A
PROJECT REPORT
ON

CUSTOMER'S PREFERANCE TOWARDS "KOTAK 811 &
MOBILE BANKING" APPLICATION
FOR
KOTAK MAHINDRA BANK

SUBMITTED TO
SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF
MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY

NEHA ISHARWAL

UNDER THE GUIDANCE OF
PROF. JEEVAN AHIRE

SANDIP
FOUNDATION

DEPARTMENT OF MANAGEMENT STUDIES

SANDIP FOUNDATION'S
SANDIP INSTITUTE OF TECHNOLOGY AND
RESEARCH CENTRE, NASHIK-422213
(2018-2019)

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CENTRE, NASHIK- 422213.

2018-19

SANDIP FOUNDATION'S

SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE

Mahiravani, Trimbak Road, Tal. & Dist. : Nashik - 422213, Maharashtra, India.
Phone : (02594) 222 551, 222552, 222 553, 222554, Fax : (02594) 222 555
Website : www.sandipfoundation.org E-mail : principal@sitrc.org

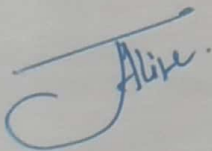## Department of Management Studies

(Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University, Pune & Recognized by Govt. of Maharashtra)
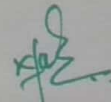
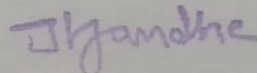Ref: SF/SITRC/MBA/PROJ/2018-19/ MLT/26   Date:10/8/2018

CERTIFICATE

This is to certify that Mr /Ms ..Neha...Rajesh...Ishaxwal............

has completed his / her Summer Internship Project (SIP) entitled

Customer's...Preference Towards...Digital...services........ at

......Kotak...Mahindra...Bank...(Nasik)...................... satisfactorily

as a partial fulfillment of the requirement of **Master of Business Administration (MBA)**

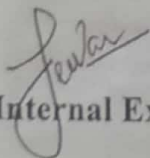course of **Savitribai Phule Pune University, Pune** during the academic year 2018-19.
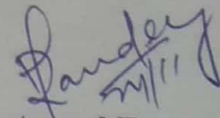

Project Guide

Prof.(Dr) Rakesh S.Patil
Head-MBA

Prof. (Dr) Sanjay T. Gandhe
Principal

Internal Examiner

External Examiner

Scanned with CamScanner

kotak   Kotak Mahindra Bank

August 13, 2018

To Whomsoever It May Concern

This is to certify that **Neha Rajesh Isharwal** has completed her internship with Kotak Mahindra Bank Ltd., for the period May 14, 2018 to July 13, 2018.
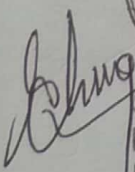
She has completed the project title "Customer Preference towards digital services" and has submitted the report.

We wish her all the best in her future endeavors.

For **Kotak Mahindra Bank Ltd.**

Minoo Mullins
Associate Vice President-Human Resources

Sandeep Ghuge
Branch Manager
Emp Code-6687

HR/2018/   944867

DECLARATION

I undersigned hereby declare that, the project entitled, **"Customers preference towards digital services of Kotak Mahindra bank"** is executed as per the course requirement of two year full time MBA program of Savitribai Phule Pune University. This report has not been submitted by me or any other person to any other university or institution for a degree or diploma course. This is my own and original work.

Sign: ....

Name: Neha Isharwal

Place: Nasik ....Date: 10|8|18

PROJECT ON

CUSTOMER'S PREFERANCE TOWARDS "KOTAK 811 &
MOBILE BANKING" APPLICATION

MADE BY:-

MS. NEHA ISHARWAL

GUIDED BY:-

PROF. JEEVAN AHIRE

ACKNOWLEDGEMENT

At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us.

I would especially like to take this opportunity to express my sincere thanks to my principal **Dr. S.T. Gande**.

I'm highly obliged to my project guide **Prof. Jeevan Ahire** for his valuable guidance, on-going support, and impressive marketing skills throughout the project.

I'm grateful to my MBA faculties of SITRC (Sandip institute of technology and research Center) **Prof. Rahul Mandale, Prof. Sarika patil,** who motivated me throughout and brought the best out of me. They helped and guided me, leading me to the successful completion of my project.

