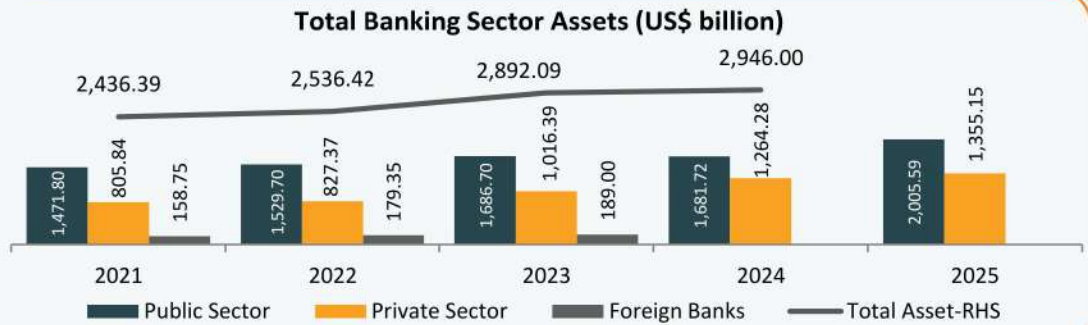




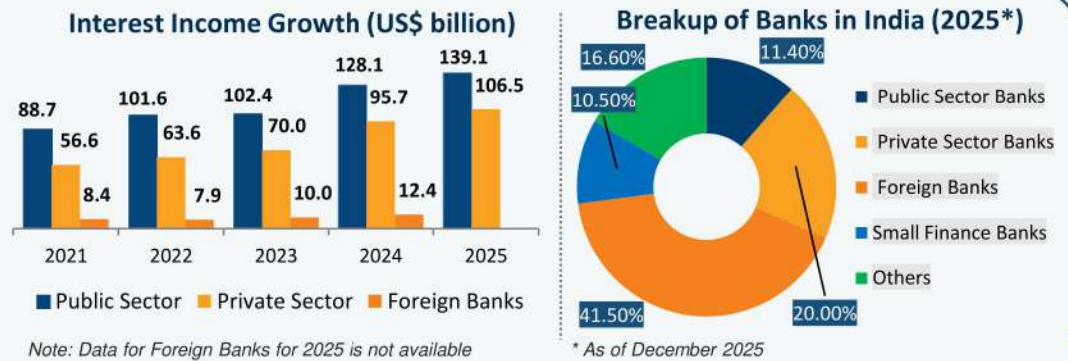
BANKING



MARKET SIZE



SECTOR COMPOSITION



KEY TRENDS



GOVERNMENT INITIATIVES



Atal Pension Plan



Pradhan Mantri Suraksha Bima Yojana (PMSBY)



Pradhan Mantri Jeevan Jyoti Bima Yojana



ADVANTAGE INDIA

- Robust demand:** Demand seems particularly strong when it comes to the critical need of protecting consumer data, where incumbent banks have a trust advantage. India has the third largest FinTech ecosystem globally. BCG predicts that the proportion of digital payments will grow to 65% by 2026. Indian Fintech industry currently is Rs. 9,61,593 crore (US\$ 111 billion) and estimated to be at Rs. 36,47,123 crore (US\$ 421 billion) by 2029. India has the third largest FinTech ecosystem globally.
- Innovation in Services:** In 2025, India's banks are advancing with AI-driven personalisation, e-rupee integration, and instant digital forex services, boosting customer experience and transaction efficiency.
- Business Fundamentals:** In February 2026, UPI transaction volumes reached 20.39 billion with a total transaction value of Rs. 26.84 lakh crore (US\$ 295.7 billion), while average daily transaction value rose to Rs. 95,865 crore (US\$ 10.6 billion), reflecting the growing scale and frequency of digital payments across India.
- Policy Support:** In December 2025, the Reserve Bank of India announced measures to infuse Rs. 2 lakh crore (US\$ 22.6 billion) of durable liquidity into the banking system through open market operations.