

**RESEARCH PROJECT REPORT**  
**COMPARISON OF SERVICES PROVIDED BY ICICI BANK AND**  
**HDFC BANK**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT**  
**FOR THE AWARD OF**  
**BACHELOR OF COMMERCE**

**UNDER THE GUIDANCE OF**

**Prof. JYOTI DUA**

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**B.COM(HONS.) 2017-20**



**SCHOOL OF FINANCE AND COMMERCE**

**GALGOTIAS UNIVERSITY**

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I would also like to extend my heartfelt thanks to course coordinator, my parents, Librarian and friends for their constant support and encouragement

Date: 29, April, 2020

Place: Greater Noida

signature of student

## ***DECLARATION***

I Ayushi Dass the student of B.COM (HONS) studying in Galgotias University. Hereby declare that I have completed this project “**comparative study on services provided by ICICI Bank and HDFC bank**” in the academic year 2019-20.

This information submitted is true and original to the best of my knowledge.

Date:

Place: Greater Noida

signature of Date:

# **CERTIFICATE**

This is to certify that **AYUSHI DASS** student of **(B.COM (HONS.) (Year 2019-20))** has successfully completed the project on **“COMPARATIVE STUDY ON SERVICES PROVIDED BY ICICI AND HDFC BANK”** under the guidance of **Prof. Jyoti Dua.**

Signature of project guidance

signature of principal

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## ***ABSTRACT***

HDFC and ICICI are chief monetary and finance administration associations in India. HDFC represents Housing Development Finance

Corporation and ICICI is Industrial Credit and Investment Corporation of India. It was in 1990's that of India settled on an approach of advancement below the administration of Narsimha Rao. This strategy permitted isolated groups to get built up in India albeit little in figure. The primary amongst these groups was International Conviction Set afterward which different others like Axis Bank, HDFC Bank and ICICI bank developed. This contributed a lift to the financial area in India.

ICICI Bank was fundamentally arrangement by the target of giving center and extensive haul funding to occupational in India. Some Indian ventures, legislature of India and Domain Bank exploited this activity.

## **1.2 OBJECTIVE OF STUDY**

- To education the pieces of the overall industry in banking division of ICICI and HDFC.
- To learning the consumer loyalty with ICICI and HDFC.
- To break down the dynamic procedure of the client.
- To reading the client recognition about ICICI and HDFC

## **1.3 REVIEW**

Moody's Analytics is an auxiliary of Moody's Corporation set up in 2007 to spotlight on non-ranking exercises, distinct from Moody's Investors Facility. It achieves monetary investigation identified with praise examination, execution the board, budgetary demonstrating, organized investigation and money related hazard the executives. Moody's Analytics additionally offers programming and counseling administrations, including restrictive monetary models and programming devices, just as expert preparing for the money related administrations segment, especially hazard the executives accreditation.

## ***INTRODUCTION***

Banking is the foundation of an advanced budget. Soundness of banking trade is one of the most significant pre-conditions for continued financial advancement of any nation. The universe of banking has expected another measurement at the beginning of the 21st century with the coming of tech banking, in this manner loaning the business a stamp of all-inclusiveness. As a rule, banking might be delegated retail and corporate banking. Retail banking, which is intended to meet the prerequisites of individual clients and energize their investment funds, incorporates installment of service charges, customer advances, MasterCard's, financial records adjusts, ATMs, moving assets among accounts and such.

### **2.5 SWOT ANALYSIS**

#### ***ICICI BANK STRENGTH:***

1. Advanced protection strategies with condition welfares.
2. Inspiration elements gave by the organization.
3. One of the biggest budgetary Society of India's
4. Second biggest manage an account with system of 469 branches and 1740 ATM· s across India.
5. A immense catalogue of business customers, marketing client, and bank clients of ICICI and Assets base of ICICI is additional than Rs 1, 00,000 Crores.
6. Teaching furnished to all individuals partner with ICICI provident.
7. Maximum settled active principal saved in IRDA, in contrast with all companies

## **WEAKNESS:**

- 1) Very tremendous premiums of arrangements, contrasted with other protection segment.
- 2) Minimum premium is 19000.(Except expense sparing arrangement just 10,000)
- 3) Target high society individuals as it were.
- 5) Challenging to counsels too.
- 6) Deprived dissemination: since it is in English linguistic as it were.

