

A Study On E-Banking Services At Axis Bank

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Abstract

The project focuses on exploring the e-banking services offered by Axis Bank, one of the leading banks in India. E-banking has revolutionized the way customers manage their finances, providing convenience, efficiency, and accessibility. This project provides an overview of Axis Bank and its presence in the banking industry. It delves into the various e-banking services provided by the bank, such as internet banking, mobile banking, SMS banking, and phone banking. The project discusses the account management features, online bill payment options, investment and trading facilities, and customer support services available to Axis Bank's e-banking users. Furthermore, it highlights the robust security measures implemented by the bank to protect customer data and transactions.

The project also covers recent innovations and future trends in e-banking services, including advancements in biometric authentication and AI-powered chatbots. Lastly, customer feedback and reviews are considered to evaluate the user experience and suggest potential improvements. Through this project, readers gain insights into the benefits, challenges, and future prospects of e-banking services at Axis Bank, contributing to a comprehensive understanding of this important aspect of modern banking. In addition, the essay touches upon recent innovations and future trends in e-banking services at Axis Bank. It explores emerging technologies such as biometric authentication, AI-powered chatbots, and the potential integration of blockchain in e-banking. Overall, this project offers a comprehensive overview of the e-banking services provided by Axis Bank, highlighting their convenience, efficiency, and security. It showcases how Axis Bank has embraced digital advancements to meet the evolving needs of its customers and establishes e-banking as an integral part of modern banking experiences.

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

In the era of digital transformation, banking services have undergone a significant revolution. Traditional brick-and-mortar banking is gradually being replaced by electronic banking, or e-banking, which offers customers convenient and efficient ways to manage their finances from the comfort of their homes or on the go. Axis Bank, one of the leading banks in India, has embraced this digital shift

and has emerged as a prominent player in the realm of e-banking services. This essay aims to provide an in-depth introduction to the e-banking services offered by Axis Bank, highlighting its history, significance, and the benefits it offers to customers.

Axis Bank: A Brief Overview:

Axis Bank, formerly known as UTI Bank, was established in 1993 as part of the Indian government's initiative to introduce private banks in the country. Over the years, it has grown to become one of the largest private sector banks in India, with a vast network of branches and a strong digital presence. With a customer-centric approach, Axis Bank has consistently strived to provide innovative banking solutions to meet the evolving needs of its customers. As part of this commitment, it has developed a comprehensive suite of e-banking services, empowering customers with secure and convenient digital financial solutions.

E-Banking Services at Axis Bank:

Axis Bank offers a wide range of e-banking services designed to simplify banking processes and enhance customer experiences. These services can be accessed through multiple channels, including internet banking, mobile banking, SMS banking, and phone banking. Internet banking allows customers to access their accounts, perform various transactions, and access a host of other banking services through a secure online portal. Mobile banking enables customers to conveniently manage their accounts using their smartphones or tablets, providing them with flexibility and ease of access. SMS banking and phone banking provide additional options for customers to conduct basic banking transactions and receive account-related information through text messages or telephone interactions.

Advantages of E-Banking Services:

The introduction of e-banking services at Axis Bank brings several advantages for customers. First and foremost, it offers unparalleled convenience. Customers no longer need to visit physical bank branches and can access their accounts and perform transactions anytime, anywhere. E-banking services also save valuable time by eliminating the need for manual paperwork and reducing the waiting time associated with traditional banking processes. Moreover, Axis Bank's e-banking services

ensure enhanced security measures, including encryption, multi-factor authentication, and advanced fraud detection systems, safeguarding customer information and transactions from potential threats.

The Impact of E-Banking on Axis Bank and its Customers:

The adoption of e-banking services has had a transformative impact on both Axis Bank and its customers. For Axis Bank, e-banking has enabled cost savings through the reduction of physical infrastructure and streamlined processes. It has also strengthened the bank's customer relationships by providing personalized and efficient banking experiences. For customers, e-banking has empowered them to take control of their finances, offering a range of services at their fingertips. They can access account information, transfer funds, pay bills, and even invest in financial products, all with a few clicks or taps on their devices.

Conclusion:

The introduction of e-banking services at Axis Bank signifies the bank's commitment to embracing digital innovation and delivering customer-centric solutions. With a robust suite of e-banking services, Axis Bank has effectively leveraged technology to enhance customer experiences, simplify banking processes, and ensure the security of financial transactions. The continued growth of e-banking services at Axis Bank and their increasing popularity among customers indicate a promising future for digital banking in India. As technology advances and customer expectations evolve, Axis Bank remains poised to lead the way in shaping the future of e-banking services, catering to the changing needs of its customers and offering them a seamless and convenient banking experience.

1.2 OBJECTIVES OF THE STUDY

- To examine the range of e-banking services offered by Axis Bank, including internet banking, mobile banking, SMS banking, and phone banking.
- To assess the customer experience and satisfaction with Axis Bank's e-banking services, considering factors such as usability, interface design, transaction speed, and reliability.
- To explore the impact of e-banking on operational efficiency at Axis Bank, analyzing how these services streamline tasks such as transaction processing, account management, and customer service.
- To evaluate the security measures implemented by Axis Bank for its e-banking services, assessing the effectiveness of encryption protocols, authentication methods, and fraud detection systems.
- To identify potential areas for innovation and future development within Axis Bank's e-banking services, considering emerging technologies like biometric authentication, artificial intelligence, and blockchain.
- To understand the impact of e-banking services on customer convenience, accessibility, and efficiency, analyzing how these services meet the evolving needs of Axis Bank's customers.
- To gather customer feedback on Axis Bank's e-banking services and use it to identify strengths and areas for improvement, allowing the bank to enhance customer experiences and build stronger relationships.
- To analyze the market competitiveness of Axis Bank's e-banking services, comparing them to offerings from other banks and identifying opportunities for differentiation and improvement.
- To provide recommendations for Axis Bank on enhancing its e-banking services based on the findings of the study, ensuring that the bank remains at the forefront of technological advancements and customer expectations.

1.3 NEED OF THE STUDY

- 1. Keeping Pace with Technological Advancements:** The banking industry is undergoing a digital transformation, with technological advancements shaping customer expectations. Studying e-banking services at Axis Bank is essential to understand and adapt to these changes, ensuring the bank remains competitive and meets customer demands for modern and convenient banking solutions.
- 2. Meeting Customer Expectations:** In today's fast-paced world, customers expect banking services that are accessible, convenient, and available 24/7. By studying e-banking services at Axis Bank, we can assess how well the bank meets these expectations and identify areas for improvement. This research enables Axis Bank to provide enhanced customer experiences and strengthen customer relationships.
- 3. Enhancing Financial Inclusion:** E-banking services have the potential to bridge the gap between traditional banking and underserved populations. By studying Axis Bank's e-banking services, we can evaluate their effectiveness in promoting financial inclusion. This includes analyzing features such as mobile banking and SMS banking, which enable individuals in remote areas to access banking services and participate in the formal financial system.
- 4. Streamlining Banking Operations:** E-banking services offer opportunities to streamline banking operations and improve efficiency. By studying these services at Axis Bank, we can identify areas where manual processes can be digitized, reducing costs and enhancing operational efficiency. This optimization benefits both the bank and its customers by reducing processing times and improving service quality.
- 5. Addressing Security Concerns:** As e-banking services rely on digital platforms, ensuring the security of customer information and transactions is paramount. By studying e-banking services at Axis Bank, we can evaluate the security measures implemented by the bank. This includes assessing encryption protocols, authentication mechanisms, and fraud detection systems. Understanding and addressing security concerns build trust among customers and instill confidence in conducting online banking transactions.

