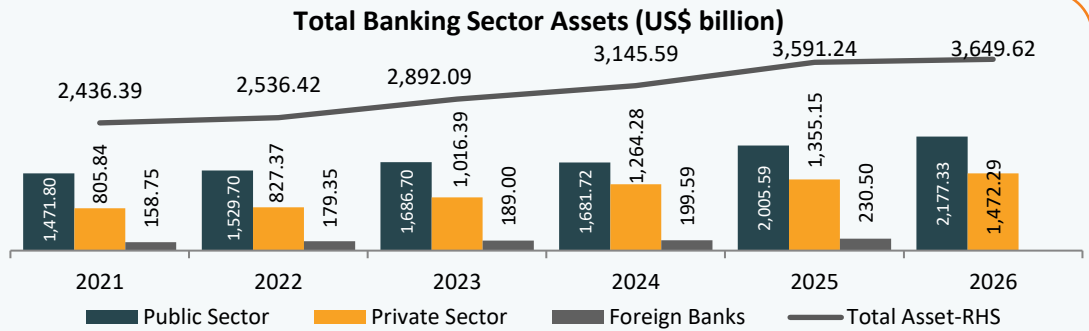


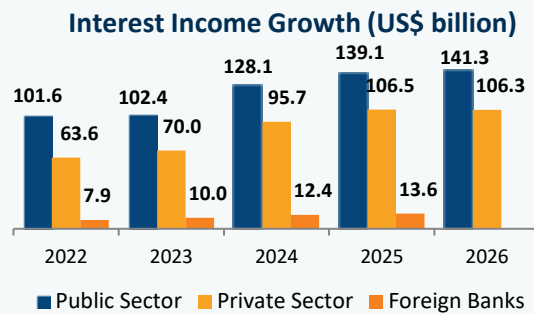
BANKING



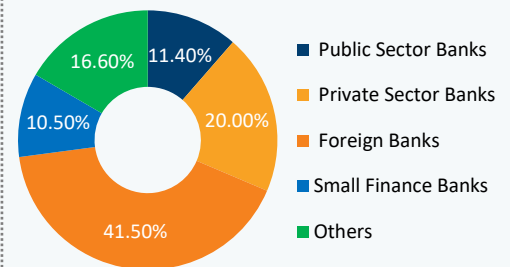
MARKET SIZE



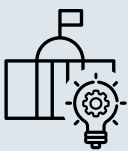
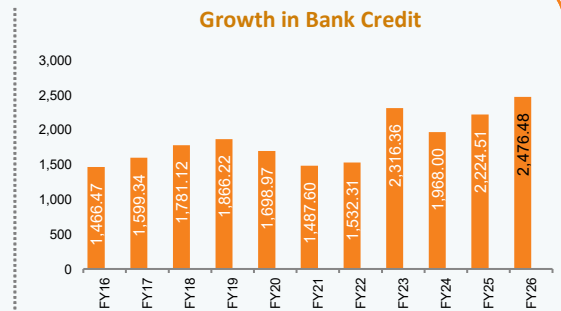
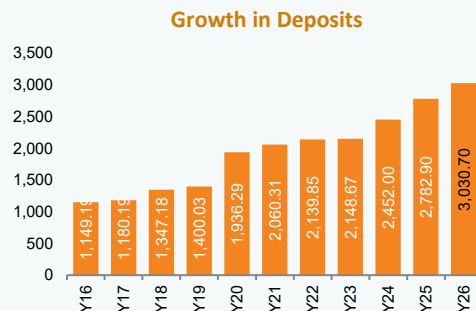
SECTOR COMPOSITION



Breakup of Banks in India (2025*)



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 May 2026, transactions through UPI stood at Rs. 29.90 lakh crore (US\$ 313.44 billion) in value and 23.20 billion in volume across 720 banks, reflecting the continued expansion of India's real-time digital payments ecosystem.
- 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.