## **OPPORTUNITIES:**

- 1) Bond active with progressively commercial specialists entirely finished India.
- 2) Connection winning dealer too
- 3) No. of embracing new innovation
- 4) Solid variety of Business Aids to support deals in advertise
  
- 5) Attract more individuals of giving client driven items.

## **THREATS:**

- Danger after current lifetime coverage companies
  
- Risk since fresh passage



- Risk to standby items
- Alteration in the approach of IRDA.
- Struggle after additional and all the extra new companies
- Persons are don't mindful of various conveyance station.

## **HDFC BANK**

### ***STRENGTH:***

- Primary secluded disaster protection organization who became permit by IRDA.
- National picture of HDFC upheld by Typical Life's universal Double is quality of the organization.
- Durable and all around range system of capable delegates and salesman.
- Tough money and save immoral .
- The organization gives client care of the most noteworthy request

- Huge bin of item run which are reasonable to entirely stage and pay gatherings
- Big lake of in fact gifted labor with inside and out information and comprehension of the market
- The organization likewise gives inventive items to oblige various necessities of various clients

### **WEAKNESS:**

- Less number of branches contrast with closest contenders
- Heavy administration costs and authoritative expenses.
- Low client certainty on the isolated companies.
- Upright various leveled detailing construction with numerous assignments besides frameworks prompting power legislative issues at all levels with no special case
- Poor maintenance level of tied up specialists
- Every worker needs more information about protection items and commission rates

- **OPPORTUNITIES:**

- Insurable populace: Conferring to IRDA only 10% of the populace is guaranteed which speaks to everywhere 30% of the insurable

populace. This recommends more than 300m individuals, with the possibility to purchase protection, stay uninsured.

- Around will be introduction of Less number of branches contrast with closest contenders
- Heavy administration costs and authoritative expenses.
- Low client certainty on the private players.
- 4) Vertical various leveled detailing construction with numerous assignments and frameworks prompting power legislative issues at all levels with no special case
- Poor maintenance level of tied up specialists
- Every worker needs more information about protection items and commission rates
- **OPPORTUNITIES:**
- Administrative and money related aptitude from the world's driving protection marketplaces. Added the weight of teaching customers will likewise be common amongst numerous companies.
- Worldwide organizations will help in building domain tutorial ability in neighborhood showcase by presenting the best worldwide practice.
- **THREATS:**

- Other reserved assurance agencies additionally focusing on the equivalent uninsured populace.
- Thieving of client corrupt by different organizations.
- Maximum individuals don't comprehend the need or are not ready to take Insurance strategies as a rule. Individuals favor transient speculation as opposed to protection.
- Section 3: SERVICES PROVIDED BY ICICI AND HDFC BANK

### ***SERVICES PROVIDED BY THESE BANKS***

#### **CREDIT CARDS**

- There are 7 types of ICICI BANK DEBIT CARD.
  - ICICI Bank Signature Card
  - ICICI Bank Platinum Card
  - ICICI BankTitanium Card
  - ICICI Bank Women's Debit Card

#### **HDFC BANK-DEBIT CARD**

- There are seven HDFC check cards above water in the marketplace at the present time.
- **Easy shop International Debit card**

- the every day bound on the card is Rs. 15,000 at ATM's and 25,000 at dealer foundations.
- The bank can be gotten to at Maestro ATM's which aggregates to 8,00,000 foundations.
  
- **Informal works gold check card**
  
- the every day with attraction capable equalization at any ATM is Rs. 50, 000 and buy bound is of Rs. 50,000.
- There is a money back office accessible on the card which is legitimate all as the year progressed.
  
- **Easy shop master gold plastic**
  
- the every day with draw capable money balance is Rs. 50, 000 from ATM's.
  
- As far as possible at trader foundation is Rs.50,000.
  
- **Easy Shop International Debit Card**
  
- The ATM with allurement capable cutoff is R s. 5 0, 000. As far as possible is R s.50; 0 0 0.Easy shop global plastic is fundamentally a spending card. For each Rs. 200 went through here is a money rear approach of Rs. 1 as money back.
  