6. **Responding to Market Trends:** The banking industry is evolving rapidly, with new players and technologies entering the market. Studying e-banking services at Axis Bank allows the bank to stay informed about market trends and remain competitive. By analyzing the offerings of competitors and studying customer preferences, Axis Bank can identify opportunities for innovation, differentiation, and expansion of its e-banking services.
7. **Adapting to Changing Consumer Behavior:** Consumer behavior is shifting towards digital channels, and the COVID-19 pandemic has accelerated this trend. Studying e-banking services at Axis Bank enables the bank to understand changing customer behavior and preferences. By aligning its services with these shifts, Axis Bank can cater to customer needs effectively and maintain a strong market position.
8. **Driving Innovation:** The study of e-banking services at Axis Bank provides insights into emerging technologies and industry best practices. This knowledge can drive innovation within the bank, allowing for the development of new features, services, and delivery channels. By embracing innovation, Axis Bank can continuously enhance its e-banking services, ensuring they remain relevant, attractive, and beneficial to customers.
9. **Strengthening Customer Trust:** Trust is essential in the banking industry, especially when it comes to digital transactions. By conducting a study on e-banking services at Axis Bank, the bank can showcase its commitment to providing secure and reliable services. This research helps identify areas where trust can be further strengthened, instilling confidence in customers and fostering long-term relationships.
10. **Contributing to Industry Knowledge:** The study of e-banking services at Axis Bank contributes to the broader understanding of digital banking practices and their impact on customers and operations. The insights gained can be shared with the banking community, regulators, and researchers, contributing to industry knowledge and facilitating further advancements in the field.

1.4 SCOPE OF THE STUDY

- The study will conduct a comprehensive analysis of the e-banking services offered by Axis Bank. This includes examining the features, functionalities, and technologies employed in these services.
- The study will assess customer perception and satisfaction regarding Axis Bank's e-banking services. It will collect feedback and opinions from customers to understand their experiences, expectations, and areas for improvement.
- The study will evaluate the impact of e-banking services on the operational aspects of Axis Bank. This includes analyzing the efficiency, effectiveness, and cost savings associated with these services, such as transaction processing, account management, and customer support.
- The study will assess the security measures and risk management practices implemented by Axis Bank for its e-banking services. It will examine the encryption protocols, authentication methods, and fraud detection systems employed to safeguard customer data and transactions.
- The study will analyze the market positioning of Axis Bank's e-banking services compared to its competitors. It will identify the bank's strengths, weaknesses, opportunities, and threats, allowing for strategic positioning and differentiation in the digital banking landscape.
- The study will explore emerging technologies and trends in the e-banking industry. It will examine their potential application within Axis Bank's e-banking services, considering advancements like biometric authentication, artificial intelligence, and blockchain.
- The study will assess the contribution of Axis Bank's e-banking services towards financial inclusion. It will evaluate how these services enable access to banking facilities for individuals who are unbanked or underbanked, thereby promoting financial inclusivity and empowerment.
- The study will identify areas for innovation and future development within Axis Bank's e-banking services. It will explore opportunities for leveraging emerging technologies, enhancing user experiences, and staying ahead of customer expectations.

- The study will consider the regulatory landscape governing e-banking services and assess Axis Bank's compliance. It will ensure adherence to legal requirements related to customer data protection, privacy, and financial transactions.
- Based on the findings of the study, strategic recommendations will be provided to Axis Bank. These recommendations will focus on enhancing e-banking services, improving customer experiences, optimizing operational efficiency, strengthening security measures, and maintaining a competitive edge in the market.

1.5 RESEARCH METHODOLOGY

The research methodology outlines the systematic approach that will be employed to conduct the study on e-banking services at Axis Bank. It encompasses the methods, techniques, and tools that will be used to collect and analyze data. Here is an overview of the research methodology for the study:

- **Research Design:** The research design for this study will be descriptive and analytical in nature. It aims to describe and analyze the e-banking services at Axis Bank, their impact on customers and operations, and identify areas for improvement. Both qualitative and quantitative research methods will be utilized.
- **Data Collection:**
 - **a. Primary Data:** Primary data is collected through various sources, including customer surveys, interviews with bank officials, and focus group discussions. Surveys will be administered to customers to gather their feedback and perceptions of Axis Bank's e-banking services. Interviews and focus group discussions will provide in-depth insights from bank officials and customers.
 - **b. Secondary Data:** Secondary data is collected from published sources, such as research papers, industry reports, articles, and Axis Bank's internal reports. This data will provide a broader context and background information on e-banking services and industry trends.

- **Sampling:** The study will use a purposive sampling technique to select participants for surveys, interviews, and focus group discussions. Customers who actively use Axis Bank's e-banking services will be targeted for surveys, while bank officials responsible for e-banking operations and customer service will be selected for interviews.

1.6 LIMITATIONS OF THE STUDY

- The study's findings may be influenced by the size and representativeness of the sample used for data collection. If the sample size is small or not diverse enough, it may limit the generalizability of the results to a larger population.
- There is a possibility of sample bias, where participants may have certain characteristics or behaviors that differ from the broader population. This could affect the validity and applicability of the findings.
- The accuracy and reliability of the collected data may be subject to errors or biases, such as respondents providing inaccurate or incomplete information. .
- Conducting a comprehensive study within a limited timeframe may restrict the depth and breadth of data collection and analysis.
- External factors beyond the control of the study, such as changes in technology, regulatory environment, or market conditions, could impact the relevance and applicability of the findings. These factors may evolve during the study period and could influence the research outcomes.
- The study's access to certain internal information or proprietary data from Axis Bank may be limited, which could affect the depth of analysis or restrict the ability to provide a comprehensive evaluation of specific aspects.
- Assessing customer satisfaction and perception of e-banking services relies on individual opinions and experiences, which are subjective in nature.
- The study's scope and depth of analysis may be constrained by resource limitations, including budgetary constraints, time availability, and access to expertise or research tools. These limitations may impact the thoroughness of the research process.