I would like to thank my external guide **Mr. Sandeep Ghuge** for cooperating with me throughout the project by giving me his time and all the valuable information required for the project.

Special Thanks to all teaching, And all non-teaching staff, Library, IT & Admin Departments for their contribution to the project either directly or indirectly to complete my project work, And for their guidance and help.

I would like to thank my entire MBA class for cooperating and supporting me for the completion of project.

Last but not the least I would like to thank whole heartedly to my**parents**, their support was a boon to me all along the project duration.

INDEX

List of Table

List of graph

CHAPTER-1

EXECUTIVE SUMMARY

Project title:

Customer's preference towards "Kotak 811 & Mobile Banking" Application

Introduction of project:

Customer preference is what type of product an individual customer likes and dislikes motivations and inclinations that drive customer's purchasing decisions.

The sweetener blend added to the company's most famous brand is formulated for each country based on customer preference.

Preference of customer will decide the way in which the product is to be deigned

Preference complement customer needs in explaining customer behaviour.

For example, a customer needs shoes and they'd prefer a particular style, brand and colour. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development and distribution.

Why have you chosen this company and this project?

Kotak Mahindra bank is of the leading banks. It has huge market capture and it is has huge scope in marketing field. Kotak Mahindra Bank is an Indian private sector bank headquartered in Mumbai, Maharashtra, India. In February 2003, Reserve Bank of India (RBI) gave the licence to Kotak Mahindra Finance Ltd., the group's flagship company, to carry on banking business.

It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of personal finance, investment banking, general insurance, life insurance, and wealth management.

Location: Thatte Nagar, Opp to Chroma showroom Nashik.

Duration of the project: 14th May 2018- 13th July 2018

How did you carry out this project?

The project started with discussion and interaction with Mentor Mr Sandeep Ghuge. He is branch manager in the Thatte Nagar branch.

He explained all the key related aspects involved in doing this project. We then discussed about the topic to be selected for project and how do we implement it.

He guided and motivated me for everything, every time I approached him for internship and project meetings.He always made sure I was learning something in this internship period.

He also taught me how to do deal with customers, every time I approached him for failures in implementation of any service. He always had a positive response for my every failure and made sure I didn't lose hopes. He provided me the data for calling up the customers for digital activation, when customers did not support this he suggested me to approach mapped book customers.

CHAPTER-2

OBJECTIVES OF PROJECT

➤ To study the preference of the customers towards all the digital services which Kotak Mahindra bank has launched for its customers.

➤ To study the expectations of the customers what they have for digital services.

CHAPTER-3

ORGANISATIONAL PROFILE

Organization Name: - Kotak Mahindra Bank.

Address: - Nasik (Nashik).

Guide Name: - Mr. Sandeep Ghuge.

VISION

The Global Indian Financial Services Brand

Our customers will enjoy the benefits of dealing with a global Indian brand that best understands their needs and delivers customised pragmatic solutions across multiple platforms.

We are a world class Indian financial services group. Our technology and best practices are bench-marked along international lines while our understanding of customers will be uniquely Indian.

We are more than a repository of our customers' savings. We, the group, are a single window to every financial service in a customer's universe.

The Most Preferred Employer in Financial Services

A culture of empowerment and a spirit of enterprise attract bright minds with an entrepreneurial streak to join us and build long-term careers with us.

Working with a home grown professionally managed company, which has benefited from partnerships with international leaders, gives our people a perspective that is universal as well as unique.

The Most Trusted Financial Services Company

We have created an ethos of trust across all our constituents. Adhering to high standards of compliance and corporate governance is an integral part of building trust.

