

Review Paper on Retail Banking in India

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Abstract: *Banking is the financial function that is important not only for the individual but also for the economy as a whole. With the face of the overall economy changing, the face of banking services is also changing and has become more appealing. Numerous new features have been added to banking services in an effort to attract more and more customers. Retail Banking has always been an integral part of banking activities around the globe, but it has only gained significant momentum in recent years. Although this revolution began internationally in the 1980s with the introduction of credit cards and other retail financial products, in India it began in 1995 with Foreign Banks and new generation Private Banks at the forefront. In this paper, an attempt has been made to cover the theoretical aspects of retail banking, including the issues and challenges in retail banking, the recent trends in retail banking, the future growth of retail banking in India, and the challenges facing retail banking in India.*

Keywords: Portfolio of Banking, Challenges, Retail Banking, Strategies.

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