. com for providing customized online trading solution for brokers. In 2001, UTI Bank launched a private placement of non-convertible debentures to rise up to Rs 75 crores. UTI Bank has opened two offsite ATMs and one extension counter with an ATM in Mangalore, taking its total number of ATMs across the country to 355. UTI Bank has recorded a 62 per cent rise in net profit for the quarter ended September 30, 2001, at Rs 30.5 crore. For the second quarter ended September 30, 2000, the net profit was Rs 19.08 crore. The total income of

the bank during the quarter was up 53 per cent at Rs 366. 25 crore. In 2002, UTI Bank Ltd has informed BSE that Shri B R Barwale has resigned as a Director of the Bank w. e. f. January 02, 2002. A C Shah, former chairman of Bank of Baroda, also retired from the bank's board in the third quarter of last year. His place continues to be vacant. M Damodaran took over as the director of the board after taking in the reins of UTI.

B S Pandit has also joined the bank's board subsequent to the retirement of K G Vassal. UTI Bank Ltd has informed that Shri Paul Fletcher has been appointed as an Additional Director Nominee of CDC Financial Service (Mauritius) Ltd of the Bank. And Shri Donald Peck has been appointed as an Additional Director (nominee of South Asia Regional Fund) of the Bank. UTI Bank Ltd has informed that on laying down the office of Chairman of LIC on being appointed as Chairman of SEBI, Shri G N Bajpai, Nominee Director of LIC has resigned as a Director of the Bank.

In 2002, B Paranjpe & Abid Hussain cease to be the Directors of UTI Bank. UTI Bank Ltd has informed that in the meeting of the Board of Directors following decisions were taken: Mr Yash Mahajan, Vice Chairman and Managing Director of Punjab Tractors Ltd were appointed as an Additional Director with immediate effect. Mr. N C Singhal former Vice Chairman and Managing Director of SCICI was appointed as an Additional Director with immediate effect. ABN Amro, UTI Bank in pact to share ATM. UTI Bank Ltd has informed BSE that a meeting of the

Board of Directors of the Bank is scheduled to be held on October 24, 2002 to consider and take on record the unaudited half yearly/quarterly financial results of the Bank for the half year/Quarter ended September 30, 2002. UTI

Bank Ltd has informed that Shri J M Trivedi has been appointed as an alternate director to Shri Donald Peck with effect from November 2, 2002. In 2003, UTI Bank Ltd has informed BSE that at the meeting of the Board of Directors of the company held on January 16, 2003, Shri R N Bharadwaj, Managing Director of LIC has been appointed as an Additional Director of the Bank with immediate effect. UTI Bank, the private sector bank has opened a branch at Nellore. The bank's Chairman and Managing Director, Dr P. J. Nayak, inaugurating the bank branch at GT Road on May 26. Speaking on the occasion, Dr Nayak said. This marks another step towards the extensive customer banking focus that we are providing across the country and reinforces our commitment to bring superior banking services, marked by convenience and closeness to customers. -UTI Bank Ltd. has informed the Exchange that at its meeting held on June 25, 2003 the BOD have decided the following: 1) To appoint Mr. A T Pannir Selvam, former CMD of Union Bank of India and Prof.

Jayanth Varma of the Indian Institute of Management, Ahmedabad as additional directors of the Bank with immediate effect. Further, Mr. Pannir Selvam will be the nominee director of the Administrator of the specified undertaking of the Unit Trust of India (UTI-I) and Mr. Jayanth Varma will be an Independent Director. 2) To issue Non-Convertible Unsecured Redeemable Debentures up to Rs. 100 crs, in one or more tranches as the Bank's Tier - II capital. -UTI has been authorized to launch 16 ATMs on the Western Railway Stations of Mumbai Division. -UTI filed suit against financial institutions IFCI Ltd in the ebt recovery tribunal at Mumbai to Recover Rs. 85cr in dues. -UTI bank made an entry to theFoodCredit Program me; it has made an entry into

