



## A STUDY ON EMERGING TRENDS OF E-BANKING IN INDIA

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### ABSTRACT

*Today E-banking is known as keen banking, contact banking, 360degree banking, innovative banking, virtual banking and 24X7 banking. Banks are assuming a significant part in the economic development country. Economic development of a nation involves investment in different sectors of the economy. The bank collects little reserve funds from the general population for investment in different projects. Present banking scenario has come up with a ton of new initiatives which are oriented to provide a better customer service and facilities with the help of data technology. . One of these reasons is the inherent benefit of e-banking to saving time and speed in the exchange of banking activities and consequently enhancing the performance of banks. The paper tries to zero in on open, private, nationalized, and foreign e-banking services. Furthermore, the different types of in Indian scenario. At long last paper concludes technology changes and making trends in E-banking which helps for the development. The conventional mode of delivering items and services by banks to the consumers' is through a single appropriation channel and that is actual bank branches. Monetary services industry is developing due to the presentation of internet, fast technological evolutions, deregulation, and globalization just as the effect of changing competitive and regulatory forces. To cope with the brisk changes in the business scenario, banks started to rely on appropriation channels as an alternative strategy for differentiation and acquiring further competitive advantage. The abovementioned paved path for the development of the E-banking phenomena. The content provided in this chapter would be useful for existing and potential banks to better understand the Indian E-banking trends and subsequently help in the effective plan of channel management strategies and reap the benefits out of it.*

**Keywords:** E- Banking, Banking, ATM.

### INTRODUCTION

The quick emerging economy is carrying with it quickly evolving technologies, increasing knowledge intensity taking all things together areas of business and service delivery channels to the customers, for example, e-banking. E-banking often draws in high benefit customers with higher than average income and education levels, which helps to increase the size of revenue streams. For a retail bank, e-banking customers are therefore exceptionally compelling, and such customers are likely to have a higher demand for banking items. Technology is assuming a significant part in improving the principles of service delivery in monetary foundation sectors. Technology has touched every aspects people's life including banking. Day is a distant memory when customers would queue in

the bank holding back to cover their service bills, fees and other exchanges. This has become easier by utilizing their ATM cards or over the internet from the solace of the customer. This motivates the customers utilize the services of bank. It additionally results banks to spend more on technology and data to achieve greatest returns. Today, we are having a genuinely well developed banking system with different classes of banks – public sector banks, foreign banks, private sector banks. To cope with the pressure of developing competition, Indian commercial banks have adopted several initiatives and e-banking is one of it. The competition has been especially extreme for the public sector banks, as the newly established private sector and foreign banks are leaders in the selection of e-banking. The quick progressing worldwide data infrastructure enable the development of electronic commerce at a worldwide level. The nearly universal connectivity which the Internet offers has made it an invaluable business apparatus. These developments have created a new type of economy, which many call the 'advanced economy'.

The greater part of them are utilizing online channels regularly for a variety of purposes, and for some there is no need for regular personal contacts with the bank's office network, which is an expensive channel for banks to run. Some research suggests that adding the Internet delivery channel to an existing arrangement of service delivery channels results in nontrivial increases in bank benefit (Young, 2007). These extra revenues basically come from increases in noninterest income from service charges on deposit/current records. These customers likewise tend to be of major league salary earners with greater benefit potential. Electronic banking, otherwise called electronic subsidizes transfer (EFT), is essentially the use of electronic means to transfer reserves directly starting with one record then onto the next, rather than with a money order or hard money. You can use electronic subsidizes transfer to: Have your paycheck deposited directly into your bank or credit association checking account, Withdraw money from your checking account from an ATM machine with a personal identification number (PIN), at your convenience, day or night, Instruct your bank or credit association to consequently take care of certain month to month bills from your record, like your automobile advance or your mortgage payment, Have the bank or credit association transfer supports each month from your checking record to your shared asset account, Have your government federal retirement aide benefits check or your expense refund deposited directly into your checking account, Buy groceries, gasoline and other purchases at the retail location, utilizing a check card rather than money, credit or a personal check, Use a brilliant card with a prepaid measure of money embedded in it for use instead of money at a compensation phone, expressway street cost, or on college campuses at the library's copier or bookstores, Use your computer and personal finance software to coordinate your complete personal monetary management process, integrating information and activities related to your income, spending, saving, investing, recordkeeping, bill-settling and taxes, alongside fundamental monetary.

