

Project Report

**"An analysis of financial statements of ICICI Bank
for the period 2020-21 to 2022-23"**

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Bhavna Utane

Under the Guidance of

-Dr. Afsar Sheikh--

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2023 - 24



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2023 - 24



CERTIFICATE

This is to certify that **Bhavna Utane** Student of BBA Final has submitted the project report titled "**An analysis of financial statements of ICICI Bank for the period 2020-21 to 2022-23**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

(Project Guide)

Dr. Afsar Sheikh

(Co-ordinator)

Dr. Afsar Sheikh

Place: Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2023 - 24



DECLARATION

I here-by declare that the project with title "An analysis of financial statements of ICICI Bank for the period 2020-21 to 2022-23" has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Bhavna Utane

Place: Nagpur

Date:



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Praveen Mustoor, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Dr. Afsar Sheikh for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Bhavna Utane

Place: Nagpur Date:

INDEX

Srno.	Particulars	Page no.
1.	Introduction	
2.	Company profile 2.1. Industrial Profile 2.2. Companies Profile	
3.	Relevance of Study - Problem Definition - Need of Study - Objective of Study - Hypothesis	
4.	Review of Literature	
5.	Research Methodology(Primary &Secondary Data)	
6.	Data Analysis And Interpretation	
7.	Hypothesis Testing	
8.	Findings	
9.	Suggestions	
10.	Conclusion	
11.	Bibliography	
12.	Annexure	
13.	Questioners	

CHAPTER 1
INTRODUCTION

INTRODUCTION

Financial Statement Analysis

A financial statement analysis consists of the application of analytical tools and techniques to the data in financial statements in order to derive from them measurements and relationships that are significant and useful for decision making.

The term Financial Analysis is also known as 'analysis and interpretation of financial statements' refers to the process of determining financial strength and weakness of the firm by establishing strategic relationship between the items of the

a) Balance Sheet,

b) Profit and Loss account and

c) Other operative data.

- The first task of financial analysis is to select the information relevant to the decision under consideration to the total information contained in the financial statement.
- The second step is to arrange the information in a way to highlight significant relationship.
- The final step is interpretation and drawing of inference and conclusions.

Uses of Financial Statement Analysis:

Financial Statement Analysis can be used as a preliminary screening tool in the selection of stocks in the secondary market. It can be used as a forecasting tool of future financial conditions and results. It may be used as process of evaluation and diagnosis of managerial, operating or other problem areas.

Sources of Financial Information:

The financial data needed in the financial analysis come from many sources. The primary source is the data provided by the company itself in its annual report and required disclosures. The

annual report comprises of the income statement, the balance sheet, and the statement of cash flows.

Tools of Financial Analysis:

In the analysis of financial statements, the analyst has a variety of tools available to choose the best that suits his specific purpose. In this report we will confine ourselves to Ratio Analysis based on information provided from financial statements such as Balance Sheet and Profit & Loss Account.

Financial statement

Financial statements refer to such statements which contains financial information about an enterprise. They report profitability and the financial position of the business at the end of accounting period. The term financial statement includes at least two statements which the accountant prepares at the end of an accounting period.

The two statements are: -

- The Balance Sheet
- Profit And Loss Account

They provide some extremely useful information to the extent that balance Sheet mirrors the financial position on a particular date in terms of the structure of assets, liabilities and owners' equity, and so on and the Profit And Loss account shows the results of operations during a certain period of time in terms of the revenues obtained and the cost incurred during the year. Thus, the financial statement provides a summarized view of financial positions and operations of a firm.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE



Industrial Credit and Investment Corporation of India

- **ICICI Bank Limited** is an Indian multinational financial services company with its registered office in Vadodara, Gujarat, and corporate office in Mumbai, Maharashtra.
- It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management.
- The bank has a network of 5,275 branches and 15,589 ATMs across India and has a presence in 17 countries.
- The bank has subsidiaries in the United Kingdom and Canada; branches in United States, Singapore, Bahrain, Hong Kong, Qatar, Oman, Dubai International Finance Centre, China and South Africa; as well as representative offices in United Arab Emirates, Bangladesh, Malaysia and Indonesia. The company's UK subsidiary has also established branches in Belgium and Germany.