the 59 cluster which includes private sector, public sector, old private sector and co-operative banks. -Shri Ajeet Prasad, Nominee of UTI has resigned as the director of the bank. -Banks Chairman and MD Dr. P. J. Nayak inaugurated a new branch at Nellore. -UTI bank allots shares under Employee Stock Option Scheme to its employees. -Unveils pre-paid travel card 'Visa Electron Travel Currency Card' -Allotment of 58923 equity shares of Rs 10 each under ESOP. UTI Bank ties up with UK govt fund for contract farm in - Shri B S Pandit, nominee of the Administrator of the Specified Undertaking of the Unit Trust of India (UTI-I) has resigned as a director from the Bank w.e.f. November 12, 2003. -UTI Bank unveils new ATM in Sikkim. In 2004, Comes out with Rs. 500 mn Unsecured Redeemable Non-Convertible Debenture Issue, issue fully subscribed -UTI Bank Ltd has informed that Shri Ajeet Prasad, Nominee of the Administrator of the Specified Undertaking of the Unit Trust of India (UTI - I) has been appointed as an Additional Director of the Bank w. e. f. January 20, 2004. UTI Bank opens new branch in Udupi-UTI Bank, Geojit in pact for trading platform in Qatar -UTI Bank ties up with Shriram Group Cos -Unveils premium payment facility through ATMs applicable to LIC UTI Bank customers -Metal junction (MJ)- the online trading and procurement joint venture of Tata Steel and Steel Authority of India (SAIL)- has roped in UTI Bank to start off own equipment for Tata Steel. - DIEBOLD Systems Private Ltd, a wholly owned subsidiary of Diebold Incorporated, has secured a major contract for the supply of ATMs and services to UTI Bank -HSBC completes acquisition of 14.6% stake in UTI Bank for . m -UTI Bank installs ATM in Thiruvananthapuram -Launches Remittance Card' in association with Remit2India, a Web site offering money

transfer services In 2005, UTI Bank enters into a banc assurance partnership with Bajaj Allianz General for selling general insurance products through its branch network. -UTI Bank launches its first Satellite Retail Assets Centre (SRAC) in Karnataka at Mangalore. In 2006, UBL sets up branch in Jaipur -UTI Bank unveils priority banking lounge. MANAGEMENT OF AXIS BANK Promoters: Axis Bank Ltd. has been promoted by the largest and the best Financial Institution of the country, UTI.

The Bank was set up with a capital of Rs. 115 crore, with UTI contributing Rs. 100 Crore, LIC - Rs. 7.5 Crore and GIC and its four subsidiaries contributing Rs. 1.5 Crore each SUUTI - Shareholding 27.02% Erstwhile Unit Trust of India was set up as a body corporate under the UTI Act, 1963, with a view to encourage savings and investment. In December 2002, the UTI Act, 1963 was repealed with the passage of Unit Trust of India (Transfer of Undertaking and Repeal) Act, 2002 by the Parliament, paving the way for the bifurcation of UTI into 2 entities, UTI-I and UTI-II with effect from 1st February 2003.

In accordance with the Act, the Undertaking specified as UTI I has been transferred and vested in the Administrator of the Specified Undertaking of the Unit Trust of India (SUUTI), who manages assured return schemes along with 6.75% US-64 Bonds, 6.60% ARS Bonds with a Unit Capital of over Rs. 14167.59 crores. The Government of India has currently appointed Shri K. N. Prithviraj as the Administrator of the Specified undertaking of UTI, to look after and administer the schemes under UTI where Government has continuing obligations and commitments to the investors, which it will uphold.

MEANING OF WHOLE BANKING OPERATION The Wholesale Banking contains products sold to large and middle market commercial companies, as well as to consumers on a wholesale basis. This includes lending, treasury management, mutual funds, asset-based lending, commercial real estate, corporate and institutional trust services, and investment banking through Wells Fargo Securities. The company also owns Baring ton Associates, a middle market investment bank.

Wells Fargo historically has avoided large corporate loans as stand-alone products, instead requiring that borrowers purchase other products along with loans which the bank sees as a loss leader. One area that is very profitable to Wells, however, is asset-based lending: lending to large companies using assets as collateral that are not normally used in other loans. This can be compared to subprime lending, but on a corporate level. The main brand name for this activity is " Wells Fargo Foothill," and is regularly marketed in tombstone ads in the Wall Street Journal.

