

Digital Prowess Will Determine Winners and Losers in Indian Corporate Banking

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Executive Summary:



Outside of core day-to-day functions like managing liquidity and securing adequate funding, the Indian corporate treasury departments taking part in a recent study by Greenwich Associates rank “digitization” and “technology upgrades” as their top priorities for the year ahead.

That holds true for both the largest Indian companies and mid-cap corporates.

Methodology:

From September 2018 to March 2019, Greenwich Associates conducted interviews with 149 large corporates and 408 middle market businesses in India and asked them to name the banks they use for a variety of services, including corporate lending, cash management, trade services and finance, foreign exchange, structured finance, interest-rate derivatives, and investment banking. Study participants were then asked to rate their banks in 14 product and service categories.

The data reported in this document reflect solely the views reported to Greenwich Associates by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

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