History

- ▶ ICICI Bank was established by the **Industrial Credit and Investment Corporation of India (ICICI)**, an Indian financial institution, as a wholly owned subsidiary in 1994 in Vadodara however the parent company was formed in 1955 as a joint venture of the World Bank, India's public-sector banks and public-sector insurance companies to provide project financing to Indian industry. The bank was founded as the Industrial Credit and Investment Corporation of India Bank, before it changed its name to ICICI Bank. The parent company was later merged with the bank.
- ▶ ICICI Bank launched Internet Banking operations in 1998.
 - ▶ ICICI's shareholding in ICICI Bank was reduced to 46 percent, through a public offering of shares in India in 1998, followed by an equity offering in the form of American depository receipts on the NYSE in 2000. ICICI Bank acquired the Bank of Madura Limited in an all-stock deal in 2001 and sold additional stakes to institutional investors during 2001-02.

- ▶ In the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services group, offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like ICICI Bank. In 1999, ICICI became the first Indian company and the first banker a financial institution from non-Japan Asia to be listed on the NYSE.
- ▶ ICICI, ICICI Bank, and ICICI subsidiaries ICICI Personal Financial Services Limited and ICICI Capital Services Limited merged in a reverse merger in 2002.
- ▶ In 2008, following the 2008 financial crisis, customers rushed to ICICI ATMs and branches in some locations due to rumors of an adverse financial position of ICICI Bank. The Reserve Bank of India issued a clarification on the financial strength of ICICI Bank to dispel the rumours.
- ▶ In March 2020, the board of ICICI Bank Ltd. approved an investment of Rs 1,000 crore in Yes Bank Ltd. This investment resulted in ICICI Bank Limited holding in excess of a five percent shareholding in Yes Bank.

Key people

Girish Chandra Chaturvedi (Chairman) Sandeep Bakhshi (MD& CEO)

- **Products**

Banking, commodities, credit cards, equities trading, insurance, investment management, mortgage loans, mutual funds, private equity, risk management, wealth management, asset management

- **Revenue**

Increase ,161,192 crore (US\$23 billion) {2021}

- **Operating income**

Increase 42,261 crore (US\$5.9 billion) {2021}

- **Net income**

Increase ,20,220 crore (US\$2.8 billion) {2021}

- **Total assets**

Increase ,1,573,812 crore (US\$220 billion)(2021)

- **Total equity**

Increase ,153,078 crore (US\$21 billion) (2021)

- **Number of employees**
97,354 (2020)
- **Subsidiaries**
 - ▶ ICICI Prudential
 - ▶ ICICI Lombard
 - ▶ ICICI Securities
 - ▶ ICICI Direct
- **Website** www.icicibank.com

CHAPTER 3
LITERATURE OF REVIEW

LITERATURE REVIEW

Ali Ataullah (2004) Concluded that there is still room for improvement in the efficiency of banks in both the countries. A step forward for the liberalization programmer, therefore, is not only to deregulate interest rates and enhance the level of competition but also to strengthen the instutional structure to support good practices in the banking industry.

Gupta Sumeet&VermaRenu (2008) concluded that management of non-performing assets and risk emanating from adverse event is the key to higher profitability of the Indian banking. Transparency and good governance would work as principal guiding force in present scenario.

GhoshSaibal (2009) concluded that with international standards, Indian banks would need to improve their technological orientation and expand the possibilities for augmenting their financial activities in orderto improve their profit efficiency in the near future.

Dr. Ibrahim Syed M (2011) concluded that this is diagnostic and exploratory in nature and makes use secondary data. The study finds andconcludes that the scheduled commercial banks in India have significantly improved their operational performance.

Dr. Pardhan Kumar Tanmaya (2012) Concluded that-The study is based on primary data. The data has been analyzed by Percentage method. The tool used to collect data from the bank officials was a structured questionnaire. Responses obtained from the 50 Bank managers/seniorofficers.

Dr. Dhanabhakym M &Kavitha M. (2012) studied that banks haveto re-orient their strategies in the light of their own strength and the kind of market in which their likely to operate on. In the perspective of this domestic and international development, the banking sector has to chart perfect for development.

Gupta Shipra (2012) concluded that- Public and Private sector banks both are giving good service in India. Financial condition of any bank is measured by the help of financial ratio. A leverage ratio cannot do the job alone it needs to be complemented by other prudential tools or measures to ensure a comprehensive picture of the buildup of leverage in individual banks or banking groups as well as in the financial system.

Sharma Esha (2012) concluded that- The liberalized policy of the govt. of India permitted entry to the ICICI in the banking; the industry has witnessed a generation of private players. That's why the present paper special emphasis has been laid down on the financial analysis of the bank by using different research and statistical tools.

