2024 India Corporate and Middle Market Banking Trends

2024 India Corporate Banking Study

July 31, 2024

Executive Summary:

Review 2024 Highlights from Corporate Banking in India. Topics covered include information on Market Outlook, Banking Trends, Cash Management Practices, Global Expansion Plans, Key Drivers of Corporate Banking Relationships, Digital Expectations, and ESG Adoption.

Methodology:

From September 2023 to March 2024, Coalition Greenwich conducted interviews with 194 large corporates and 472 middle market businesses in India, focusing on key areas such as banking relationships, quality perceptions of the respective relationships and products used, including corporate lending, cash management, trade services and finance, foreign exchange, structured finance, interest-rate derivatives, and investment banking.

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