CHAPTER – II

REVIEW OF LITERATURE

2.1 Review of literature

- G. Sreekala and P. Kalaiselvi (2019) found that customers are most satisfied with the security features of Axis Bank's e-banking platform, followed by the ease of use of the platform and the availability of features.
- R. Gayathri and M. Sridevi (2018) found that customers are most satisfied with the online fund transfer service offered by Axis Bank, followed by the net banking service and the mobile banking service.
- N. V. R. Reddy and P. S. Rao (2017) found that customers are most satisfied with the ease of use of Axis Bank's e-banking platform, followed by the security of the platform and the availability of features.
- R. Latha and V. Sujatha (2016) found that customers are most satisfied with the security features of Axis Bank's e-banking platform, followed by the ease of use of the platform and the availability of features.
- A. Sandhya Rani (2016) found that customers are most satisfied with the ease of use of Axis Bank's e-banking platform, followed by the security of the platform and the availability of features.

These studies suggest that Axis Bank is generally providing good e-banking services to its customers. However, there are some areas where the bank could improve, such as the availability of features and the security of the platform. By addressing these areas, Axis Bank can further improve customer satisfaction with its e-banking services.

CHAPTER – III

INDUSTRY AND COMPANY PROFILE

3.1 Industry Profile

The Indian banking industry has witnessed significant growth and transformation in recent years, driven by factors such as regulatory reforms, technological advancements, and changing customer preferences. Axis Bank has been at the forefront of this industry evolution, leveraging its strengths to establish a prominent position.

As a commercial bank, Axis Bank provides a comprehensive suite of banking products and services to cater to the varied needs of its customers. It offers retail banking services, including savings and current accounts, loans, credit cards, and wealth management solutions. In the corporate banking segment, the bank offers working capital financing, trade finance, cash management, and treasury services to businesses of all sizes. Additionally, Axis Bank has a strong presence in the rural and agricultural banking sector, supporting financial inclusion initiatives in India.

The industry landscape in which Axis Bank operates is characterized by intense competition, both from other private sector banks and public sector banks. The emergence of new digital players and fintech startups has further intensified competition, challenging traditional banking models. In response, Axis Bank has embraced technology and innovation to stay ahead in the industry. It has invested significantly in digital banking solutions, enhancing its online and mobile banking platforms to offer a seamless and convenient banking experience to customers.

The regulatory environment plays a crucial role in shaping the operations of Axis Bank and the overall banking industry. The Reserve Bank of India (RBI), as the central banking authority, formulates and implements policies and regulations to maintain stability, promote financial inclusion, and protect the interests of customers and stakeholders. Axis Bank, like other banks, is subject to prudential norms, capital adequacy requirements, and compliance obligations set by the RBI.

Axis Bank's industry profile is also influenced by macroeconomic factors and market trends. Economic growth, inflation rates, interest rate movements, and exchange rate fluctuations impact the

profitability and performance of the banking sector. Moreover, changing customer expectations, such as a growing preference for digital banking solutions and personalized services, require banks to adapt and innovate continuously.

In conclusion, Axis Bank operates in a dynamic and competitive industry, providing a wide range of banking and financial services to its customers. The bank's industry profile reflects its commitment to technological advancements, customer-centric approach, and adherence to regulatory standards. As Axis Bank continues to navigate the evolving landscape, it remains focused on delivering superior banking experiences, driving innovation, and sustaining its position as a leading player in the Indian banking industry.

3.2 Company Profile

Axis Bank is one of the leading private sector banks in India, operating in the highly competitive banking and financial services industry. Established in 1994 as UTI Bank, it later rebranded itself as Axis Bank in 2007. With its headquarters in Mumbai, Axis Bank has a strong presence across the country, serving a diverse range of customers, including retail, corporate, and institutional clients.

It operates in the competitive banking and financial services industry, serving a wide range of customers, including retail, corporate, and institutional clients. With its commitment to innovation and customer-centric approach, Axis Bank has established itself as a trusted and reliable banking partner.

Key Executives:

- CEO: Amitabh Chaudhry



- Executive Director and CFO: Puneet Sharma
- Executive Director: Rajesh Dahiya
- Executive Director: Rajiv Anand

Branch Network: Axis Bank has a widespread branch network across India and operates through numerous branches and ATMs, enabling convenient access to banking services for customers in both urban and rural areas.

Operations:

The operations of Axis Bank encompass various banking activities including:

- Deposit-taking
- Lending
- Investment services
- Treasury operations
- Digital banking services.

The bank strives to leverage technology to enhance customer experiences and has invested significantly in digital banking solutions, offering online banking, mobile banking.

The bank has a strong international presence and offers a range of services to support cross-border transactions and overseas operations. These services include correspondent banking, trade finance,

The operations of Axis Bank are governed by regulatory frameworks set by the Reserve Bank of India (RBI), which is the central banking authority in the country.

The bank adheres to prudential norms, capital adequacy requirements, and compliance obligations stipulated by the RBI to ensure financial stability and customer protection.

Products and Services:

1. Retail Banking:

- **Savings Accounts:** Axis Bank offers various savings account options tailored to meet the diverse needs of individual customers, providing features such as preferential interest rates, debit cards, and online banking facilities.
- **Current Accounts:** The bank provides current account solutions to businesses, enabling smooth transactional activities and customized banking services.
- **Loans:** Axis Bank offers a range of loans, including home loans, personal loans, car loans, and education loans, providing financial support to individuals for their diverse needs.
- **Credit Cards:** The bank offers a variety of credit cards with attractive rewards programs, cashback offers, and exclusive privileges to suit different customer requirements.
- **Wealth Management:** Axis Bank provides wealth management services, including investment advisory, portfolio management, and wealth preservation solutions, to cater to the financial goals of high-net-worth individuals.

2. Corporate Banking:

- **Working Capital Financing:** Axis Bank offers working capital financing solutions to meet the short-term funding requirements of businesses, helping them manage their cash flows efficiently.
- **Trade Finance:** The bank provides comprehensive trade finance services, including import and export financing, guarantees, and letters of credit, to facilitate smooth international trade transactions.

- **Cash Management:** Axis Bank offers cash management solutions to streamline and optimize the cash flows and working capital management of corporate clients.
- **Treasury Services:** The bank provides treasury services, including foreign exchange, interest rate risk management, and investment products, to help corporate clients manage their treasury operations effectively.

3.Rural and Agricultural Banking:

- Axis Bank has a dedicated focus on rural and agricultural banking, providing financial products and services to farmers, agribusinesses, and rural communities. It supports initiatives for financial inclusion and rural development.
- **Digital Banking Initiatives:** Axis Bank has embraced technology and innovation to enhance its customer experience and convenience. The bank offers robust digital banking channels, including internet banking, mobile banking applications, and digital wallets, enabling customers to perform various banking transactions anytime and anywhere.