Gejalakshami Sandanam & et.al (2012), concluded that the public sector banks performed remarkably well during the period than that of the private sector banks the overall regression analysis show that the financial performance of the banking industries strongly.

Goel Cheenu & Rekhi Bhutani Chitwan (2013) concluded that the analysis supports that new banks are more efficient than old ones. The public sector banks are as not profitable as other sectors are. It means that efficiency and profitability are inter related.

Davda V. Nishit (2012) Concluded that a review of fundamental analysis research in accounting the paper has outlined the development of different accounting valuation model and reviewed related empirical work.

Dr. Koundal Virender (2012) concluded that although various Reforms have produced favorable effects on commercial banks in India and because of this transformation is taking place almost in all categories of the banks.

Sai Naga Radha V & et.al. (2013) concluded that net profit margin, operating profit margin, return on capital employed, return on equity and debt equity ratio there is no significant difference in these ratios before after merger. Significant difference with respect to gross profit margin.

Mishra Kumar Aswini & et.al. (2013) Concluded that DEA provide significant insights on efficiency of different banks and places private sector ones at an advantage situation and there by hints out the possibility of further improvisation of most of the public sector banks.

Kamraj K. & Samu A. (2013) Conclude that Indian overseas bank is one of the oldest nationalized commercial banks in India. Banking industry is an indicator of for many development activities in the nation. Indian overseas bank has higher potential to provide better and quality services to the billions of people in India.

Samir & Kamra Deepa (2013) Concluded that this analysis the position of NPAs in selected banks SBI, PNB & Central bank of India. It also highlights the policies pursued by the banks to tackle the NPAs and suggest a multi-pronged strategy for speedy recovery of NPAs in banking sector.

Selvam Paneer & et.al. (2013) Concluded that-The Present study was aimed to analyze the financial assistance of nationalized bank in India .To identify the relative performance of the operational variables the linear and compound growth rates have been calculated . The performance of nationalized banks followed by private sector banks is found to be higher when compared to SBI and its associates and Foreign Banks.

Dr. Gupta R. & Dr. Shikarwar N.S. (2013) Concluded that the banking industry occupies a unique place in a nation's economy. A well-developed banking system is a necessary precondition of economic development in a modern economy .the main parameters of growth in banks are net profit growth, net assets growth, EPS growth and Reserve and surplus growth and the results reveal that in terms of the parameters defined key words : net assets ,EPS, reserves ,surplus growth.

Desrani R Hiralal (2013) Concluded that scheduled bank has wide scope in India. It is providing loans to various industries, business mans, small scale sector industries. It is very helpful to all people who want loan.

Bansal Rohit (2014) Concluded that Federal has best price earnings ratio among other banks. The total assets turnover ratio of federal bank shows that it keeps significantly highly assets to meet the debt. Overall Federal bank is the most financially stable company in comparison to others.

Dr. Tamilarasu A. (2014) concluded that mere opening of no-frill bank account is not the purpose or the end of financial inclusion while formal financial institution must gain the trust and goodwill of the poor through developing strong linkages with community based financial ventures and cooperatives.

Dr. Shukla Smita & Malusare Rakesh Studied that this evaluates the changes in the capital structure and solvency position of banks by using various risk indicators for highlighting risk profile of Indian Bank entities. This evaluates risk profile of ten public and private sector banks.

Yeboah Sebe Gilbert & Mensah Charles (2014) concluded that ADB's focus on agriculture financing is diminishing since a sector analysis of loans and advance indicates that agriculture sector lost its first position to service sector. The Bank's liquidity showed a downward and slipped trend.

Ms. Gupta Shikha (2014) Concluded that it focused on operational control, profitability and solvency etc. It aimed to analyze and compare the financial performance of ICICI banks and offer suggestion for improvement of efficiency in the bank.

Gaur Arti & Arora Nancy (2014) Concluded that it study about the causes and consequences of the various component of the financial statement in relation to the profitability of the bank. We analyzed the financial stability and overall performance of SBI and study profitability of SBI.

V. Naseer Abdul (2014) Studied that - Study compares the financial performance and employee efficiency of Indian banks during 2007-2013. Both the financial performance and employee efficiency of foreign banks working in India are better than domestic banks and private sector banks performance are better than the public sector banks. It is noted that the public sector bank performance are more stable when compared to the private sector banks.