The trend has been the creation of service delivery channels through which consumers can interact with the banks. Therefore modern banks provide their consumers with increased channel choice, reach out consumers through numerous routes. In that capacity, ATMs, telephone, internet and wireless channels are currently available to the consumers to perform their banking exchanges notwithstanding the customary branch banking. Banks can't return in the future by reducing the number of channels as consumers have become somewhat adapted to and indeed are using a wide range of alternatives (Durkin, 2004) Therefore the present section attempts to address the objectives, for example,

- To understand what E-banking is.

- To take a gander at the evolution of E-banking as a phenomena.
- To analyze the existing E-banking trends in India.
- To identify the opportunities and challenges associated with E-banking.
- To suggest future research directions and recommendations.

The Banking sector has been immensely benefited from the implementation of superior technology during the recent past, practically in every country on the planet. Profitability enhancement, innovative items, speedy exchanges seamless transfer of assets, real time data system, and efficient danger management are some of the advantage derived through the technology. Data technology has likewise improved the efficiency and robustness of business processes across banking sector. India's banking sector has made quick strides in reforming itself to the new competitive business environment. Indian banking industry is the middle of an IT revolution. Technological infrastructure has become an indispensable piece of the reforms process in the banking system, with the slow development of sophisticated instruments and advancements in market practices.

### **E-banking**

Often E-banking is defined as web based banking (Hertzum et al., 2004). Deployment of retail or wholesale banking services over the internet is often referred as Ebanking which involves individual and corporate clients, and includes bank transfers, payments and settlements, documentary collections and credits, corporate and household lending, card businesses and some others (UNCTAD, 2002). Other researchers related E-banking to type of items and services through which bank customers request data and carryout the majority of their retail banking activities through computer, television or mobile phone (Mols, 1998; Sathye, 1999; Daniel, 1999). E-banking is described as an electronic connection between bank and customers to prepare, manage and control monetary exchanges (Burr, 1996). Since the careful examination of the secondary information describes that internet banking around the world shows a unique uptake. E-banking means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking capacities. In Ebanking system the bank has a centralized database that is web-enabled. Every one of the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of service. The customary branch model of bank is presently offering place to an alternative delivery channels with ATM network. Once the branch offices of bank are interconnected through terrestrial or satellite connections, there would be no actual identity for any branch. It would a borderless entity permitting anytime, anywhere and at any rate banking. The network which connects the different areas and gives connectivity to the central office inside the association is called intranet. These networks are limited to associations for which they are set up. Quick is a live example of intranet application.

Evolution Modern scenario projects that E-banking is forming the monetary services industry. Henceforth, it is imperative to understand comprehensively the evolution of E-banking. A brief history and trend examination of the evolution of E-banking industry universally utilizing document investigation reveals the significant barriers, impediments and boosters for the quick progress of the banking sector and uptake of E-banking. Document examination is the systematic investigation of a specific subject, utilizing documents like newspapers, yearly reports, employment records, published and

unpublished articles, industry and consultancy reports, progressing academic working papers, government white paper reports and white papers (Neuman, 1997). In a broader perspective, electronic banking is defined as the arrangement of banking services through means other than customary actual branches (Liao et al., 1999). Electronic banking offers its monetary services to its prospective customers through different structures, for example,

1. Automated Teller Machines (ATM)
2. Telephone Banking
3. Home Banking
4. Internet Banking
5. Mobile Banking

### **E-banking in India**

The Reserve Bank of India constituted a working gathering on Electronic Banking. The gathering divided the Electronic Banking items in India into 3 types based on the levels of access granted. They are:

- **Information Only System:** General purpose data like interest rates, branch area, bank items and their features, credit and deposit computations are provided in the banks website.
- **Electronic Information Transfer System:** The system provides customer-specific data as record balances, exchange details, and statement of records.
- **Fully Electronic Transactional System:** This system permits bi-directional capabilities. Exchanges can be submitted by the customer for online update. This system requires serious level of security and control.
- **Automated Teller Machines (ATM)** ATM is designed to perform the main capacity of bank. It is operated by plastic card with its special features. The plastic card is replacing check, personal attendance of the customer, banking hours restrictions and paper based verification. There are debit cards. ATMs used as spring board for Electronic Fund Transfer.
- **Credit Cards/Debit Cards** The Credit Card holder is empowered to spend wherever and whenever he needs with his Credit Card inside the cutoff points fixed by his bank. Credit Card is a post paid card. Debit Card, then again, is a prepaid card with some stored value. Every time a person uses this card, the Internet Banking house gets money transferred to its record from the bank of the buyer. The buyers account is debited with the exact measure of purchases.