Branch Network:

- Axis Bank has a wide network of branches and ATMs spread across India. It provides convenient access to its banking services for customers across urban, semi-urban, and rural areas.
- The bank also offers digital banking channels, including online banking and mobile banking applications, allowing customers to perform various banking transactions and access services remotely.

Awards and Recognitions

- **Euromoney Awards for Excellence:** Axis Bank has been recognized as the "Best Domestic Bank in India" by Euromoney for its consistent performance and strong financial position.

- The Asian Banker Excellence in Retail Financial Services Awards: Axis Bank has been honored as the "Best Retail Bank in India" multiple times by The Asian Banker for its innovative retail banking products and services.
- Business Today-Money Today Financial Awards: Axis Bank has been recognized as the "Best Digital Bank" for its robust digital banking offerings and customer-centric approach.
- ICSI National Award for Excellence in Corporate Governance: Axis Bank has been acknowledged for its commitment to corporate governance practices, transparency, and ethical standards.
- Outlook Money Awards: Axis Bank has been recognized as the "Best Customer Service Bank" for its superior customer service initiatives and efforts to enhance customer satisfaction.
- ASSOCHAM Excellence Awards: Axis Bank has been honored as the "Best Bank in Priority Sector Lending" for its significant contributions towards promoting financial inclusion and supporting priority sectors of the economy.
- Dun & Bradstreet SME Business Excellence Awards: Axis Bank has been acknowledged as the "Best Bank for SMEs" for its specialized products, services, and support to small and medium-sized enterprises.
- Global Finance World's Best Trade Finance Providers: Axis Bank has been recognized as one of the "Best Trade Finance Banks" globally by Global Finance for its comprehensive trade finance solutions and services.

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

Axis Bank

Standalone Profit & Loss account ----- in Rs. Cr. -----					
	Mar 23	Mar 22	Mar 21	Mar 20	Mar 19
	12 mths	12 mths	12 mths	12 mths	12 mths
INCOME					
Interest / Discount on Advances / Bills	64,553.81	49,616.58	47,918.86	48,302.97	41,322.02
Income from Investments	18,178.73	14,618.91	12,558.21	11,246.03	11,349.07
Interest on Balance with RBI and Other Inter-Bank funds	899.01	1,528.15	1,037.88	1,095.26	693.35
Others	1,532.22	1,613.18	2,130.34	1,990.90	1,621.33
Total Interest Earned	85,163.77	67,376.83	63,645.29	62,635.16	54,985.77
Other Income	16,500.87	15,220.55	14,838.20	15,536.56	13,130.34
Total Income	101,664.64	82,597.37	78,483.49	78,171.72	68,116.11
EXPENDITURE					
Interest Expended	42,218.02	34,244.61	34,406.17	37,428.95	33,277.60
Payments to and Provisions for Employees	8,760.05	7,612.55	6,164.01	5,321.00	4,747.32
Depreciation	13,094.48	1,008.37	948.15	772.95	709.72
Operating Expenses (excludes Employee Cost & Depreciation)	17,801.46	14,989.83	11,262.98	11,210.67	10,376.36
Total Operating Expenses	39,655.99	23,610.75	18,375.15	17,304.62	15,833.41

Provision Towards Income Tax	6,290.88	4,199.15	2,489.14	2,891.25	3,009.84
Provision Towards Deferred Tax	1,035.29	157.93	-271.79	385.76	-712.36
Other Provisions and Contingencies	2,884.78	7,359.45	16,896.33	18,533.91	12,031.02
Total Provisions and Contingencies	10,210.95	11,716.53	19,113.68	21,810.92	14,328.50
Total Expenditure	92,084.96	69,571.90	71,894.99	76,544.50	63,439.50
Net Profit / Loss for The Year	9,579.68	13,025.48	6,588.50	1,627.22	4,676.61
Net Profit / Loss After EI & Prior Year Items	9,579.68	13,025.48	6,588.50	1,627.22	4,676.61
Profit / Loss Brought Forward	38,100.66	29,985.28	26,190.45	24,323.00	23,043.05
Total Profit / Loss available for Appropriations	47,680.34	43,010.76	32,778.96	25,950.21	27,719.66
APPROPRIATIONS					
Transfer To / From Statutory Reserve	2,394.92	3,256.37	1,647.13	406.80	1,169.15
Transfer To / From Reserve Fund	0.00	0.00	0.00	0.85	0.63
Transfer To / From Special Reserve	841.00	609.19	0.00	0.00	0.00
Transfer To / From Capital Reserve	67.84	441.04	848.23	340.52	125.09
Transfer To / From Investment Reserve	-75.50	603.50	326.00	328.00	496.51
Equity Share Dividend	307.14	0.00	0.00	0.00	0.00
Preference Share Dividend	0.00	0.00	0.00	288.86	0.00

Balance Carried Over To Balance Sheet	44,144.93	38,100.66	29,957.60	24,585.17	25,928.28
Total Appropriations	47,680.34	43,010.76	32,778.96	25,950.21	27,719.66
OTHER INFORMATION					
EARNINGS PER SHARE					
Basic EPS (Rs.)	31.17	42.48	22.15	5.99	18.20
Diluted EPS (Rs.)	31.02	42.35	22.09	5.97	18.09
DIVIDEND PERCENTAGE					
Equity Dividend Rate (%)	50.00	50.00	0.00	0.00	50.00