Sharma Pooja & Hemlata (2014) Concluded that - The banking mirrors the larger economy its linkages to all sector make it proxy for what is happening in the economy as a whole. Banking plays a silent yet crucial role in our day to day economy. The data is taken from financial reports of both the banks for last five years ranging from 2008-09 to 2013-13. The results depicts that ICICI Bank is performing better than SBI Bank as it is Able to generate more loans from its deposits to the customers.

Soni Kumar Anil & KapreAbhay, Regional rural bank play a vital role in the agriculture and rural development of India. The Study Is diagnostic and exploratory in nature and makes use of secondary data. The study finds and concludes that performance of RRBs has significantly improved.

Varathan Sathiya & el.at. Concluded that- In canara bank the credit appraisal is done by the study involves the evaluation in management, technical feasibility, financial viability, Risk analysis and credit rating. This shows canara bank has sound system for credit appraisal. The credit appraisal Process carried out at canara bank has good parameters to appraise.

Dr. Rao Madhusudhana K. (2014) Concluded that - with respect to the banking activities the performance of HDFC is better than the SBI and for the investor who are intended for long term investment & risk takers HDFC is better but with respect to the growth in the market for the company price SBI is better. SBI shares value market more than HDFC.

Patel S Vijay & et.al. Concluded that information has its own value but if someone wants to have better judgment of the concern he has to analyze them. This provides guideline about analysis of profitability ratio of krishakbharati bank.

Gui Shah & et.al. (2014) concluded that the study has its limitation in terms of selection of banks. The present research work serves as a guideline to public sector banks to look up the financial performance and make superior allocation for improving efficiency for the coming time.

Thakar shibhai Chirag Loryia (2014) Concluded that it attempts to analyze profitability of selected public and private sector banks in India. This study which looks into three key factors which affect the profitability analysis of Indian banking sector using mean, standard deviation, and ANOVA model.

Movalia P. Nilesh & et.al (2014) Concluded that Public sector banks are quite good compared to private sector banks in the area of profitability debt equity, earning per share found that price earning ratio of private sector banks is high compared to public sector banks.

CHAPTER 4
RESEARCH STUDY

OBJECTIVES OF THE STUDY

The objective of the study gives direction to go through the research problem. It guides the researcher and keeps him on track. I have two objectives regarding my research project.

These are shown below: -

1. Primary objective
2. Secondary objective

Primary objective:-

- a) To analyze the financial statements of the corporation to assess its true financial position by the use of ratios.

Secondary objective:-

- b) To find out the shortcomings in ICICI Bank.
- c) To see whether ICICI Bank is going well or not in different areas

NEEDS OF THE STUDY

- To analyze the financial position of "ICICI Bank Ltd." on the basis of calculation and interpretation of some important parameter of liquidity such as current ratio, inventory turnover ratio, profitability ratio, quick ratio etc.
- To give the overview of the company in which the project is carried out.
- To find out the financial position of the company.
- To find out profitability of the company.
- To know the assessing operating efficiency.

HYPOTHESIS

Some hypotheses have been formulated in line with the stated aims of this study. These hypotheses are stated below:

H O = There is no significance difference of gross profit ratio in selected ICICI Bank.

H 1 = There is a significance difference of gross profit ratio in selected ICICI Bank.

HO= There is no significance difference of Net profit ratio in selected ICICI Bank.

H 1 = There is a significance difference of Net profit ratio in selected ICICI Bank.

H O = There is no significance difference of Return on assets ratio in selected ICICI Bank.

H 1 = There is a significance difference of Return on assets ratio in selected ICICI Bank.

H O = There is no significance difference of Return on capital employed ratio in selected ICICI Bank.

H 1 = There is a significance difference of Return on capital employed ratio in selected ICICI Bank.

RESEARCH METHODOLOGY

A) Primary Data

It is first hand data, which is collected by researcher itself. It is achieved by a direct approach and observation from the officials of the company. But this research project is solely based on the secondary data collected.

B) Secondary Data

Secondary data is based on information gleaned from studies previously performed by government agencies, chambers of commerce, trade association and other organizations. Researcher has to analyze this data and interpret the results.

The required data for the study are collected from

- a. The audited reports of the company.
- b. Websites which includes required financial data collected from ICICI Bank's official website i.e. www.icici.com and some other websites on the internet for the purpose of getting all the required financial data of the bank and to get detailed knowledge about ICICI Bank for the convenience of study.
- c. Brochures of ICICI Bank.