- **Easy shop Woman's Benefit Debt Card.**

- The ATM with allurement capable cutoff is Rs. 20, 000. As far as possible is Rs. 30, 000.
- **Easy shop NRO charges Card**
  - The ATM with draw capable cutoff is Rs. 15, 000. As far as possible is Rs. 25, 000.
- **Kansan Gold-plated card**
  - It is intended to come across the speculation and creation requirements of the cultivating network. The ATM with allurement capable cutoff is Rs. 15, 000. As far as possible is Rs. 25, 000.

HDFC CAPITAL GAIN BONDS-Extreme venture breaking point of up to Rs. 50 Lakhs in a Financial Year over the double accessible Bonds. 6% intrigue each year. 100% hazard allowed installment

### **Qualified substances as investors**

- RESIDENT INDIANS
- NRIs
- Overtone of Peoples (AOPs)

- Hindu Unbroken People
- Reliance and Fundamentals
- Co-employable Civilizations
- Businesses
- Firms

### **3.6 DEMAT ACCOUNT**

#### **ICICI –**

ICICI Bank gives DEmat record to its clients the individuals who are happy to participate in the Indian securities exchange by contributing there. The bank includes a wide scope of Demat offices of which the ICICI Demat account is the underlying part. Other than this ICICI Demat account likewise encourages some different highlights like:

- Operation explanation – Security gathering, exchange kind, explicit day go.
- Notice subtleties.

- ISIN gaze upward – Info on the presumptive worth and the rank estimation of the ISIN.
- Payment schedule Info in regards to fee in and fee out day.
- Standing on demand.
- Purchaser record.
- E-guidelines.
- Mobile cautions.
- TIFD and IDT brochures on demand.
- Individual subtleties – Customers designation and lecture receptacles designation, description kind and subtleties.
- No burdens for inaugural DP required.

## **HDFC-**

The HDFC bank has additional than eight lakh DE mat accounts across India. HDFC DE mat offers you helpful and safe managements to deal with your assumptions and securities. The HDFC DE mat offers you paperless managements as the physical documentations may lose or harmed after some time. The HDFC DE mat account documents you to make bother free relations on the web. There are numerous sorts of HDFC DE



mat records, for example, Separate DE mat account, joint DE mat account and business DE mat accounts.

## Advantages

The HDFC DE mat has the accompanying advantages,

- Transfer of protections doesn't have any stamp obligation.
- Market parcels idea doesn't occur
- The discounts from Communal Problem are naturally attributed to your record.
- Your liquidness is improved by smaller clearances.
- All the exchange subtleties are conveyed over electronic mail
- All the property subtleties can be seen operational whenever
- Change of mark or address can be made through online without any problem
- Off advertise exchanges and exchanged protections are settled

## **4.4 Similarities and Differences**

## **ICICI Bank**

- 1) ICICI is Industrial Credit and Investment Corporation of India.
- 2) ICICI bank was arrangement with a goal of giving center and long haul financing to organizations India.
- 3) ICICI Bank is the third biggest bank in India.
- 4) The bank has a system of 2,016 branches (31 March 2010) and in excess of 5,000 ATM machines in India.

## **HDFC Bank**

- 1) HDFC represents Housing And Development Finance Corporation.
- 2) HDFC Bank was built up in 1994 by India's biggest lodging fund organization HDFC LTD.
- 3) In January 1995 it began working as a planned business Bank.
- 4) Revenue of 20,266.99 crore and benefit of 3032.92 crore (2010).
- 5) HDFC Bank has 1,725 branches and in excess of 4,000 ATM machines introduced, in more than 700 urban areas in India.

4.5 ICICI BANK versus HDFC (Bank results season) – India Earnings Season 2012

With HDFC Bank announcing recharged trust in development and a worldwide mantra of 30% development effectively met in a fourth of low desires when ICICI Bank and SBI report tomorrow and the end of the week individually we would likewise have the quickening from a brought down arrangement, ICICI Bank expected to keep revealing a credit development of 18-20% and a half bounce in Net benefit to \$375 million for the quarter as well.