Wells Fargo also owns Eastdil Secured, which is described as a " real estate investment bank" but is essentially one of the largest commercial real estate brokers for very large transactions (such as the purchase and sale of large Class-A office buildings in central business districts throughout the United States). The wholesale banking operations consist of the following transactions: 1. Opening of Account 2. Issue of Check book 3. International Debit / Credit Card 4. Issue of Demand Draft (DD) 5. Net banking 6. e-mail statement 7. phone banking 8.

Insta Query 9. Insta Alert 10. Bill pay 11. Passbook 12. Quarterly Account Statement 13. Loan Facility definitions of banking * A bank is a financial

institution licensed by a government. Its primary activity is to lend money. Many other financial activities were allowed over time. For example banks are important players in financial markets and offer financial services such as investment funds. * Banking can also be defined as engaging in the business of keeping money for savings and checking accounts or for exchange or for issuing loans and credit. Transacting business with a bank; depositing or withdrawing funds or requesting a loan. * Bank - a supply or stock held in reserve for future use (especially in emergencies) MEANING of BANK An organization, usually a corporation, chartered by a state or federal government, which does most or all of the following: receives demand deposits and time deposits, honors instruments drawn on them, and pays interest on them; discounts notes, makes loans, and invests in securities; collects checks, drafts, and notes; certifies depositor's checks; and issues drafts and cashier's checks.

PRADUCT OF AXIS BANK * Easy Access Saving Account * Saving Account for Women * Prime Saving Account * Senior Citizens Saving Account * Priority Banking * Corporate Salary Account * Trust /NGOs Saving Account * Resident Foreign Currency Account * Online Trading Account * Current Account * Term Deposits * Locker Facilities * NRI Services * Depository Services * Financial Advisory Services * Wealth Management Services * Insurance Solutions - Life and General * Retail Loans * Credit Loans * Travel Currency Cards * Remittance Cards CUSTOMER SERVICE IN BANKING OPERATION CHEQUE DROP BOX FACILITY: - RBI's Committee on Procedures and Performance Audit on Public Services have recommended that both the drop box facility and the facility for acknowledgement of the cheques at the regular collection

counters should be available to customers and no branch should refuse to give an acknowledgement if the customer tenders the cheques at the counters. * ISSUE OF CHEQUE BOOK: - The Committee has observed that some banks do not allow depositors to collect their cheque book at the branch but insist on dispatching the cheque book by courier to the depositor.

Further, it is stated by the Committee that the depositor is forced to sign a declaration that a dispatch by the courier is at the depositor's risk and consequence and that the depositor shall not hold the bank liable in any manner whatsoever in respect of such dispatch of cheque book. Committee has observed this as an unfair practice and advised banks to refrain from obtaining such undertakings from depositors. Banks should also ensure that cheque books are delivered over the counters on request to the depositors or his authorized representative. STATEMENT OF ACCOUNT / PASS BOOK: - The Committee has noted that banks invariably show the entries in depositor's passbooks / statement of accounts as " By Clearing" or " By Cheque". Further, in the case of Electronic Clearing System (ECS) and RBI Electronic Funds Transfer (RBI EFT) banks invariably do not provide any details even though brief particulars of the remittance are provided to the receiving bank. In some cases computerized entries use sophisticated codes which just cannot be deciphered.

With a view to avoiding inconvenience to depositors, banks are advised to avoid such inscrutable entries in passbooks statements of account and ensure that brief, intelligible particulars are invariably entered in passbooks / statements of account. Banks may also ensure that they adhere to the monthly periodicity prescribed by us while sending statement of accounts.

TRADITIONAL BANKING ACTIVITIES Banks act as payment agents by conducting checking or current accounts for customers, paying cheques drawn by customers on the bank, and collecting cheques deposited to customers' current accounts.

Banks also enable customer payments via other payment methods such as telegraphic transfer, EFTPOS, and ATM. Banks borrow money by accepting funds deposited on current accounts, by accepting term deposits, and by issuing debt securities such as banknotes and bonds. Banks lend money by making advances to customers on current accounts, by making installment loans, and by investing in marketable debt securities and other forms of money lending. Banks provide almost all payment services, and a bank account is considered indispensable by most businesses, individuals and governments.

Non-banks that provide payment services such as remittance companies are not normally considered an adequate substitute for having a bank account. Banks borrow most funds from households and non-financial businesses, and lend most funds to households and non-financial businesses, but non-bank lenders provide a significant and in many cases adequate substitute for bank loans, and money market funds, cash management trusts and other non-bank financial institutions in many cases provide an adequate substitute to banks.