- **Smart Card Banks** are adding chips to their current magnetic stripe cards to enhance security and offer new service, called Smart Cards. Shrewd Cards permit a huge number of times of data storable on magnetic stripe cards.
- **Bill Payment Services** You can facilitate payment of electricity and telephone charges, mobile phone, credit card and insurance premium bills as each bank has tie-ups with different service companies, service providers and insurance companies, the nation over.
- **Fund Transfer** You can transfer any sum starting with one record then onto the next of the same or any another bank. Customers can send money anywhere in India. Once you login to your record, you need to mention the payees' record number, his bank and the branch.
- **Credit Card Customers** With Internet banking, customers can take care of their credit card bills online as well as get an advance on their cards. On the off chance that you lose your credit card, you can report lost card online.
- **Railway Pass** This is something that would interest all the aam janta. Indian Railways has tied up with ICICI bank and you would now be able to make your rail route pass for neighborhood trains online. The pass will be delivered to you at your doorstep. However, the office is limited to Mumbai, Thane, Nashik, Surat and Pune.
- **Investing through Internet Banking** You would now be able to open a FD online through reserves transfer. Presently investors with interlinked demat record and ledger can easily trade in the financial exchange and the sum will be consequently debited from their respective ledgers and the shares will be credited in their demat account.
- **Recharging your Prepaid Phone** Now top-up your prepaid mobile cards by signing in to Internet banking. Simply by selecting your operator's name, entering your mobile number and the sum for recharge, your phone is again back in real life inside few minutes.
- **Shopping** With a range of all sort of items, you can shop online and the payment is additionally made conveniently through your record. You can likewise purchase rail route and air tickets through Internet banking. To acquire competitive advantage and eliminate the expenses associated with the conventional bank branches, one of the key objectives of electronic banking is to offer higher interest rates and lower service charges on their investment accounts (Talmor, 1995).

## REVIEW OF LITERATURE

Yang, Whitefield and Bhanot (2005), E-Banking in Rural Area - Recent Trend and Development: A Case Study. This paper discusses recent trend and development of e-banking for little and local area banks in country areas through a case study. The uses of e-banking of several nearby banks in provincial areas are investigated and examined. The research objective is to investigate the trends and level of prevalence of on-line banking zeroing in on some emerging issues and challenges. This paper describes a case investigation of three such little nearby banks and their efforts in developing and operating their e-banking services. Both their successes and struggles discussed in this paper could provide some meaningful bits of knowledge and serve as comparative examples (i.e., benchmarks) in evaluating the performance of e-banking operations, especially for those little and neighborhood local area banks.

Lal and Saluja (2012), Undertook Study On E-Banking: The Indian Scenario, The objective of the present paper is to examine and analyze the progress made by Indian banking industry in appropriation of technology. The investigation is secondary based and scientific in nature. The progress in e-banking in Indian banking industry is measured through different parameters like Computerization of branches, Automated Teller Machines, Transactions through Retail Electronic Payment Methods etc. Measurable and mathematical apparatuses, for example, simple development rate, percentages and averages etc are used. The paper additionally features the challenges faced by Indian banks in reception of technology and recommendations are made to tackle these challenges. The paper concludes that in years to come e-banking won't just be acceptable mode of banking however preferred mode of banking.

Kani and Merlin (2013), focused on Issues and Challenges Faced by ATM Customers of State Bank of India In South Tamilnadu, This investigation targets identifying the issues and challenges faced by customers. It was revealed pull out in real money through ATM was very convenient and greater part of the respondents had used ATM services regularly. The investigation has demonstrated that a considerable number of customers have access to this machine and are consequently using them for multi-purpose exchanges, despite its challenges and deficiencies. The end that might be reached here is that youngsters today are the drivers of emerging technology in a developing area. The well organized and planned performance of the SBI in the arena of ATM cards is clearly supported by this investigation.

Mohiuddin (2014), conducted concentrate on Trend and Development of E-Banking: A Study on Bangladesh. The paper points the concept of E-banking, explore the present scenario of online banking in Bangladesh, The online banking system of Different commercial Banks in Bangladesh, the significant challenges of E-Banking. The paper center around present, private and public banks of Bangladesh have taken different steps in E-banking. This work has been conducted from the secondary information maximally. This article has drawn present trend and development of E-banking in Bangladesh. The paper concludes online banking has a few danger in this field however it has a lot of advantage than negative aspects. The future of electronic banking will be a system where users are able to interact with their banks "effortless" and banks are operated under one normal norm In Bangladesh.