### **Indian Banks HDFC versus ICICI**

HDFC and ICICI are two designations that attitude separated amongst others when we discuss isolated division banks in India. Together are genuinely effective rows charitable hardened rivalry to administration banks. The explanation of their prosperity lies in the way that both have presented a more noteworthy productivity of administrations and furthermore crowd of new administrations that were requested by shoppers.

### **4.6 Difference among HDFC and ICICI**

- HDFC has a specialty showcase whereas ICICI is everywhere.
- HDFC has an unequalled development recorded at 30% while ICICI has its swing on its front.
- On a cost to include book premise ICICI exchanges at multiple times while HDFC exchanges at 4.5 occasions.

- ICICI has a lower PE proportion than HDFC. PE proportion of HDFC is at 19 that of ICICI remain at 11%
- Scope of ICICI bank and ATM's is considerably further than HDFC.
- There is a colossal distinction in bringing of value up in the two banks.
- ICICI Net banking is distant unrivaled than that of HDFC.
- HDFC has short NPA's at 0.2% of loans whereas ICICI has NPA's at 2.7% of loans.

#### 4.7 HDFC versus ICICI as speculation choices

The occasions have certainly not been all the additional trying aimed at the best double isolated part groups — ICICI Bank and HDFC Bank. Their pillories have failed to meet expectations the Sensex meanwhile the beginning of the marketplace emergency in January'08. The ongoing loan cost climb RBI shows that the successful can be a lot harder in the impending residences. ET Aptitude Collection analyzes the presentation of the two banks and assesses the possibilities of putting resources into them.

# QUESTIONNAIRE

Q1. Where is your account opened?	i. ICICI ii. HDFC iii. others	43 % 33% 24%
Q2. Which bank is increasingly secure?	i. ICICI ii. HDFC iii. others	43% 14% 17%
Q3. Which Banks give more return?	(i)ICICI (ii)HDFC (iii)others	43% 40% 17%
Q4. What is the full form of ICICI?	(i)Developed Tribute And Asset Corporation Of <u>India</u> (ii)Industrial Credit and Investment Corporation of India.  (iii)Savings Credit And Developed Organization Of India.	4%   90%   6%

<p>Q5. What is the full form of HDFC?</p>	<p>(i) Housing improvement account organization ltd</p> <p>(ii) Housing creating budgetary organization ltd</p> <p>(iii)Housing improvement account company ltd</p>	<p>20%</p> <p>50%</p> <p>30%</p>
<p>Q. 6 Which bank has more Branches the nation over?</p>	<p>(i) ICICI</p> <p>(ii) HDFC</p> <p>(iii) Others</p>	<p>50%</p> <p>43%</p> <p>7%</p>
<p>Q.7. Are you pleased with administrations of bank?</p>	<p>(i) Yes</p> <p>(ii)No</p>	<p>25%</p> <p>85%</p>
<p>Q8. Your undeveloped record choices are affected by ?</p>	<p>(I) Oneself</p> <p>(II) Broker</p> <p>(iii)Marketplace Investigation</p>	<p>40%</p> <p>20%</p> <p>20%</p> <p>17%</p>

	(IV) Families/Relations  (V) Any other	3%
Q10 .What are the fundamentals which you measured previously original record in a specific Bank?	(i) Monetary Position (ii) Present Marketplace Location (iii) Goodwill (iv) Future Predictions (v) Some others	17% 37% 33% 10% 3%
Q11. As per you which bank appreciates great notoriety in advertise?	(i) ICICI BANK (ii) HDFC BANK (iii) OTHERS	63% 30% 7%
Q12. Are you utilizing Mobile Banking administrations offered by HDFC/ICICI Bank?	(i) Yes (ii) No	67% 33%
Q13. Explanation behind utilizing mobile banking administrations presented by HDFC/ICICI Bank?	(i) Facilities are protected (ii) Moveable Investment gives anyplace charge installment Choices (iii) Mobile Banking Offers Break Expense for Checks	53% 13% 10% 24%