ACCOUNTING FOR BANK ACCOUNT

Bank statements are accounting records produced by banks under the various accounting standards of the world. Under GAAP and IFRS there are two kinds of accounts: debit and credit. Credit accounts are Revenue, Equity and Liabilities. Debit Accounts are Assets and Expenses. This means you

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credit a credit account to increase its balance, and you debit a debit account to increase its balance. This also means you debit your savings account every time you deposit money into it (and the account is normally in deficit), while you credit your credit card account every time you spend money from it (and the account is normally in credit).

However, if you read your bank statement, it will say the opposite that you credit your account when you deposit money, and you debit it when you withdraw funds. If you have cash in your account, you have a positive (or credit) balance; if you are overdrawn, you have a negative (or deficit) balance. The reason for this is that the bank, and not you, has produced the bank statement. Your savings might be your assets, but the bank's liability, so they are credit accounts (which should have a positive balance).

Conversely, your loans are your liabilities but the bank's assets, so they are debit accounts (which should have a also have a positive balance). Where bank transactions, balances, credits and debits are discussed below, they are done so from the viewpoint of the account holder which is traditionally what most people are used to seeing. ECONOMIC FUNCTION * ISSUE OF MONEY: - In the form of banknotes and current accounts subject to cheque or payment at the customer's order. These claims on banks can act as money because they are negotiable and/or repayable on demand, and hence valued at par.

They are effectively transferable by mere delivery, in the case of banknotes, or by drawing a cheque that the payee may bank or cash. * NETTING AND SETTLEMENT OF PAYMENT: - Banks act as both collection and paying agents for customers, participating in interbank clearing and settlement systems to collect, present, be presented with, and pay payment instruments. This

enables banks to economise on reserves held for settlement of payments, since inward and outward payments offset each other. It also enables the offsetting of payment flows between geographical areas, reducing the cost of settlement between them. * CREDIT INTERMEDIATION: -

Banks borrow and lend back-to-back on their own account as middle men. *

CREDIT QUALITY IMPROVEMENT: - Banks lend money to ordinary commercial and personal borrowers (ordinary credit quality), but are high quality borrowers. The improvement comes from diversification of the bank's assets and capital which provides a buffer to absorb losses without defaulting on its obligations. However, banknotes and deposits are generally unsecured; if the bank gets into difficulty and pledges assets as security, to raise the funding it needs to continue to operate, this puts the note holders and depositors in an economically subordinated position. MATURITY TRANSFORMATION: - Banks borrow more on demand debt and short term debt, but provide more long term loans. In other words, they borrow short and lend long. With a stronger credit quality than most other borrowers, banks can do this by aggregating issues (e. g. accepting deposits and issuing banknotes) and redemptions (e. g. withdrawals and redemptions of banknotes), maintaining reserves of cash, investing in marketable securities that can be readily converted to cash if needed, and raising replacement funding as needed from various sources (e. g. wholesale cash markets and securities markets).

BANKING CHANNELS Banks offer many different channels to access their banking and other services: * A branch, banking centre or financial centre is a retail location where a bank or financial institution offers a wide array of face-to-face service to its customers. * ATM is a computerized

telecommunications device that provides a financial institution's customers a method of financial transactions in a public space without the need for a human clerk or bank teller. Most banks now have more ATMs than branches, and ATMs are providing a wider range of services to a wider range of users.

For example in Hong Kong, most ATMs enable anyone to deposit cash to any customer of the bank's account by feeding in the notes and entering the account number to be credited. Also, most ATMs enable card holders from other banks to get their account balance and withdraw cash, even if the card is issued by a foreign bank. * Mail is part of the postal system which itself is a system wherein written documents typically enclosed in envelopes, and also small packages containing other matter, are delivered to destinations around the world. This can be used to deposit cheques and to send orders to the bank to pay money to third parties.