CHAPTER 5

Data analysis & Interpretation

Hypothesis Testing

DATA ANALYSIS

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusion, and supporting decision making.

The process of evaluating data using analytical and logic reasoning to examine each component of data provided... Data from various sources is gathered, reviewed and then analyzed to form some sort of finding or conclusion.

Why do we analyze data?

The purpose of analyzing data is to get usable and useful information. The analysis, irrespective of whether data is quantitative or qualitative, may:

- Describe and summarize the data.
- Identify relationship between variables.
- Compare variables.
- Identify difference between variables.
- Forecast outcomes.

Ratio Analysis of ICICI Bank -

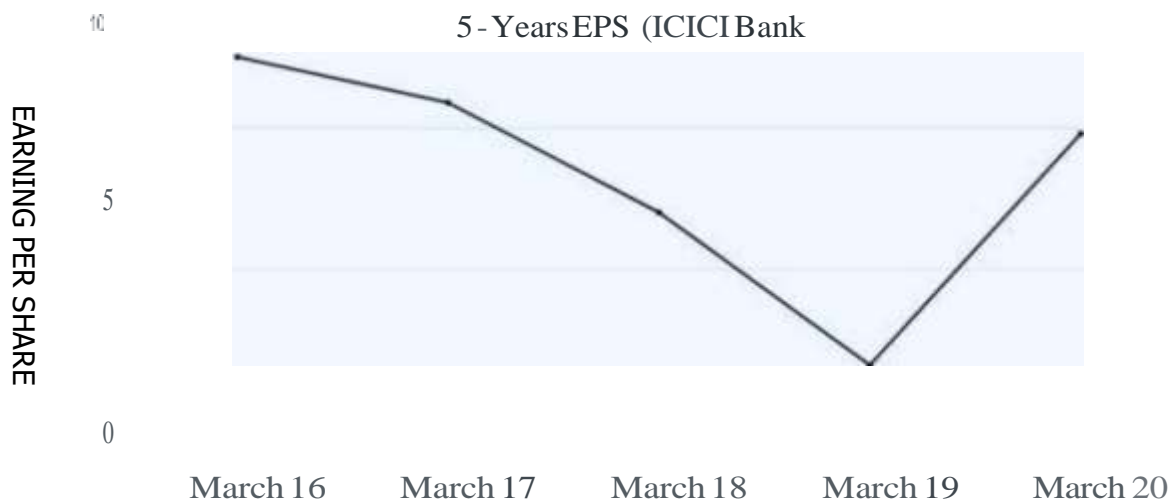
1. Basic Earnings Per Share (EPS)

Formula: Basic EPS = (Net Income - Preferred Dividend) / Number of Common Shares Outstanding

It indicates how much money a company makes for each outstanding share. Companies with higher EPS are considered to be more profitable. This is readily available in the Income Statement of every listed company.

Let's have a look at ICICI Bank's past 5 years EPS trend -

Years	March 16	March 17	March 18	March 19	March 20
EPS	17.53	15.91	12.02	6.61	14.81



Interpretation:

In 2020, we can see an increase in EPS compared to 2019 after a constant decrease since 2016.

A constant increase in the EPS figure is considered to be a good sign for the company.

Ratio Analysis

Formula: Net Profit margin= Net Profit/Total revenue x 100

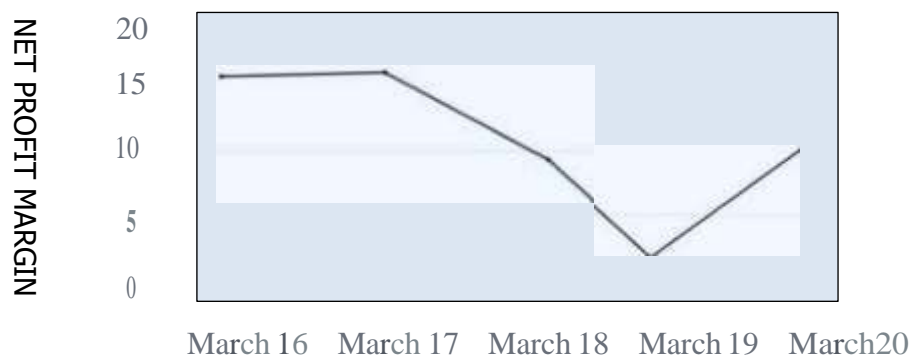
Net profit margin is a strong indicator of a company's success. It measures how much profit is generated as a percentage of sales/revenue. This makes comparison of two or more businesses possible regardless of their size.