Value Creation

Value creation rather than size alone will be our business driver.
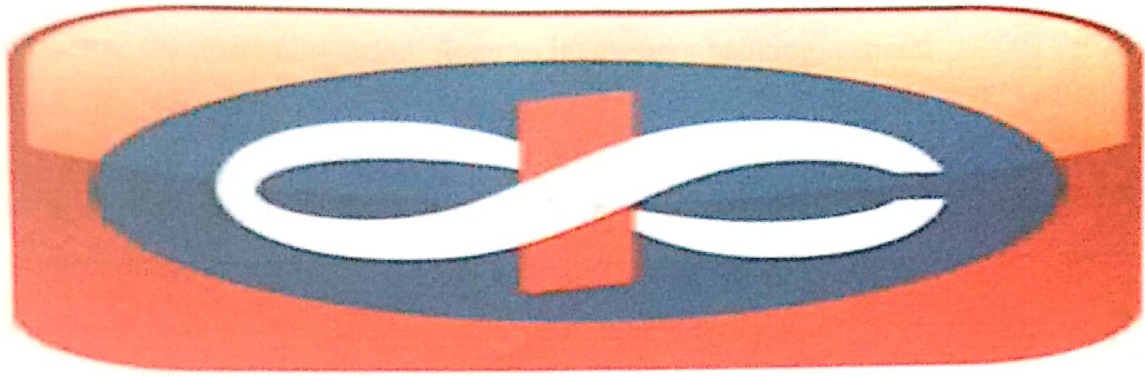
MISSION

VISSION & MISSION

- To be the most trusted **Global Indian Financial Services** brand and the most preferred financial services employer with focus on creating value.
- Customers must enjoy the benefits of dealing with a **Global Indian Brand** that best understands their needs and delivers customized pragmatic solutions across multiple platforms.

MR. UDAY. S. KOTAK

Executive Vice Chairman & Managing Director, Kotak Mahindra Bank

ABOUT KOTAK MAHINDRA BANK

Kotak Mahindra Bank is an Indian private sector bank headquartered in Mumbai, Maharashtra, India. In February 2003, Reserve Bank of India (RBI) gave the licence to Kotak Mahindra Finance Ltd., the group's flagship company, to carry on banking business.

It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of personal finance, investment banking, general insurance, life insurance, and wealth management.

Kotak Mahindra Bank has a network of 1,369 branches across 689 locations and 2,163 ATMs in the country (as of 31 March 2017). In 2018, it is the second largest private bank in India by market capitalization after HDFC Bank.

Over the years, our five core values have served as our compass, guiding us on our quest to become the best in the business. By putting these values into action day after day, we continue to delight our customers and help our employees grow.

Preamble

- Kotak Mahindra Bank and its Subsidiaries believe in positively contributing to the economic, environmental and social well-being of communities through Corporate Social Responsibility (CSR) agenda

- This policy statement sets out Kotak Mahindra Bank and its Subsidiaries vision, mission, governance, commitments and initiatives towards implementing CSR through inclusive growth.

- This Policy Statement is extended to the followingGroup companies :

o Kotak Mahindra Bank Ltd.

o Kotak Mahindra Asset Management Co. Ltd.

o Kotak Mahindra Trustee Co. Ltd.

o Kotak Securities Ltd.

o Kotak Mahindra Prime Ltd.

- o Kotak Investment Advisors Ltd.

- o Kotak Mahindra Old Mutual Life Insurance Ltd.

- o Kotak Mahindra Capital Co. Ltd.

- o Kotak Mahindra Investments Ltd. values have served as our compass, guiding us on our quest to become the best in the business.

Governance

- Kotak Mahindra Bank and its Subsidiaries have respectively established Board-level Corporate Social Responsibility Committees which are responsible to monitor, review and approve CSR initiatives and expenditure. The Committees shall make recommendations to the Board on CSR policy and related matters.

- The Bank's CSR Board Committee constitutes of one independent directorAnd two executive directors

- The Subsidiaries' CSR Board Committee constitutes two executive directors.

- Kotak Mahindra Bank and its Subsidiaries, at all times, are committed to:

- Engage with communities to understand their material expectations and concerns, and will consider these material expectations and concerns to design its CSR agenda.

- Implement, monitor, review and evaluate CSR initiatives to achieve the desired outcomes in a transparent manner.

- Promote education interventions to serve the less privileged and empower them to transform their lives.

- Partner with Governmental agencies, Non-Governmental Organizations and other institution to collectively deliver the community development initiatives and support such organizations and institutions with appropriate and necessary resources.

- Encourage its employee to contribute and volunteer for various community development initiatives.

- Ensure that surplus arising out of CSR initiatives is utilized to further augment CSR agenda and does not form part of the Bank's profits.

- Comply with all legal provisions applicable for CSR and adopt industry best practices, where feasible.