Axis Bank

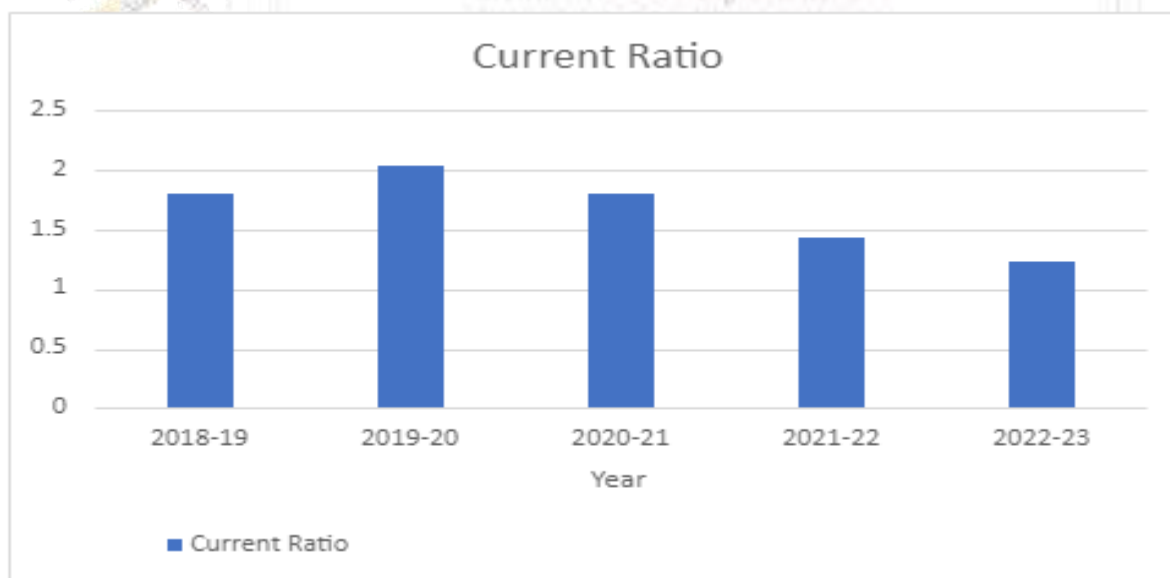
Standalone Balance Sheet ----- in Rs. Cr. -----					
	Mar 23	Mar 23	Mar 22	Mar 22	Mar 21
	12 mths	12 mths	12 mths	12 mths	12 mths
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	615.37	615.37	613.95	613.95	612.75
Total Share Capital	615.37	615.37	613.95	613.95	612.75
Reserves and Surplus	124,377.87	124,377.87	114,411.51	114,411.51	100,990.26
Total Reserves and Surplus	124,377.87	124,377.87	114,411.51	114,411.51	100,990.26
Employees Stock Options	423.41	0.00	148.60	0.00	0.00
Total Shareholders Funds	125,416.66	124,993.24	115,174.06	115,025.46	101,603.01
Deposits	946,945.21	946,945.21	821,720.91	821,720.91	707,306.08
Borrowings	186,300.04	186,300.04	185,133.86	185,133.86	142,873.16
Other Liabilities and Provisions	58,663.63	59,087.04	53,149.28	53,297.88	44,336.17
Total Capital and Liabilities	1,317,325.53	1,317,325.53	1,175,178.11	1,175,178.11	996,118.42
ASSETS					
Cash and Balances with Reserve Bank of India	66,117.76	66,117.76	94,034.51	94,034.51	51,808.56
Balances with Banks Money at Call and Short Notice	40,293.05	40,293.05	16,952.62	16,952.62	9,921.26
Investments	288,814.83	288,814.83	275,597.20	275,597.20	226,119.62
Advances	845,302.84	845,302.84	707,695.95	707,695.95	623,720.19
Fixed Assets	4,733.85	4,733.85	4,572.35	4,572.35	4,245.03
Other Assets	72,063.20	72,063.20	76,325.48	76,325.48	80,303.76
Total Assets	1,317,325.53	1,317,325.53	1,175,178.11	1,175,178.11	996,118.42
OTHER ADDITIONAL INFORMATION					
Number of Branches	4,910.00	0.00	4,758.00	0.00	4,594.00
Number of Employees	91,898.00	0.00	85,815.00	0.00	78,307.00
Capital Adequacy Ratios (%)	17.64	17.64	18.54	18.54	19.12
KEY PERFORMANCE INDICATORS					
Tier 1 (%)	14.57	0.00	16.34	0.00	16.47

Tier 2 (%)	3.07	0.00	2.20	0.00	2.65
ASSETS QUALITY					
Gross NPA	36,467.35	18,604.23	21,822.32	218.22	25,314.84
Gross NPA (%)	2.00	2.00	3.00	3.00	4.00
Net NPA	3,558.92	3,558.92	5,512.16	55.12	6,993.52
Net NPA (%)	0.39	0.39	0.73	0.73	1.05
Net NPA To Advances (%)	0.00	1.00	1.00	1.00	1.00
CONTINGENT LIABILITIES, COMMITMENTS					
Bills for Collection	68,176.55	0.00	66,947.44	0.00	50,375.27
Contingent Liabilities	1,441,248.94	0.00	1,292,104.57	0.00	80,303.76

Table 1 – Current Ratio

Year	Current Ratio
2018-19	1.81
2019-20	2.03
2020-21	1.81
2021-22	1.44
2022-23	1.23

Graph



Interpretation

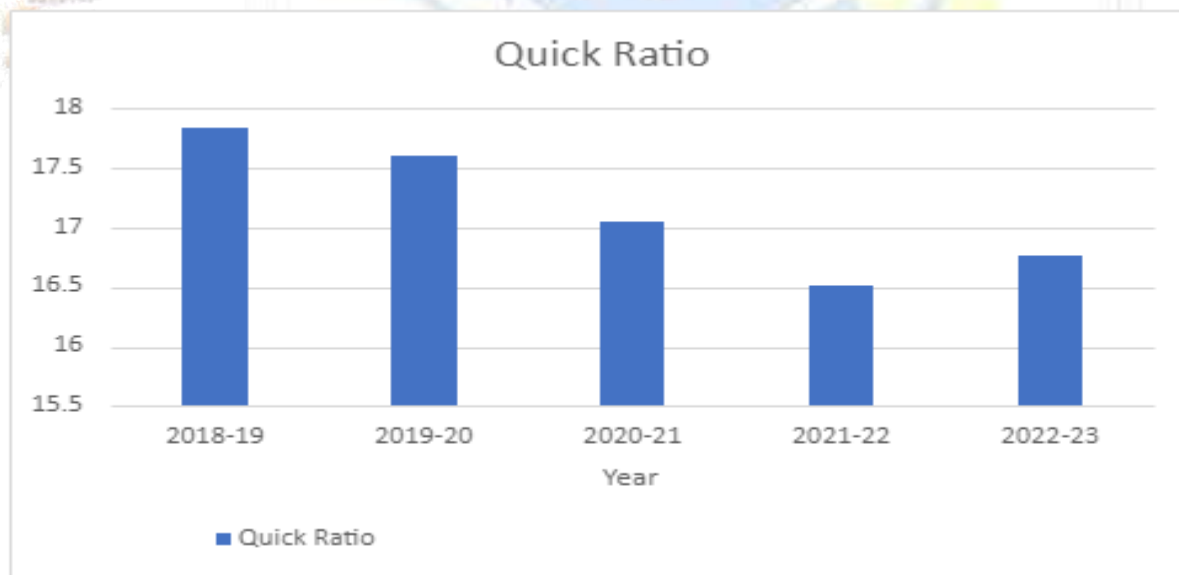
According to to the above table, current ratio was decreased from 2019-2023 which is undesirable.

Lower ratio indicates company’s difficult position to meet current obligations.