By tracking the trends in its net profit margin, we can have a picture of the company's operating ability.

Here is ICICI bank's past five years Net Profit margin -

Years	March 16	March 17	March 18	March 19	March 20
NP Margin	18.42	18.60	14.63	7.90	13.23

5 - Years Net Profit Margin (ICICI Bank }



Interpretation:

The past five-year net profit margin does not seem very exciting. We can see the net profit margin went up from 7.90% in 2019 to 13.23% in 2020.

However, the performance was better in the previous years in 2016 and 2017. We can say that the company is improving its operations and are getting better at managing their expenses.

2. Return on Capital Employed (ROCE)

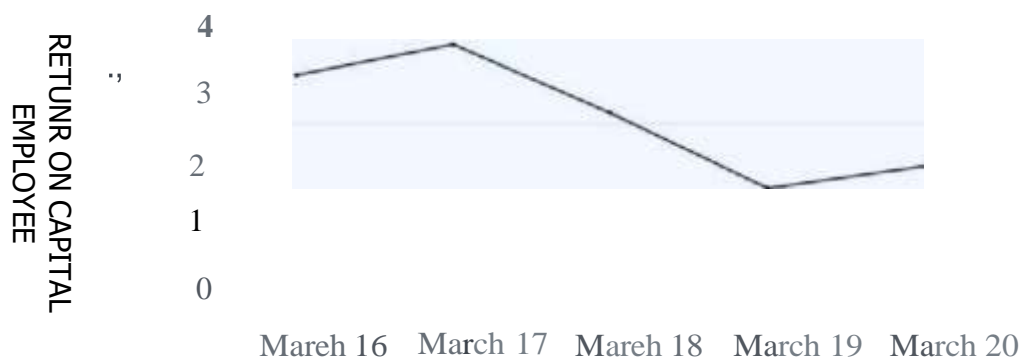
Formula :- $\text{ROCE} = \frac{\text{Earnings Before Interest and Taxes}}{\text{Capital Employed}}$

This is a long-term profitability ratio that measures how efficiently a company is using its capital. It is used to perform trend analysis for a company. A higher ROCE is always favorable. It indicates whether a company is using its capital well or not. It is a useful metric to compare profitability across several companies in an industry.

Here is ICICI bank's five-year ROCE trend -

Year	March 16	March 17	March 18	March 19	March 20
ROCE	3.46	3.75	3.10	2.39	2.60

5 - Years ROCE {ICICI Bank}



Interpretation:

We see that the bank isn't doing better than what it was doing five years back. However, there is a slight increase in 2020's ROCE compared to 2019.

3. Net Interest Margin

Formula :- $\text{Net Interest Margin} = \frac{(\text{Interest Returns} - \text{Interest Expense})}{\text{Average Total Assets}}$

/Average Total Assets

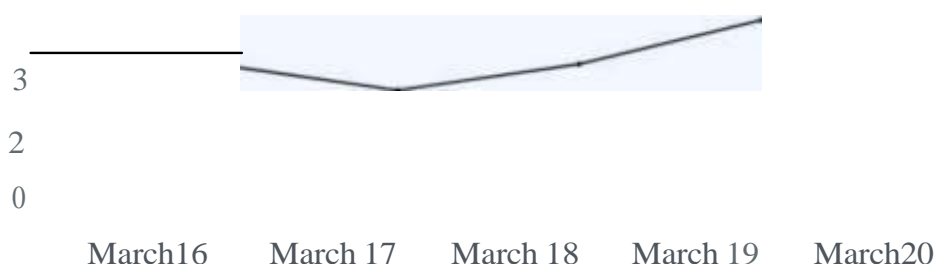
Banks provide around 3% interest rate on saving accounts and 6% on fixed deposits. They earn interest on various loans they issue to their clients. For example, car loans, home loans, education loans.

The difference between what banks give and what they earn as interest is **Net Interest**. If it is positive, we can conclude that the bank's operations are profitable. If it is negative, we can say that the bank is not profitable.

Here is ICICI Bank's Net Interest Margin of the past five years -

Years	March 16	March 17	March 18	March 19	March 20
NIM	2.75	2.64	2.48	2.64	2.91

5 - Years Net Interest Margin (ICICI Bank)



Interpretation:

We can observe a slight improvement in the net margin percentage. The shift shows that the bank is trying to generate more revenue from interest rate differences.

