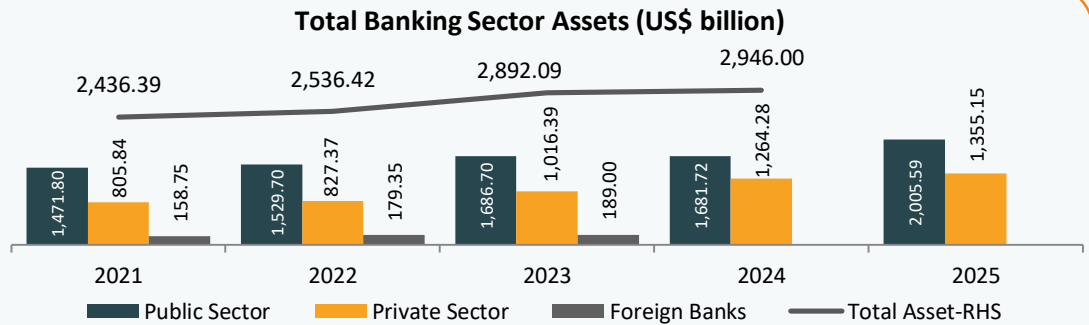


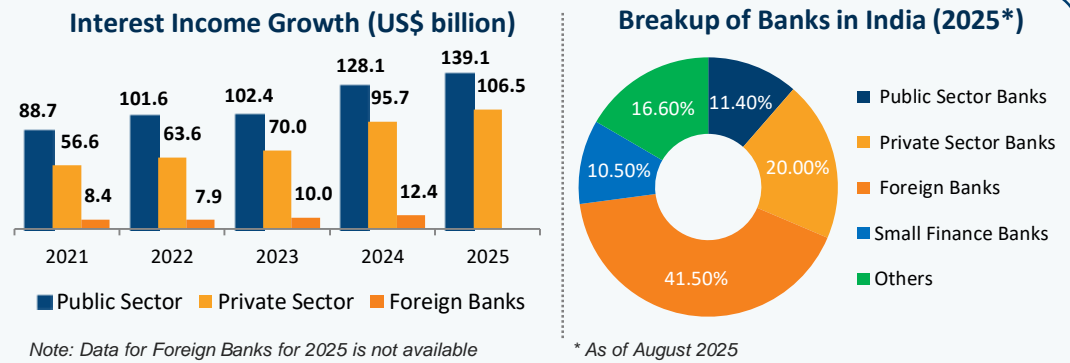
BANKING



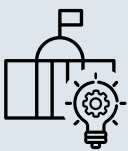
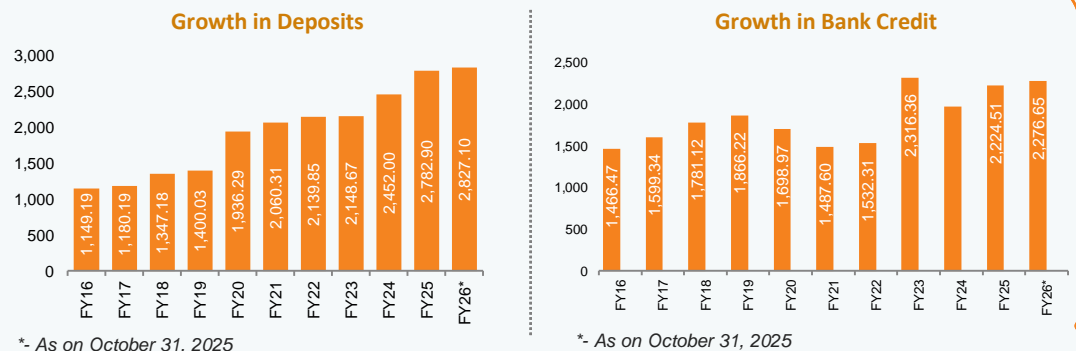
MARKET SIZE



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 October alone, UPI processed a record Rs. 27.28 lakh crore (US\$ 318.48 billion) in value and 20.7 billion transactions, reflecting its deep penetration across users and merchants nationwide.
- Policy Support:** RBI reduced the policy repo rate to 5.5% in June 2025, along with a 25 basis points cut in Cash Reserve Ratio (CRR) to support liquidity and lending, which is expected to stimulate demand in the banking sector.