CSR Initiatives

OPromoting Education:The Bank and its Subsidiaries' endeavour to enhance the accessibility and affordability of quality education for deserving underserved sections of society.Education will remain the primary CSR focus area for the Group, and the initiatives will focus on providing infrastructure to schools, scholarships for deserving children and supporting parents and teachers to provide holistic learning environment for children at school and home.
The education initiatives will be primarily implemented through Kotak Education Foundation
(KEF)and the Bank's CSR team.

OEnhancing vocational skills and livelihood projects:The Group will worktowards imparting vocational skills to deserving childrenand youth, women, elderly, and the differently-abled.The programmeaims at holistic development of these childrenand youth, women, elderly, and the differently-abledthrough technical and soft skills and enhances their livelihood opportunities. The vocational skills and livelihood projects will be primarily implemented through Kotak Education Foundation (KEF)and the Bank's CSR team.

OPromotingpreventive healthcare and sanitation:The Bank and its subsidiaries' shall
Promote preventive health care and sanitation by providing health check-ups for children

Covered under education initiatives and sensitizing the children on personal andcommunity health and hygiene. These initiatives will be implemented through Kotak Education Foundation (KEF). On a case by case basis, the Bank and its subsidiaries' will also support various NGOs working in the fields of healthcare, sanitation, eradication ofhunger and malnutrition, and provision of access to safe drinking water. The Bank and its subsidiaries'will also conduct periodic blood donation drives.

OReducinginequalitiesfaced by socially and economically backward groups: The Bank and its subsidiaries' shall support NGOs working towards rehabilitating socially and economically backward sections of society by providing safe houses through community house building initiatives.TheBankand its subsidiaries shall also work with NGOs working towards promoting gender equality, empowering women, setting up homes and hostels for women and orphans, setting up old age homes, day care centres andother such facilities for senior citizens and measures for reducing inequalities face by socially and economically backward groups.

OEnvironmental Sustainability:The Bank and its subsidiaries'will sponsor for environmental sustainability activities such as tree plantationeither directly or through an external stakeholder / NGO. The Bank and its subsidiaries shall provide support to
NGOs working towards maintaining ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water.

OContribution to Prime Minister's National Relief Fund:The Bank and its subsidiaries'will support relief and rehabilitation activities undertaken by the Prime Minister's National Relief Fund in cases of natural calamities and disasters.

Monitoring and Review

O the CSR initiatives will be monitored on a quarterly basis. The Group CSR team will submit quarterly reports to the CSR Board Committees of the Bank and its subsidiariescovered under this CSR Policy Statement.

Kotak Mahindra Bank Loans

Kotak Mahindra Bank Home Loan: Home loans from Kotak Mahindra Bank are accompanied by highly customized facilities and services so that the customer can enjoy a seamless and pleasurable home-buying experience. The benefits include doorstep service, attractive interest rates, convenient loan disbursement process, simplified documentation, insurance options to convert the loan at attractive premium, and quicker turnaround time. Kotak Mahindra Bank home loan eligibility of an applicant is assessed on the basis of a number of factors, such as monthly or annual income, source of income, savings and credit history, work experience, age, qualifications, number of dependents, and probability of the individual continuing in the same occupation. According to Kotak Mahindra Bank loan scheme, one can avail home loans either singly or jointly. Owners of the current property, in respect of which the loan is being sought, will have to be co-applicants. However, it is not mandatory for the co-applicants to be co-owners of the property. What differentiates the home loan product from this Bank is its ability to understand the particular borrower's needs completely and structure the eligibility and loan amount accordingly. One can opt for a loan period of up to 20 years, which can vary depending on his/her profile. Kotak Mahindra Bank loan advantage is that one can borrow up to 90% of the cost of the property in case of home loans.

Kotak Mahindra Bank Personal Loan : This loan can be availed to meet unexpected expenses, such as a dream holiday, school or college fees, wedding expenditure, home improvement expenses, or even the purchase of consumer durables. Under this scheme, one can avail loans ranging from Rs. 50,000 to Rs. 15 lakhs. It also offers flexible repayment options, with the loan tenors ranging from 12 to 60 months for salaried individuals, as specified by Kotak Mahindra Bank loan details. The other benefits include, bank doorstep service, quick approval on loans, minimal paperwork and hassle free processing, attractive interest rates, etc. Any resident Indian employed at a Public Ltd. Co./MNC/a large Pvt. Ltd. Co. is eligible for this loan. He/she should be within the age of 21

and 58 years. The net monthly salary of the applicant should be Rs. 25,000. He/she should be a graduate, with a minimum of 2 years' work experience. A residence telephone number is to be provided, and the applicant should have been in the city for at least a year.