Banks also normally use mail to deliver periodic account statements to customers. * Telephone banking is a service provided by a financial institution which allows its customers to perform transactions over the telephone. This normally includes bill payments for bills from major billers (e. g. for electricity). * Online banking is a term used for performing transactions, payments etc. over the Internet through a bank, credit union or building society's secure website. * Mobile banking is a method of using one's mobile phone to conduct simple banking transactions by remotely linking into a banking network. Video banking is a term used for performing banking transactions or professional banking consultations via a remote video and audio connection. Video banking can be performed via purpose built banking transaction machines (similar to an Automated teller machine),

or via a videoconference enabled bank branch. TYPES OF INVESTMENT BANK

- * Investment banks "underwrite" (guarantee the sale of) stock and bond issues, trade for their own accounts, make markets, and advise corporations on capital market activities such as mergers and acquisitions.
- * Merchant banks were traditionally banks which engaged in trade finance.

The modern definition, however, refers to banks which provide capital to firms in the form of shares rather than loans. Unlike venture capital firms, they tend not to invest in new companies. MORTGAGE BANKING Mortgage banking deals primarily with originating mortgage loans and servicing them. Read more about it here as well as about what a career in mortgage banking involves. Mortgage banking is meant for a single purpose, to service the real estate finance industry. Mortgage banking deals specifically with originating mortgage loans as well as servicing them.

Mortgage banks are state-licensed entities from which consumers can get mortgage loans directly. Usually, mortgage banks avail funds from the Federal National Mortgage Association, or FNMA, also known as Fannie Mae, the Federal Home Loan Mortgage Corporation, or FHLMC, also known as Freddie Mac, or any other large companies that service mortgages, which are related to the secondary mortgage market. Here are a few pointers about the nitty-gritty of mortgage banking.

- * MORTGAGE BANK SPECIALIZE IN MORTGAGE LOANS: - Unlike a savings bank that is federally chartered, in general mortgage banks specialize in only providing mortgage loans.

Hence, customers do not deposit their money in these banks. As has been mentioned above, the secondary wholesale market is their primary source of funds. Freddie Mac and Fannie Mae are examples of the lenders in the

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secondary market. * MORTGAGE BANKS DIFFER IN SIZE: - While some mortgage banks can be nationwide, others can originate a volume of loan that can exceed that of a commercial bank that is nationwide. Many of these mortgage banks utilize specialty servicers like Real Time Resolutions to carry out tasks like fraud detection work and repurchase. MORTGAGE BANKS HAVE TO SOURCES OF REVENUE: - The two main sources of income are from loan servicing fees (if they are into loan servicing), and fees from loan origination. Mortgage bankers, by and large, are choosing not to service the loans they have originated. That is because they are entitled to earn a service-release premium by selling them soon after the mortgage loans are closed and funded. The investor in the secondary market that purchases the loan has the ability of earning revenue for providing servicing of the loan every month the borrower keeps the loan. DIFFERENT BANKING LAWS APPLY TO MORTGAGE BANK: - Mortgage banks usually operate under banking laws that are quite different, according to the state they operate in. You will need to check each individual state's financial department or state banking in order to get list of mortgage bankers in each state. While federal laws apply to the operation of a federal bank, in terms of consumer protection, usually consumers have additional rights, which are applicable according to each state. * MORTGAGE BANKERS CAN BE MORE COMPETITIVE: -

Since they only specialize in lending and do not have to subsidize any of the losses that other departments may have incurred, as in regular banking, mortgage bankers have the ability of being really competitive when lending for mortgage. However, they usually do not have the advantage of accessing adjustable rate mortgages that are low cost, which federal banks are

typically associated with, and federal money access. * A CAREER IN MORTGAGE BANKING: - Professionals in mortgage banking in the job market today need to have a college degree in business or finance, or some specific experience or training related to the field.

Skills in good customer service, an inherent ability with numbers, and computer skills are also essential requirements for mortgage banking jobs. A mortgage banking professional's job involves reviewing credit scores, determining the kind of loan that is most beneficial for the customer and guiding them through the process of application as well as closing. The loan officer has to be very organized and detail oriented, and need to be able to handle the large amounts of paperwork and reporting that are required for getting loans approved, up to the closing.

A mortgage banking professional also has to have thorough know-how about the regulations associated with federal mortgage as well as the various types. KYN (KNOW YOUR CUSTOMER) As per KYC guideline the RBI has advised banks to follow KYC guidelines of RBI mandates banks to collect three proofs from their customers they are 1 Photograph 2 Proof of Identity 3 Proof of address Accordingly, Axis bank has framed its KYC procedure according to which, a photograph and documentary proof of personal identification and address proof are required to be provided.

