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.

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