Kotak Mahindra Bank Loan Against Property : one's existing property can help his/her avail a loan at lower interest rates, compared to other consumer loans. The Bank ensures flexible loan eligibility for businessmen under this scheme, which promises to fund a variety of needs such as existing business expenses, debt consolidation, emergencies, education, etc. The loan amounts range from 10 lakhs to Rs. 3 crores. Loan against property from Kotak Mahindra Bank is available against residential as well as commercial properties. This flexible financial offering comes as an EMI based loan or an overdraft facility. It also guarantees ease of repayment through loan tenure. It can be applied by individuals, either solely or jointly. As per Kotak Mahindra Bank loan against property eligibility norms, for self-employed professionals, the minimum annual income of the borrower should be Rs. 1.44 lakhs. He/she should be at least 21 years of age, and maximum 65 years of at the time of loan maturity. The firm/company should have been in operation for the last 3 years, and should be making cash profits for the last 2 years. For self-employed non-professionals, the eligibility criteria are the same as above.

Kotak Mahindra Bank Business Loan : This loan can be availed to enjoy business growth or expansion without disturbing one's personal investments or taking multiple loans with Kotak Business Loans. A borrower can diversify his/her business or even fund his/her next project through the Bank's personalized solutions and services. Under this scheme, one can avail loans ranging from Rs. 3 lakhs to Rs. 75 lakhs. Any self-employed businessman with an annual turnover of Rs. 2 crores can apply for this loan. Manufacturers and service providers are also eligible, provided that their annual turnovers are Rs. 1 crore and Rs. 50 lakhs, respectively. Also, the borrower should be in business for the last 3 years continuously, showing a cash profit for the last 2 years. With minimal paperwork, hassle-free processing, and versatile repayment options, this loan comes to the rescue of aspiring as well as established businessmen.

By putting these values into action day after day
we continue to delight our customers and help our employees grow

WHY KOTAK:

In 1985 Uday Kotak established what an Indian financial services conglomerate became. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the Group's flagship company, received a banking licence from the Reserve Bank of India (RBI). With this, KMFL became the first non-banking finance company in India to be converted into a bank – Kotak Mahindra Bank Limited (KMB) ltd.

In a study by Brand Finance Banking 500, published in February 2014 by *Banker* magazine (from *The Financial Times* stable), KMBL was ranked 245th among the world's top 500 banks with brand valuation of around half a billion dollars ($481 million) and brand rating of AA+.

kotak

Type	Public
Traded as	BSE: 500247 NSE: KOTAKBANK CNX Nifty Constituent
Industry	Banking, Financial service
Founded	February 2003
Founders	Uday Kotak
Headquarters	Mumbai, Maharashtra, India
Key people	Shankar Acharya[1] (Chairman) Uday Kotak (MD & CEO)
Products	Credit Cards, Consumer banking, Corporate banking, Finance and Insurance, Mortgage loans, Private banking, Wealth management, Investment banking
Revenue	▲ ₹21,176.09 crore (US$3.1 billion) (2017)[2]
Operating income	▲ ₹5,984.81 crore (US$870 million) (2017)[2]
Net income	▲ ₹3,411.50 crore (US$500 million) (2017)[2]
Total assets	▲ ₹214,589.95 crore (US$31 billion) (2017)[2]
Number of employees	33,013 (2017) [2]
Capital ratio	16.77% [2]
Website	www.kotak.com

LOCATION OF COMPANY:

Thatte Nagar, Opp to Chroma showroom Nashik.

PRODUCT RANGE:

Founded in the year 1985, Kotak Mahindra Bank is one of the most trusted financial institutions in the country. It has its headquarters in Mumbai and

operates through a network of 1,369 branches and 2,163 ATMs across 689 locations in India. In 2016, Kotak Mahindra Bank was reckoned as the fourth largest private bank in the country. It offers a wide range of banking and financial services including investment banking, personal banking, general insurance, and life insurance and wealth management.