The account Opening form provides the nature of documents required / procedure to be followed for opening a new account. You may also log in to our website www.axisbank.com for such information which is displayed product-wise. ORGANIZATION STRUCTURE OF AXIS BANK SAVING ACCOUNT INFORMATION Definition: A deposit account at a bank or savings and loan <https://assignbuster.com/introduction-to-axis-bank/>

which pays interest, but cannot be withdrawn by check writing. * TYPE OF SAVING ACCOUNT IN AXIS BANKING * * ZERO BALANCE SAVING ACCOUNT: - At Axis Bank it has been constant endeavor to create products specifically catering to your needs.

The account while offering a whole range of services also addresses your latent need of having an account without the hassle of maintaining an average quarterly balance. * FEATURES: - 1. No Average Quarterly Balance requirement 2. Free International Debit Card with an Accidental Insurance cover up to Rs. 2 lakhs* (charges for the primary holder are waived) 3. Free mobile banking facility 4. Access through more than 825 branches and more than 3595 ATMs 5. At-Par cheque facility with the clearing limit of Rs 50, 000 6. 24x7 Tele banking & Internet banking . Free quarterly statements 8. Free monthly e-statement * CONDITION APPLY: - 1. Initial funding of Rs. 5, 500. 2. Account maintenance fee of Rs. 500 per annum * KRISHI SAVING ACCOUNT (KHETI HO KHUSHAHALI KI): - Axis Bank offers a unique savings account which is easy to operate and allows you to transact immediately. This product has been specially designed keeping in mind the unique requirements of a farmer and true to its nature has been called the Krishi Savings Account. Some of the features of our new product are: * AVERAGE BALANCE REQUIREMENT: -

This account is offered with the requirement of maintaining the half-yearly average balance of Rs 1000 only. * INTERNATIONAL MASTER DEBIT CARD:- The Krishi Savings Account entitles you to an International Master Debit Card with which you can access your account anytime through the Axis Bank ATM network free of cost. This card comes with a cash withdrawal limit of Rs 25,

000 per day. Free Accident Insurance cover of Rs 2 lacks. * ANYWHERE BANKING: - Being a Krishi account holder, you are entitled to access our wide network of more than 825 branches and 3595 ATMs across 440 cities.

You can now easily carry out your transactions through any of the branches or ATMs. * AT PER CHEQUE BOOK: - Your Krishi Savings Account comes with the At-Par Cheque facility. This facility enables you to encash the cheques as local instruments at any of the 440 centers where the Bank has its presence, at no extra cost. Moreover, you can also issue cheques at other centers up to the limit of Rs 50, 000. * EASY ACCESS SAVING ACCOUNT(BANKING MADE EASY): - * A : Accessibility * C : Convenience * C : Comfort * E : Earnings * S : Speed * S : Service Want a savings account that transcends geographical boundaries?

Presenting, Axis Bank's Easy Access Savings Account. The account is an endeavor by the Bank to understand the consumers' needs and redefine banking to suit your requirements for a truly comfortable banking experience. Easy Access Savings Account gives you instant access to your money anywhere, anytime. Possessing a range of unmatched features, it has been devised to better suit the convenience of our eclectic client base. You can avail of all these services with a minimum quarterly average balance of Rs. 5, 000 in metro or urban centers, Rs. , 500 in semi urban centers and Rs. 1, 000 in rural centers. * At-par cheque * ATM Network * Anywhere Banking * Tele banking * iConnect * Mobile Banking * Quarterly account statement * Quarterly interest @ 3.5 % per annum * Free monthly e-statement. You can avail of all these services with a minimum quarterly average balance of Rs. 5, 000 in metro or urban centers, Rs. 2, 500 in semi urban centers and Rs. 1,

000 in rural centers. * CORPORATE SALARY ACCOUNT: - Our Corporate Salary Power Offering is designed to offer payroll solutions through in a 24 X 7 environment.

We leverage on our extensive network of distribution channels spread across 450 centers through a network of more than 827 branches and 3595 ATMs besides our superior service delivery model and product features, as a strong differentiator, to provide value to the end user. * BENEFIT TO EMPLOYERS: - * Efficient salary disbursement. Web Upload - Transfer salaries/reimbursements directly from your current account with Axis Bank to your employee's accounts using I Connect from your office. * Single-instruction salary credit - Same day salary credits for all companies having Corporate Account with Axis Bank.