Ibrahim, Shahid, Akbar and Ahmed (2015), concentrate on Determining the Effect of Innovations for Mobile Banking Adoption in Pakistan, The objective of this research was to check the effect of developments on reception of mobile banking in Pakistan. The paper concludes development has positive huge correlation which means that new and most

advanced technological advancements and different appropriate customer services like ease of use and usefulness great influence on reception of mobile banking in Pakistan.

Kombe and Wafula (2015), describes concentrate on Effects of Internet Banking on the Financial Performance of Commercial Banks in Kenya a Case of Kenya Commercial Bank, the objective of the paper are the effect of cheaper internet connectivity on performance of banks, The effects of 24 hour e-banking to the overall monetary performance of commercial banks, the effects of the ICT competence of the customers on the monetary performance of banks. The target populace comprised of 31 employees of KCB, The paper concludes From the investigation it very well may be tracked down that the reduced internet costs lowers exchange costs which draws in potential customers to the bank.

Murali and Murthy(2016), Conducted A Study On E-Banking And Its Problems With Reference To Selected Banks In Chittoor Town, Andhra Pradesh, the expects to realize the number of customers are utilizing electronic banking services sample banks, the operation of electronic banking by the respondents of sample banks in the investigation area; and the problems of sample banks' customers while operating e-banking in the present examination and based on the discoveries made, offer some workable suggestion to better the services offered by the India banking system. The present examination is based on essential information for investigation on a sample size of 150 customers of the sample banks in India. The examination was carried out during January 2015 to December 2015.

Kashmari, Nejad and Nayebyazdi (2016) concentrate on Impact of Electronic Banking Innovations on Bank Deposit Market Share, the paper center around the Development and diversity of electronic banking services is one of the aspects of monetary advancement of banks. The principle purpose of this examination is to evaluate this advancement, which needs a heavy expense in terms of money and time, on the share of each bank in drawing in deposit as one of the main objectives and competitive devices of a bank. The results show that based on the Granger Causality Test, the number of ATM machines, POS, PIN cushion, SWIFT system and measure of banking facilities provided by each bank, has causal relation in explaining the increase of the bank's share in drawing in deposits, yet the Market Share was recognized as the cause of the development.

## **OBJECTIVE OF THE STUDY**

1. To feature different types of e-banking in Indian scenario.
2. To investigation on Emerging Trends in Banking Sector in India.
3. To analyze the E-banking system of different Commercial Banks in India.

## **RESEARCH METHODOLOGY**

The present examination is concerned with the Indian banking industry and exhibits development of e-banking channels in different bank gatherings. The factual instrument like standard deviation and co-efficient variety are used with the help of Excel.

## **SAMPLE DESIGN:**

- The study is Indian banking industry in significant bank gatherings.

- Public Sector Bank
- Nationalized Banks
- Private Sector Banks – Old and New Private Sector banks.

#### DATABASE:

**Secondary data:** Report on Trend and Progress of Banking in India, 2011-16 RBI, Mumbai, Journals, websites, Books.

**Standard Deviation:** The standard deviation concept measure of fluctuation computed by taking the positive square base of the Variance.

$$S = \sqrt{\frac{\sum(x-\bar{x})^2}{(n-1)}}$$

**Sampled standard deviation:**

**Co-efficient variation:** a measure of relative fluctuation computed by separating the standard deviation by the mean, then increasing by 100.

$$C.V = \frac{\text{Standard Deviation}}{\text{Mean}} \times 100$$

A scheduled bank, in India, refers to a bank which is listed in the second Schedule of the Reserve Bank of India Act, 1934. Banks not under this Schedule are called non-scheduled banks. Scheduled banks are typically private, foreign and nationalized banks operating in India.

#### Public sector bank

Public Sector Banks (PSBs) are banks where a lion's share stake (i.e. more than half) is held by a government. The shares of these banks are listed on stock exchanges. There are an absolute 27 PSBs in India [21 Nationalized banks + 6 State bank gathering (SBI + 5 associates) ]. In 2011 IDBI bank and in 2014 Bharatiya Mahila Bank were nationalized with a base capital of 500 crores.