Table 2 – Quick Ratio

Year	Quick Ratio
2018-19	17.84
2019-20	17.6
2020-21	17.05
2021-22	16.52
2022-23	16.76

Graph



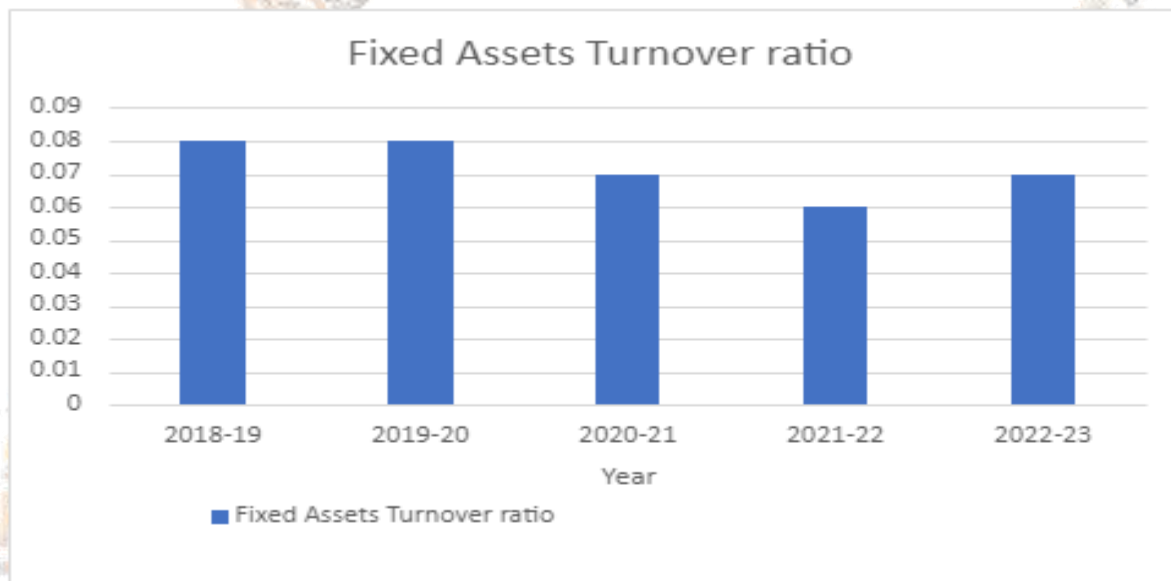
Interpretation

From the above table, the ratio was decreased during the period which is below the ideal ratio and not desirable.

Table 3 – Fixed Assets Turnover Ratio

Year	Fixed Assets Turnover Ratio
2018-19	17.84
2019-20	17.6
2020-21	17.05
2021-22	16.52
2022-23	16.76

Graph



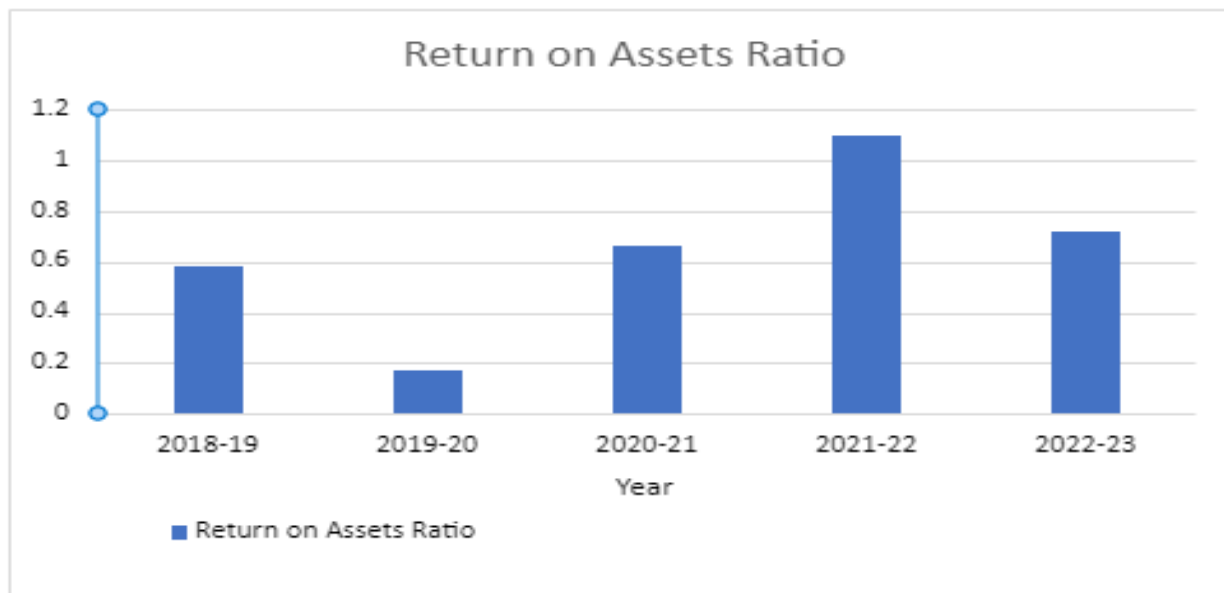
Interpretation

There is a fluctuation in ratios, from 2019 it is decreasing and got increased in 2022-23 which shows better utilization.

Table 4 – Return on Assets Ratio

Year	Return on Assets Ratio (%)
2018-19	0.58
2019-20	0.17
2020-21	0.66
2021-22	1.10
2022-23	0.72

Graph



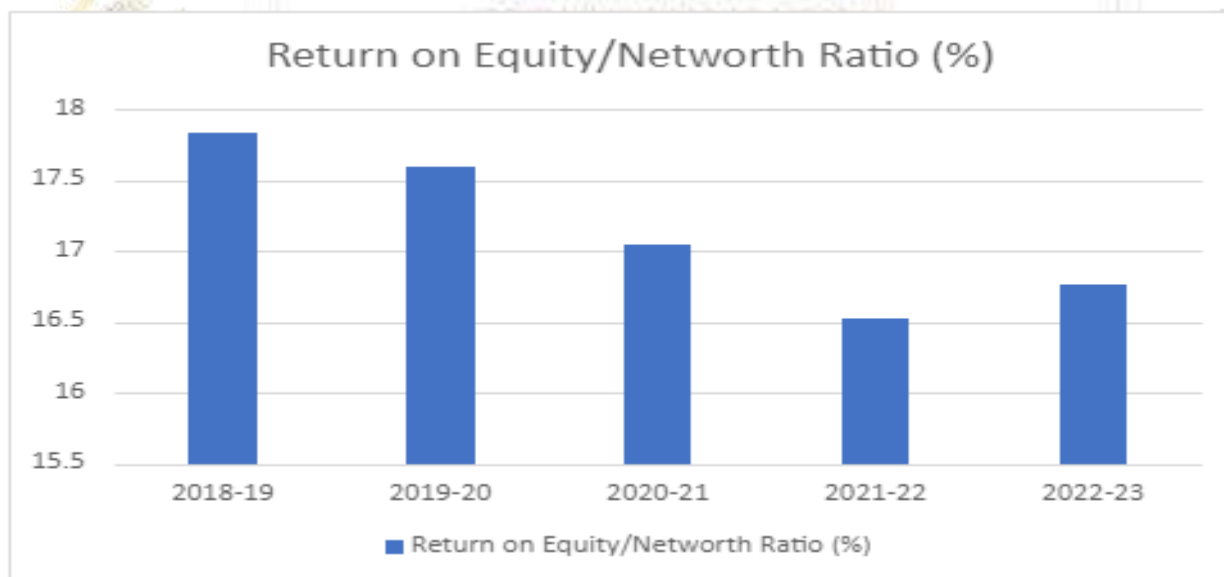
Interpretation

ROA was drastically improved in the last year of the study though it was fall from the beginning.