Dedicated Relationship Manager at metro locations to understand the financial requirements of your employees. * BENEFIT TO EMPLOYEES: - * No minimum balance criteria. * Unparalleled Access - Anywhere banking facility through our network of Branches, ATM and Internet banking facility. * AT Par cheque books payable locally at all Axis Bank locations. * International Debit cum ATM cards with enhanced Cash withdrawal facility and other value add ones. * Online Banking with funds transfer, online shopping and bill payment options. * Depository services with free online trading accounts. Meal Cards on a master card platform. * Employee Reimbursement accounts as a savings account variant. Preferential pricing on loan products and credit cards and other banking products ; services. CURRENT ACCOUNT INFORMATION * CHANNEL ONE: (FOR SUCCESSFUL BUSINESSES) The ' Channel One' Current Account is an effort in that direction where we take

care of your day to day banking requirements leaving you with more time for your business. Channel One Current Account is most appropriate choice of successful businesses. At a monthly Average Balance (MAB) of Rs. 10 lacks.

FEATURES: 1.

Relationship Manager 2. Doorstep Banking 3. Anywhere Banking 4. Free Internet Banking 5. Free 24 hour Tele banking 6. Mobile Banking Service 7. International debit card 8. cheque Protection Facility 9. Free 24 – hour cheque deposit facility 10. Payment of Government Taxes/ Dues 11. Foreign exchange services. * ZERO HASSLE BALANCE Small businesses rising on the growth graph need the right of nurturing and appropriate solution for their growing banking requirements. Recognizing these needs, Axis Bank present you the Local Current Account geared to answer all kinds of local business requirements.

At a monthly Average Balance (MAB) of Rs. Nil. FEATURES: 1. Zero Balance facility 2. 75 free transactions every month 3. Rebate on Annual Charges 4. Up front Annual Fee 5. Mobile Banking 6. ATM cum International Debit Card 7. Free Internet Banking 8. Tele banking 9. Free Monthly Account Statement

* BUILDERS AND REAL ESTATE Axis Bank understands the increasing demands on businesses in this segment . Here's presenting the Axis Bank Builder ; Real Estate Current Account a current account with unparalleled product features built to suit Builders ; Realtors exclusively.

This account offers you unmatched convenience while adding financial value to your businesses spread over geographies. . At a monthly Average Balance (MAB) of Rs. 5 Lacks this account comes loaded with special facilities and benefits, most appropriate for your business. FEATURES: 1. Home Branch

<https://assignbuster.com/introduction-to-axis-bank/>

Cash Deposit 2. Non – Home Branch Cash Withdrawal 3. Free Anywhere Banking 4. Cluster facility 5. Zero Balance account for Vendors and Suppliers 6. Franking Facility 7. Customer cheque printing 8. Internet Banking 9. Free 24-hour Phone banking 0. Mobile Alerts 11. ATM cum Debit Card 12. Free Monthly Account Statement

TRAINING AND WHOLE BANKING OPERATIONS *

CORPORATES Corporate Banking reflects Axis Bank's strengths in providing our corporate clients in India, a wide array of commercial, transactional and electronic banking products. We achieve this through innovative product development and a well-integrated approach to relationship management. *

Funded Services: Working Capital Finance, Bill Discounting, Export Credit, Short Term Finance, Structured Finance, Term Lending. **Non Funded Services:** Letter of Credit, Collection of Documents, Bank Guarantees. *

Value Added Services: Syndication Services , Real Time Gross Settlement, Cash Management Services, Corporate Salary Accounts, Reimbursement Account, Bankers to Right/Public Issue, Forex Desk, Money Market Desk, Derivatives Desk, Employees Trusts, Cash Surplus Corporate, Tax Collection. *

Internet Banking: Supply Chain Management, Corporate Internet Banking.

SMALL AND MEDIUM ENTERPRISES At Axis Bank we understand how much of hard work goes into establishing a successful SME.

We also understand that your business is anything but "small" and as demanding as ever. And as your business expands and enters new territories and markets, you need to keep pace with the growing requests that come in, which may lead to purchasing new, or updating existing plant and equipment, or employing new staff to cope with the demand. That's why we

at Axis Bank have assembled products, services, resources and expert advice to help ensure that your business excels.