**Table 1: No. of E-Banking Services in Public Sector Bank**

Items	2012-13	2013-14	2014-15	2015-16	S.D	Mean	C.V (%)
No. of ATM	0.16	0.20	0.85	0.11	0.35	0.33	107%
No. of Pos	0.03	1.21	1.64	0.63	0.70	0.9	80%
No. of outstanding credit cards	0.06	0.13	0.25	0.17	0.08	0.2	50%
No. of outstanding debit cards	0.25	0.21	0.90	0.11	0.36	0.4	98%

From the above table analyze that development rate in number of ATMs are forward time more in 2014-15 as compared from 2013-14, and shows 0.35 Standard deviation, Co-efficient variance in 107%. In POS it shows increase practically 1.21 during 2013-14 and continues 1.64 in 2014-15 and shows significant deviation 0.70. In number of Credit cards



Maximum cards development 0.25 are in 2014-15 and just 0.08 deviations are observed. The Number of Debit cards development is high in 2014-15 i.e., 0.90 and deviation is 0.36 and 98% of co-efficient Variance. In open sector banks Maximize its development rate during 2014-15 in E-banking services compared to other years. The Deviation is more in POS yet the Co-efficient variance is most extreme in ATMs.

### Nationalized Bank

Nationalization is a process whereby a public government or State takes over the private business, association or assets into public ownership by an Act or ordinance or some other sort of orders. This strategy has been frequently adopted by communist governments for progress from free enterprise to communism. In this way, presently carefully speaking 19 nationalized banks are in existence. RBI on its website likewise records under "Nationalized Banks" category just these 19 banks.

**Table 2: No. of E-Banking Services in Nationalized Bank**

Items	2012-13	2013-14	2014-15	2015-16	S.D	Mean	C.V(%)
No. of ATM	0.23	0.19	1.02	0.12	0.42	0.39	108%
No. of POS	0.03	0.02	0.89	0.89	0.50	0.46	109%
No. of outstanding credit cards	0.06	0.06	0.30	0.24	0.12	0.16	76%
No. of outstanding debit cards	0.26	0.21	1.04	0.21	0.41	0.43	95%

The table 2 analyze that development rate in number of ATMs of Nationalized Banks are High during the year 2014-15 as compared from 2013-14, and shows 0.42 Standard deviation, Co-efficient variance in 108%. The Number of POS is increasing from 2012-16 i.e., 0.3 to 0.89 and the SD is additionally high 0.50. The number of Credit cards is Maximum development 0.24 are in 2015-16 and just 0.16 deviations are observed. The Number of Debit cards development is high in 2014-15 i.e., 1.04 and deviation is 0.41 and 95% of co-efficient Variance. In Nationalized banks the development can be seen from 2014-15 later stage it is decreased. The Deviation is more in POS .

### Private Sector Banks

The private-sector banks in India represent part of the Indian banking sector that is made up of both private and public sector banks. The private-sector banks are banks where greater pieces of state or equity are held by the private shareholders and not by government. The private sector banks are part into two gatherings by monetary regulators in India, old and new. The old private sector banks existed preceding the nationalization in 1969 and kept their independence because they were either excessively little or specialist to be included in nationalization. The new private sector banks are those that have gained their banking license since the liberalization during the 1990s.

**Table 3: No. of E-Banking Services in Private Sector Bank**

Items	2012-13	2013-14	2014-15	2015-16	S.D	Mean	C.V(%)
No. of ATM	0.50	0.19	0.19	0.08	0.18	0.24	75%
No. of POS	0.12	0.22	0.11	0.06	0.07	0.13	51%
No. of outstanding credit cards	0.04	0.15	0.09	0.22	0.08	0.12	63%
No. of outstanding	0.10	0.12	0.35	0.21	0.11	0.20	57%

From table 3 analyze that development rate in number of ATMs of Private sector Banks are Low during the year 2013-14 as compared from 2012-13, and shows 0.18 Standard deviation, Co-efficient variance in 75% greatest. The Number of POS is increasing from 2012-14 i.e., 0.12 to 0.22 and the SD is additionally 0.07. The number of Credit cards is Maximum development 0.22 are in 2015-16 and just 0.12 deviations. The Number of Debit cards development is high in 2014-15 i.e., 0.35 and deviation is 0.11 and 57% of co-efficient Variance. In Private Sector banks the developing at first i.e., 2012-13 yet after 2013-14 decline are in POS, Credit. In 2014-15 remaining channels are declined and greatest SD and CV in ATM.