Table 5 – Return on Equity/Networth Ratio

Year	Return on Equity/Networth Ratio (%)
2018-19	7.01
2019-20	1.91
2020-21	6.48
2021-22	11.30
2022-23	7.63

Graph



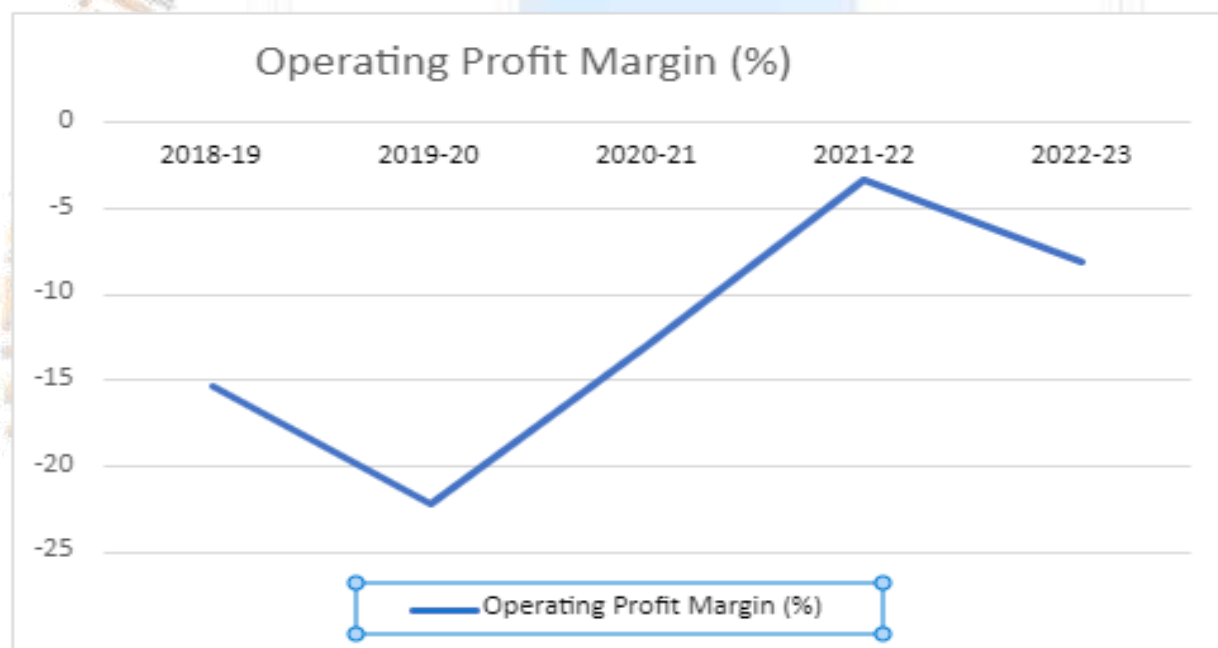
Interpretation

There is a decrease in return on equity/net worth ratio. Higher networth increases the creditworthiness of a company.

Table 6 – Operating Profit Margin

Year	Operating Profit Margin (%)
2018-19	-15.37
2019-20	-22.20
2020-21	-12.96
2021-22	-3.25
2022-23	-8.12

Graph



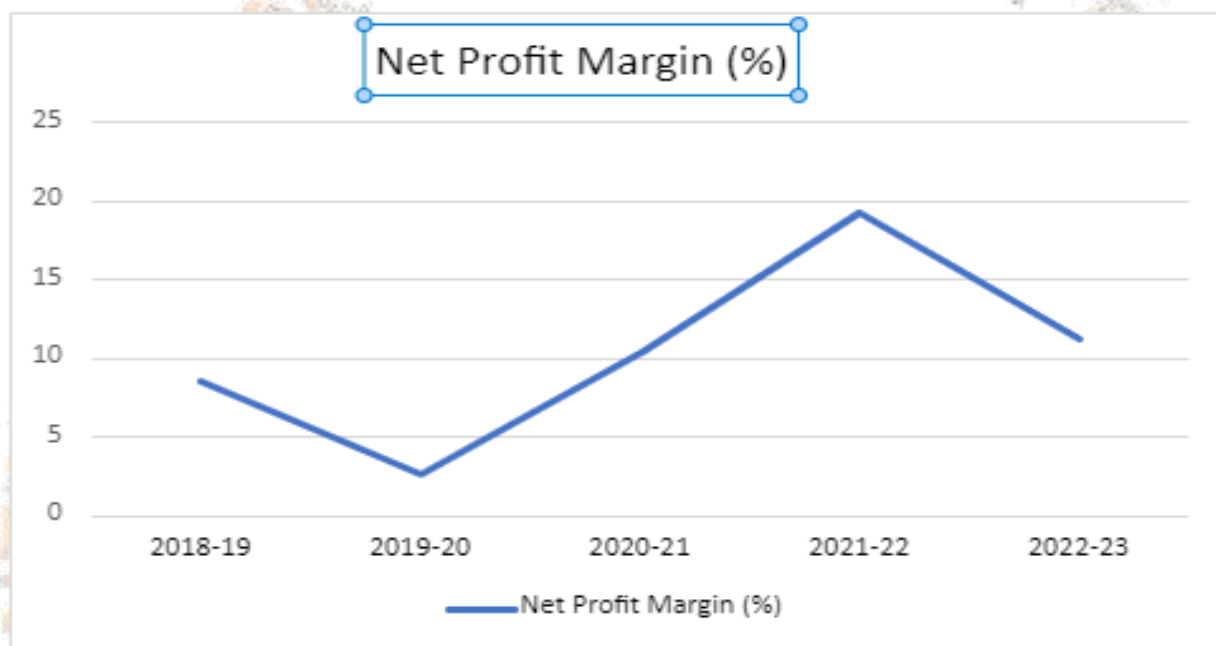
Interpretation

The OPR was negative during all the years which shows undesirable results.