Solutions are designed to meet your varying needs. The following links will help you identify your individual needs. **Funded Services:** Funded Services from Axis Bank are meant to directly bolster the day-to-day working of a small and a medium business enterprise. From working capital finance to credit substitutes; from export credit to construction equipment loan we cater to virtually every business requirement of an SME. Click on the services below that best define your needs **Non-Funded Services:** Under Non-Funded services Axis Bank offers solutions that act as a catalyst to propel your business.

Imagine a situation where you have a letter of credit and need finance against the same or you have a tender and you need to equip yourself with a guarantee in order to go ahead. This is exactly where we can help you so that you don't face any roadblocks when it comes to your business. The following are the services that will precisely tell you what we can do **Business Accounts, Letters of Credit, Collection of Documents, Axis Bank Trade, Guarantees, Cash Management Services, Money Market Desk, Derivatives Desk, Services to Cash Surplus Corporate, Services to Employee Trusts, Bankers to Rights/Public Issue, Tax Collection.**

Specialized Services: Axis Bank is one of the most trusted entities when it comes to specialized services like selling of precious metals to customers. Under specialized services you can also avail customized control of your value chain through our internet banking platform. **Value Added Services:** There is a plethora of services that we offer under value added services.

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There's corporate salary account which ensures smooth payment methods to your staff. You can avail an assortment of credit cards and debit cards from our merchant services.

The following are the highlights of this service: Real Time Gross Settlement, Reimbursement Account, Custody Services, Corporate Salary Accounts, Merchant Services, Axis Bank Gold Business Credit Card. Internet Banking: Internet banking is a revolutionary service under the banking sector and Axis Bank is a forerunner in providing you with this service. We provide state-of-the-art payment gateway services to industries and companies in order to ease transaction processing. This in turn enhances the credibility of your business and makes banking extremely cost-efficient.

GOVERNMENT SECTOR: Axis Bank acts as an active medium between the government and the customers by means of various services. These services include :

- * Tax Collection wherein customers can directly pay their taxes like Direct taxes, Indirect taxes and Sales Tax collections at their local Axis Bank
- * E-Ticketing - Helps the customer by providing him a direct access to book a Railway Ticket online and get it home delivered
- * * Opening of L/C's is done by the bank on behalf of Government of India, Mints and Presses, thus facilitating imports for the Government. Collection of levies and taxes on behalf of Municipal Corporations i. e. Kalyan -Dombivli Municipal Corporation, is undertaken by the Bank.
- * Disbursement of Pension to retired Employees of Central Govt and Defense is directly done by Axis Bank along with the disbursement of pension to the members of EPFO (Employees Provident Fund Organization)
- * Electronic Collection of fees on behalf of DGFT is done

by the bank too * Ministry of Corporate Affairs - Collection of ROC fees for the Ministry through authorized Branches and Net Banking.

Collection of Property Tax through Selected Branches on behalf of Municipal Corporation of Delhi. FINDINGS AND SUGGESTIONS * FINDINGS: - 1. Bank is

having 853 branches all over the country. 2. The number of branches should

be increased. * SUGGESTIONS:- 1. Number of Branches should be increased

covering a wider area in various states. 2. A wide publicity to be given about

the organization and its products through various means of communications

to keep growth moments. 3. More number of training and educational

programmers' should be included in Banks schedule. . Developing a

learning culture through continuous learning process. COMPETITORS * ICICI

Bank Ltd. * HDFC Bank Ltd. * State Bank of India * HSBC Bank * RBS (Royal

Bank of Scotland) * Maharashtra Bank of India * Canara Bank * Andhra Bank

* IDBI bank * Bank of India * Punjab National Bank * Central Bank * Allahabad

Bank * ING Vysya * Centurion Bank CONCLUSION Axis bank has developed

manifold in short period of time due to facilities and services provided to

their customer and this growth rate can be keep it up if they start to go in

semi-urban areas.

In last couple of years they have opened new many branches and they

should open many more. The working staffs are very co-operative in nature

and due to that the bank will also get good benefit. Axis Bank has provided

their customer Net-banking facilities and due to that transactions are done

fast. Charges at Axis Bank are on lower side when we compare it with other

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