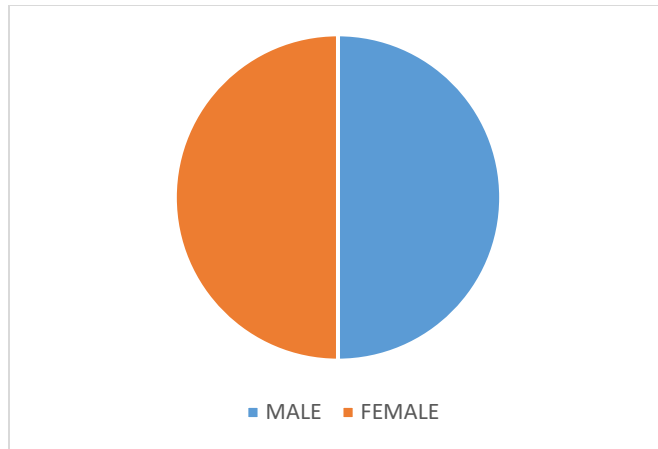
	(iv)Moveable Investment Cash Allocation Capacity	
Q14.Explanations behind not by means of mobile bank facilities accessible by HDFC Bank/ICICI Bank?	(i)Not Alert about the administrations (ii)Don't think Mobile Finance Services are protected (iii)Added explanations	17% 17% 66%
Q15. Which card you discover more Secure?	(i) Debit card (ii)Credit card	70% 30%

## **RESULT ANALYSIS**

### **1. ON THE BASIS OF GENDER**

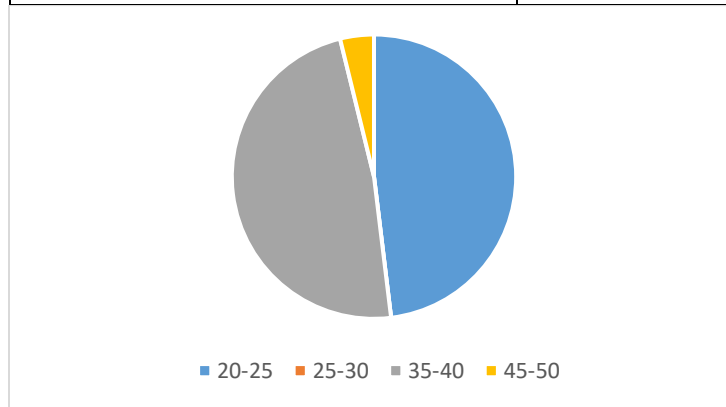
<b>GENDER</b>	<b>NO. OF RESPONDENTS</b>
<b>MALE</b>	<b>25</b>
<b>FEMALE</b>	<b>25</b>
<b>TOTAL</b>	<b>50</b>





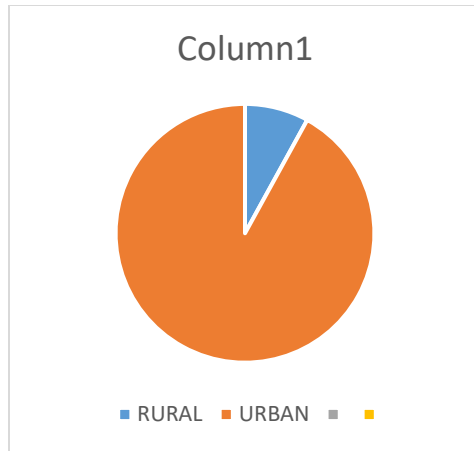
## 2. PERIOD GROUP

<b>AGE</b>	<b>NO. OF DEFENDANTS</b>
<b>20-25</b>	<b>15</b>
<b>25-30</b>	<b>0</b>
<b>30-35</b>	<b>15</b>
<b>35-40</b>	<b>20</b>
<b>TOTAL</b>	<b>50</b>



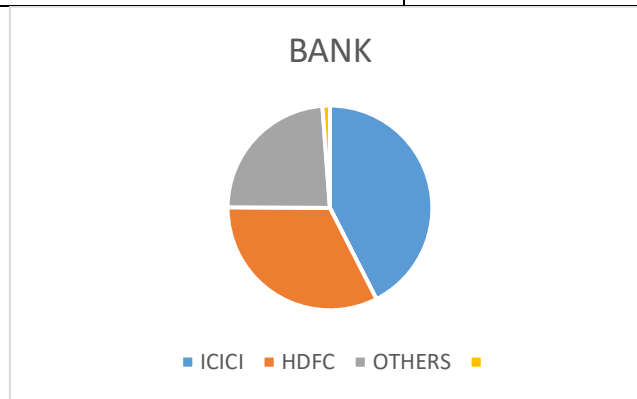
## 3. AREA

<b>AREA</b>	<b>NO. OF RESPONDENTS</b>
<b>RURAL</b>	<b>4</b>
<b>URBAN</b>	<b>46</b>
<b>TOTAL</b>	<b>50</b>