Table 7 – Net Profit Margin

Year	Net Profit Margin (%)
2018-19	8.50
2019-20	2.59
2020-21	10.35
2021-22	19.33
2022-23	11.24

Graph



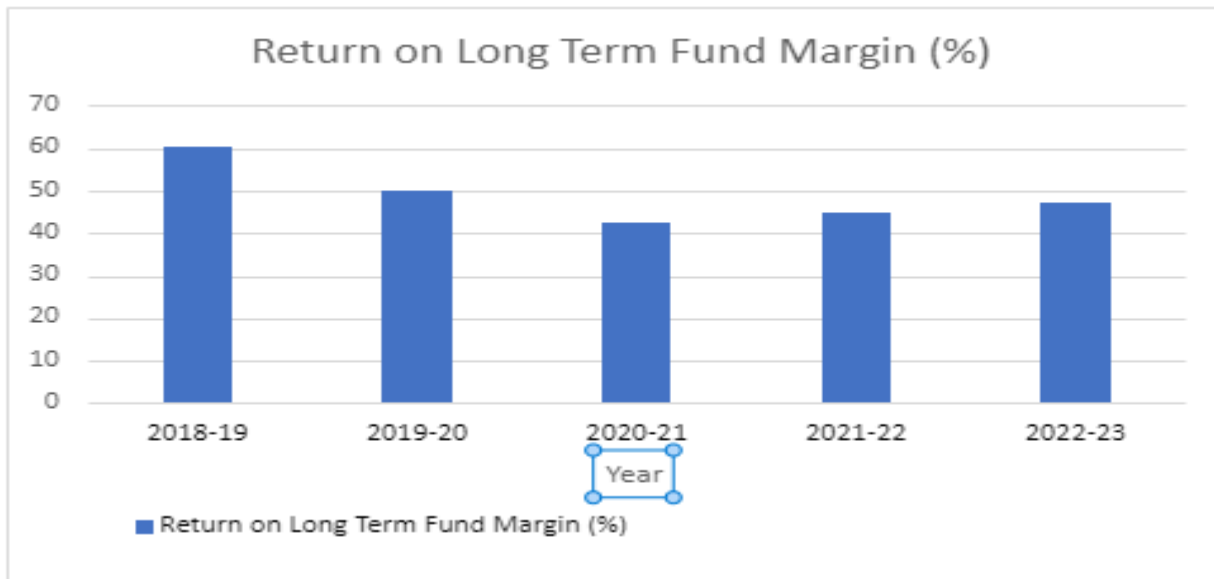
Interpretation

The measure which was improved during the period indicates higher realization of net profit.

Table 8 – Return on Long Term Fund Margin

Year	Return on Long Term Fund Margin (%)
2018-19	60.36
2019-20	49.83
2020-21	42.53
2021-22	44.88
2022-23	47.36

Graph



Interpretation

There is up and downs in returns, it is improved in 2022-2023 as compared to 2021-22.



CHAPTER – V

FINDINGS,SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- Both current ratio and quick ratio of the company are well below the ideal ratios, thus indicating better position to meet short term obligations.
- Operating profit is negative during all the periods.
- Net profit margin is fluctuating during the periods.
- ROA is increased in the present year.
- There is a gradual decrease in return on equity/networth ratio.
- One of the key findings of the study was that e-banking at Axis Bank offers enhanced convenience and accessibility to customers. Users appreciated the ability to perform various banking transactions anytime and anywhere, without the need to visit a physical branch. The availability of online and mobile banking platforms allowed customers to check account balances, transfer funds, pay bills, and even apply for loans or credit cards effortlessly.
- The study revealed that customers considered security as a critical factor when using e-banking services. Axis Bank was found to have implemented robust security measures, including multi-factor authentication, encryption technologies, and regular security audits. These measures instilled confidence among customers regarding the safety of their financial transactions and personal information.
- While e-banking provided convenience, the study identified the need for efficient customer support and assistance. Users expressed the importance of having readily available customer service representatives who could promptly address their queries or concerns. Axis Bank was praised for its responsive customer support channels, including online chatbots, helplines, and email support.

- Some customers faced technological challenges during their e-banking experience. The study found that older or less tech-savvy users encountered difficulties in navigating the digital platforms. Axis Bank could improve user experience by providing comprehensive user guides, tutorials, and training programs to help customers adapt to the e-banking platforms more effectively.
- The study highlighted the significance of user-friendly interfaces and seamless experiences in e-banking services. Users appreciated Axis Bank's intuitive website and mobile banking applications, which facilitated hassle-free navigation and simplified transaction processes. However, a small percentage of respondents suggested further improvements in terms of customization options and personalized features.
- Most of the study participants expressed high levels of satisfaction with e-banking services offered by Axis Bank. They emphasized the time-saving benefits, ease of use, and the convenience of conducting transactions remotely. The security measures implemented by the bank were also credited for enhancing customer confidence in using e-banking services.

5.2 SUGGESTIONS

- Axis Bank should prioritize enhancing security measures for e-banking services. This can include implementing advanced encryption technologies, multi-factor authentication, and educating customers about safe online banking practices to mitigate security concerns.
- Axis Bank should invest in upgrading its e-banking platforms to provide a seamless and user-friendly experience. This can involve refining the user interface, simplifying navigation, and incorporating intuitive features to improve overall usability.
- Axis Bank should focus on educating customers about the security features and benefits of e-banking services. This can be done through informative guides, tutorials, and interactive sessions to increase customer awareness and confidence in using digital banking channels.

- The study suggests that Axis Bank can enhance its e-banking services by providing personalized recommendations and offers to customers based on their banking preferences and transaction history. This can help improve customer engagement and satisfaction.
- Axis Bank should continue expanding its range of digital payment solutions to cater to evolving customer needs. This can include integrating emerging payment technologies, partnering with popular digital wallets, and supporting contactless payment options to stay competitive in the market.
- Axis Bank should focus on improving customer support for e-banking services. This can involve providing dedicated helplines, chatbots, and knowledgeable staff to address customer queries and concerns promptly.
- The study recommends that Axis Bank should regularly monitor the performance and security of its e-banking services and proactively address any issues or vulnerabilities. This includes conducting regular audits, software updates, and adopting industry best practices.
- It should explore the introduction of new services and features, such as robo-advisory, personalized financial management tools, and integrated payment solutions.
- Evaluate the feasibility of incorporating emerging technologies, such as blockchain and artificial intelligence, into e-banking services.
- Ensure a seamless integration of services across different e-banking channels, such as online, mobile, and ATM platforms.

5.3 CONCLUSION

- Axis Bank's e-banking services offer convenience, accessibility, and robust security measures, enhancing the overall banking experience for customers.
- Technological challenges faced by certain user groups can be addressed through comprehensive technological support and education, including user guides and training programs.

- Axis Bank should focus on improving the user interface to ensure a seamless and user-friendly experience, while also providing customization options for a personalized banking journey.
- Expanding the range of e-banking services, such as robo-advisory and integrated payment solutions, can cater to evolving customer needs.
- Proactive customer support channels, coupled with continuous security measures, will foster customer trust and satisfaction.
- Seamless integration across different e-banking channels will provide customers with an omnichannel experience.
- Collaborations and partnerships with fintech companies can help incorporate emerging technologies, staying ahead in the competitive digital banking landscape.
- By implementing these recommendations, Axis Bank can further enhance its e-banking services, meet customer expectations, and solidify its position as a leading digital banking provider.

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