4. Non-Performing Assets (NPA)

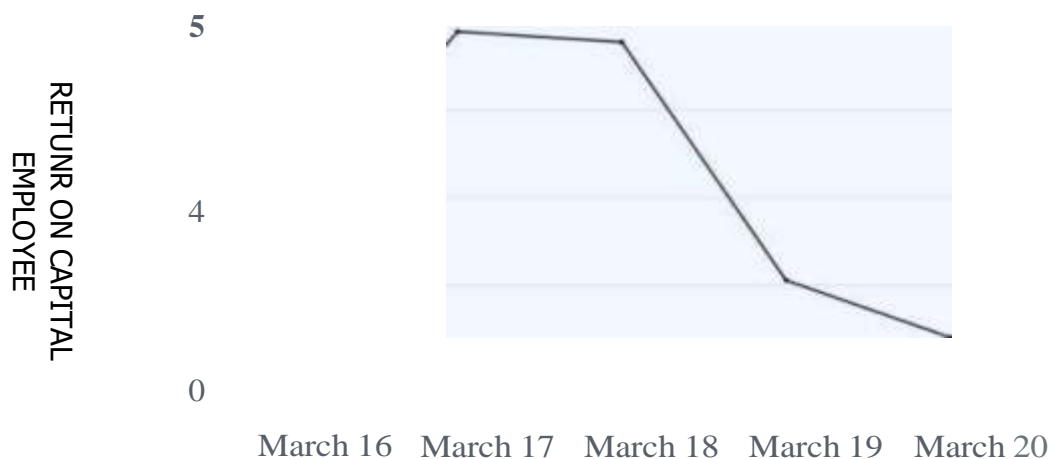
Non-Performing Assets are the ones that cease to generate income for the bank.

When the principal or interest payments are not paid by the borrowers, the banks consider them as non-performing assets. Banks often hold a big chunk of NPA. This is because of poor risk management and lending policies.

Here is the non-performing asset of ICICI Bank -

Years	March 16	March 17	March 18	March 19	March 20
NPA%	2.67	4.89	4.77	2.06	1.41

5 - Years Non-Performing Assets (ICICI Bank)



Interpretation:

We can observe a sharp and continuous decline in ICICI Bank's NPA. This is a positive sign indicating that the bank has improved its risk and credit management practices.

5. Return on Assets

Formula: $ROA = \text{Net Income} / \text{Average Assets}$

Years	March 16	March 17	March 18	March19	March20
ROA	1.10	1.03	0.68	0.34	0.69

It measures how efficiently a company can convert the money used to buy an asset into profits. This ratio measures a bank's ability to generate returns from the deposits it receives. ROA is extremely important while analyzing banks.

Here is ICICI Bank's five-year ROA trend -



Interpretation :-

Their return on asset exhibited a constant decline until last year. This does not paint a good picture for the bank. It means that the bank underperformed for years. High NPA could be one reason for low ROA.

CHAPTER 6
FINDINGS

FINDINGS

CICI bank is largest private sector bank in India; recently it has acquired the position of universal bank. Universal bank with extensive network of branches that provide many different financial services and are principally engaged in commercial banking, investment banking, securities and even insurance. ICICI bank offers innovative services to customers. ICICI bank believes in technological up gradation in distribution of its services. Customers of ICICI bank are satisfied with various services offered by ICICI bank. SBI also one of the successful private sector banks in India. It is the bank that has pioneered many services first time in India. SBI was the first to offer a product called one view by which customers are able to view their accounts in six banks on one page on their website. SBI Bank also the pioneer, in introducing a product called Net safe, which makes online shopping on net using debit card, making it safer. Housing Loan, which is SBI's domain, will no longer remain the same because; ICICI bank is slowly capturing the housing loan market. In fact both the banks do not have very significant difference in terms of marketing its products to customers and also in terms of customer satisfaction.