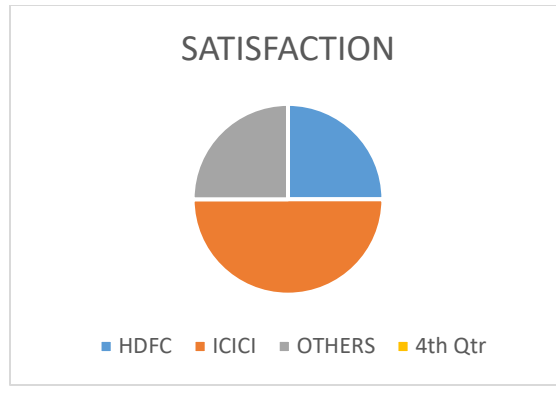
**4.ON THE BASIS OF ACCOUNTS IN HDFC , ICICI AND OTHERS**

<b>BANK</b>	<b>NO. OF ACCOUNT HOLDERS</b>
<b>ICICI</b>	<b>43%</b>
<b>HDFC</b>	<b>33%</b>
<b>OTHERS</b>	<b>24%</b>



**4. ON THE BASIS OF SATISFACTION OF CUSTOMERS**

<b>BANK</b>	<b>NO. OF CUSTOMERS</b>
<b>HDFC</b>	<b>25%</b>
<b>ICICI</b>	<b>50%</b>
<b>OTHERS</b>	<b>25%</b>



## **5.2 FINDINGS**

- 1) It was initiate from the examination that bank has confidence in superiority help as opposed to amount of administration.
- 2) The authorities utilized are particularly eager about their activity.
- 3) The authorities attempt to type finest connection through the clients.
- 4) Nearby is independent security for NRI administrations.
- 5) The constraint of money treasury is Rs.1000000 for a day.
- 6) The lists and records are kept up every day.

- 7) The registers are kept up in an efficient way.
- 8) The promoting procedure of the bank is alluring.
- 1) The bank consistently attempts to pull in clients with creative offers
- 2) The bank is extremely quick to actualize 5's arrangement in its whole division.
- 12) In cooperation the bank venture store proportion is on the diminishing pattern
- 13) In cooperation the banks has demonstrated healthier use of money selection
- 14) The proportion of Non Interest salary continues as before for ICICI for as far back as 2 Years though in HDFC at shows a decay.

### **5.3 RECOMMENDATION**

- ICICI Bank and HDFC bank needs to improve its image representation, i.e.it wishes to position itself in the wits of possibilities in a greater route in correlations with others .
- It must to contribute healthier inclination probabilities to the conservation of its potential consultants.

- Added it wants to provide formulating to its enlisted leaders by excessive and effective formulating strategies, which may be a tad redone if essential.
- It should extra underline in promoting, as it is the most incredible advantage to position and brand in the mentalities of clients.
- It must to give internet formulating and to the individuals who are in employments and need to develop guides ICICI ought to give evening instructional courses, so they can link the training successive to resounding out their responsibilities.

## **CONCLUSIONS**

Investment is likewise now being watched as a flexible financial arranging device. Research shows that Indians have four essential monetary wants through their lifetime resource amassing, (for example, purchasing a house or vehicle), ensuring their family, making sure about their youngsters'

instruction, and arrangement for their withdrawal. India actuality a nation having an enormous populace of about one billion individuals with just 32% of the financial populace in India having investment the nation has a tremendous potential, which has been left undiscovered. Banking Investment guides life saver and an exceptionally colossal resource so each organization attempt to enlist choice a possible power of finance counsels since this is the consultants create most extreme corporate for the Bank. Banking counsels offer an exceptionally solid help to the Bank and do every conceivable exertion to create enormous measure of benefit to the organization and him.

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