**Table 4: No. of Transaction in E-Banking Services in Scheduled Commercial Bank**

Items	2011-12	2012-13	2013-14	2014-15	2015-16	S.D	Mean	C.V(%)
NEFT	-	0.74	0.76	0.28	0.22	0.29	0.50	58%
RTGS	-	0.15	0.18	0.12	0.02	0.07	0.12	60%
Mobile banking	-	1.05	0.68	0.84	1.50	0.44	1.01	43%

From the above Table4 showing Number of Transaction in NEFT development rate in increasing from 2012-14 however during the year 2014-16 gradually it is decreasing and the deviation is 0.29 and CV is 58%. The RTGS exchange are increased during 2013-14 i.e., 0.18 having just 0.07 deviation. In Mobile Banking at first most extreme development and decreased in 2013-14 again maximized in 2014 - 16, having greatest deviation is 0.44 and CV is just 43%. The co-efficient variance is high in RTGS exchanges compared to other two. However, in Mobile banking is 0.44 which is more compared to RTGS and NEFT.

### Findings of the Study

1. About 0.35 deviation in Growth of ATM, and POS it shows increase practically 1.21 during 2013-14 and continues 1.64 in 2014-15 and shows significant deviation 0.70 in Public sector banks.
2. Maximum credit cards development i.e., 0.25 are in 2014-15 and just 0.08 deviations are observed. The Number of Debit cards development is high in 2014-15 i.e., 0.90 and deviation is 0.36 and 98% of co-efficient Variance in Public sector bank.
3. High development rate during the year 2014-15 as compared from 2013-14, and shows 0.42 Standard deviation, Co-efficient variance in 108%. The Number of POS

is increasing from 2012-16 i.e., 0.3 to 0.89 and the SD is likewise high 0.50 in Nationalized banks.

4. The number of Credit cards is Maximum development 0.24 are in 2015-16 and just 0.16 deviations are observed. The Number of Debit cards development is high in 2014-15 i.e., 1.04 and deviation is 0.41 and 95% of co-efficient Variance in Nationalized bank.
5. The development rate in number of ATMs of Private sector Banks are Low during the year 2013-14 as compared from 2012-13, and shows 0.18 Standard deviation, Co-efficient variance in 75% most extreme. The Number of POS is increasing from 2012-14 i.e., 0.12 to 0.22 and the SD is likewise 0.07.
6. The number of Credit cards is Maximum development 0.22 are in 2015-16 and just 0.12 deviations. The Number of Debit cards development is high in 2014-15 i.e., 0.35 and deviation is 0.11 and 57% of co-efficient Variance in Private sector bank.
7. Number of Transaction of scheduled commercial bank in NEFT development rate in increasing from 2012-14 however during the year 2014-16 gradually it is decreasing and the deviation is 0.29 and CV is 58%.
8. The RTGS exchange in scheduled commercial bank are increased during 2013-14 i.e., 0.18 having just 0.07 deviation. In Mobile Banking at first greatest development and decreased in 2013-14 again maximized in 2014 - 16, having most extreme deviation is 0.44 and CV is just 43%.

### **Suggestions for the Study**

- Indian Government alongside different government agencies is putting forth an attempt to make e-banking more convince, safe, secure and reliable.
- Focusing on user to make guarantee for every exchange to inspire greater confidence to promote e-banking.
- Awareness programs for illiterates so that educating to utilize advanced e-banking system.
- Reduce charges for the exchange in online banking.
- Promoting E-banking culture across India.

### **CONCLUSION**

The banking today is re-defined and re-engineered with the use of Information Technology and it is sure that the future of banking will offer more sophisticated services to the customers with the constant item and process advancements. In this way, there is a change in perspective from the seller's market to buyer's market in the business lastly it affected at the bankers level to change their methodology from "conventional banking to convenience

banking" and "mass banking to class banking". The move has additionally increased the degree of accessibility of an average person. The digitalization of Indian banking systems faces a ton of challenges and represents developing. The greatest emphasis has been placed by the banking for the improvement of electronic services, reserve exchange facilities, and other services in E-banking. The paper concludes that numerous changes is occurring with technology and helps to show trends in e-banking. This creates radical changes in banking industry. Subsequently, even however IT management is a challenging errand in future banking. The paper identifies that there was a greatest development in ATM and Debit cards exchange. Giving some more importance for other channels leads great productivity too. Giving 24X7 services of ATM gives more competition between Public and Private sector banks. Hence leads to customer's faithfulness and derived safety moreover.

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