OPERATING MARGIN ratio used to measure a company's pricing strategy and operating efficiency. Operating margin is a measurement of what proportion of a company's revenue is left over after paying for variable costs of production such as wages, raw materials, etc. A healthy operating margin is required for a company to be able to pay for its fixed costs, such as interest on debt. It is also known as "operating profit margin." It shows that operating efficiency of SBI is better than ICICI. While operating efficiency of ICICI is lower than SBI. A financial metric used to assess a firm's financial health by revealing the proportion of money left over from revenues after accounting for the cost of goods sold. Gross profit margin serves as the source for paying additional expenses and future savings. It is also known as "gross margin". This ratio shows financial position of company. Here, financial position of SBI is better than ICICI. **NET PROFIT MARGIN** For a business to survive in the long term it must generate profit. Therefore the net profit margin ratio is one of the key performance indicators for your business. The net profit margin ratio indicates profit levels of a business after all costs have been taken into account. It is worth analyzing the ratio over time. A variation in the ratio from year to year may be due to abnormal conditions or expenses. Variations may also indicate cost blowouts which need to be addressed. A decline in the ratio over time may indicate a margin squeeze suggesting that productivity improvements may need to be initiated. In some cases, the costs of such improvements may lead to a further drop in the ratio or even losses before increased profitability is achieved. This ratio is key performance indicators for business. Key performance means the profit level of company we can say that performance of SBI is better than ICICI.

CHAPTER 7
SUGGESTIONS

SUGGESTIONS & RECOMMENDATIONS

Suggestions regarding HRD in banks:

The staff of SBI and ICICI bank has to be courteous and polite. The banks required hiring right kind of people, with adequate knowledge of banking especially at banks call centers. Training programmes should be devised for all staff including call center and Staff of Direct Sales Associates or Associates of these banks. More importance should be given to upgrade product knowledge and communication skills in such training programmes. There is a need for banking staff to have training in the areas of technology and interactive skills. The marketing personnel selected by direct sales associates of ICICI bank and SBI should be more qualified, in terms of education, product knowledge, communication skills etc. In the bank the customer has his first introduction with bank at front desk. The person who is presenting the services to the customers is identified with the services offered so the banker or the professional who is offering the banking services to the customers should be good in his appearance, his attitude which should be appealing to the customers. Proper dress code, perfect surroundings, attractive interiors, ambience and courteous staff at the counters are must to attract the customers. The personnel at front desk also need to be developed to deliver service quality. The bank should attract best talent and retain that talent by right kind of policies in respect of salary, incentives, etc. Develop service oriented internal processes. Include employees in the banks vision. Right kind of reward to be provided to strong service provider. Both the banks need to adopt customer oriented service delivery.

CHAPTER 8
CONCLUSIONS

CONCLUSIONS

The study concludes to be valuable to ICICI bank and SBI as it is based on the opinion of customers and bank employees (marketing staff). It is useful for other private sector and public sector banks also in formulating their policies regarding launch of new banking product, in order to reach the level of success achieved by these two banks. It also points out reasons for dissatisfaction among bank customers and provide meaningful solution to their problems. The study conducted will help the private Sector Banks and Public Sector Banks in addressing the marketing problems and difficulties faced by these banks while marketing their services to customers. The study also helps in solving the problems faced by the customers and the effective implementation of marketing strategies of private sector and public sector banks

CHAPTER 9
BIBLIOGRAPHY

Bibliography

<http://www.cicibank.com/>

<http://www.moneycontrol.com/>

BBA Finance synopsis format - project helpline

ANNEXURE

Questionnaire

1. Are you aware of the financial services provided by ICICI bank?
a) Yes b) No c) May be
2. Which of the financial services have you used that are provided by ICICI bank?
a) Banking b) Commodities c) Insurance d) Mortgage loan
e) Mutual funds f) Private equity g) Risk management h) Credit card
3. Which kind of account do you have in ICICI bank?
a) Saving account b) Current account c) Loan account
d) Fixed deposit account e) Others: _ _ _ _ _
4. Are you satisfied with the savings account interest rate and fixed deposit interest rate provided by ICICI bank?
a) Yes b) No c) May be
5. Is it easy to reach out to ICICI Bank's ATM or its branch in your locality?
a) Yes b) No c) May be
6. Have you ever used ICICI Bank's credit card service?
a) Yes b) No c) May be
7. Have you experienced loan services of ICICI bank?
a) Yes b) No c) May be
8. Have you ever experienced insurance services provided by ICICI bank?
a) Yes b) No c) May be
9. Are you satisfied with the services of ICICI bank?
a) Yes b) No c) Maybe
10. If yes, then please rate your experience of the services provided by ICICI Bank?
1, 2, 3, 4, 5, 6, 7, 8, 9, 10
- 1 - Worst
- 10 - Excellent