VARIOUS DIGITAL BANKING SERVICES FROM KOTAK MAHINDRA BANK

1. BHIM Application

2. NET Banking
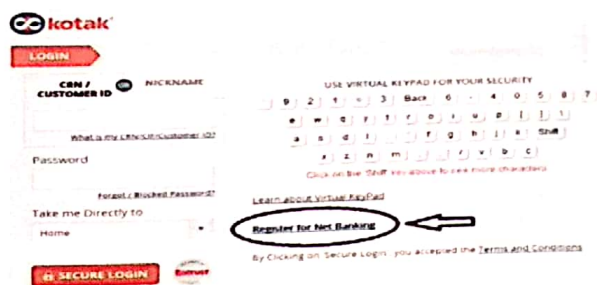
3. Kotak 811& Mobile Banking

4. SMS Banking

5. Kotak Securities

6. INDIGO Application
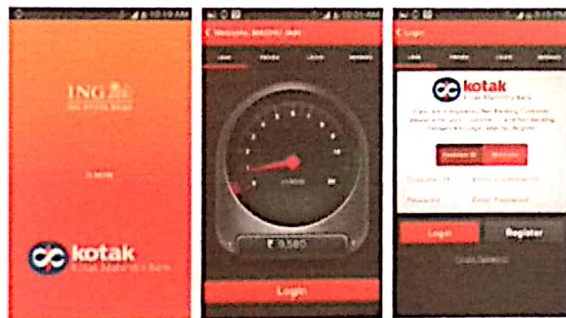
FACILITIES:

PERSONAL LOAN
1.

CREDIT CARD
2.

HOME LOAN
3.

SAVINGS ACCOUNT
4.

5.

CAR LOAN

6. LOAN AGAINST PROPERTY 7. GOLD LOAN 8. FIXED DEPOSITS 9. EDUCATION LOAN 10.

DEBIT CARD

COMPETITORS:

Kotak Mahindra bank has almost occupied all the corners of the customer's heart. In 2018 Kotak will be the top banking company leaving behind HDFC bank.

Competition

| Name	Last Price	Market Cap. (Rs. cr.)	Net Interest Income	Net Profit	Total Assets
HDFC Bank	2,121.65	560,806.13	80,241.35	17,486.75	1,063,934.31
Kotak Mahindra	1,309.50	249,632.93	19,748.49	4,084.30	264,933.40
ICICI Bank	305.00	196,191.29	54,965.89	6,777.42	879,189.16
Axis Bank	574.75	147,595.75	45,780.31	275.68	691,329.57
IndusInd Bank	2,015.85	121,049.02	17,280.75	3,605.99	221,626.17
Yes Bank	373.20	86,072.62	20,267.42	4,224.56	312,445.60
Bandhan Bank	698.70	83,341.28	4,802.30	1,345.56	44,310.07
RBL Bank	567.80	23,997.72	4,507.57	635.09	61,850.75
ING Vysya Bank	1,027.00	19,719.13	5,205.22	657.85	60,413.23
Federal Bank	87.25	17,276.34	9,752.86	878.85	138,313.95
IDFC Bank	41.15	14,007.92	8,930.00	859.30	126,520.18
City Union Bank	169.65	12,416.48	3,402.42	592.00	35,270.78
Karur Vysya	105.35	7,655.15	5,699.65	345.67	66,929.12
DCB Bank	162.65	5,022.97	2,412.99	245.34	30,222.09
Karnataka Bank	117.90	3,333.09	5,423.75	325.61	70,373.67
South Ind Bk	18.15	3,284.24	6,192.81	334.89	82,685.88
JK Bank	56.75	3,160.17	6,621.40	202.72	89,687.61
Lakshmi Vilas	100.15	2,564.38	3,041.62	-584.87	40,429.22
Dhanlaxmi Bank	17.05	431.39	1,013.32	-24.87	12,333.12
R ETF Gold BeES	2,634.10	270.27	-	-	-
StanChart IDR	59.70	104.21	-	-	129,861.92

Product under study: "Kotak 811 & Mobile banking" Application

The world of banking
at your fingertips!
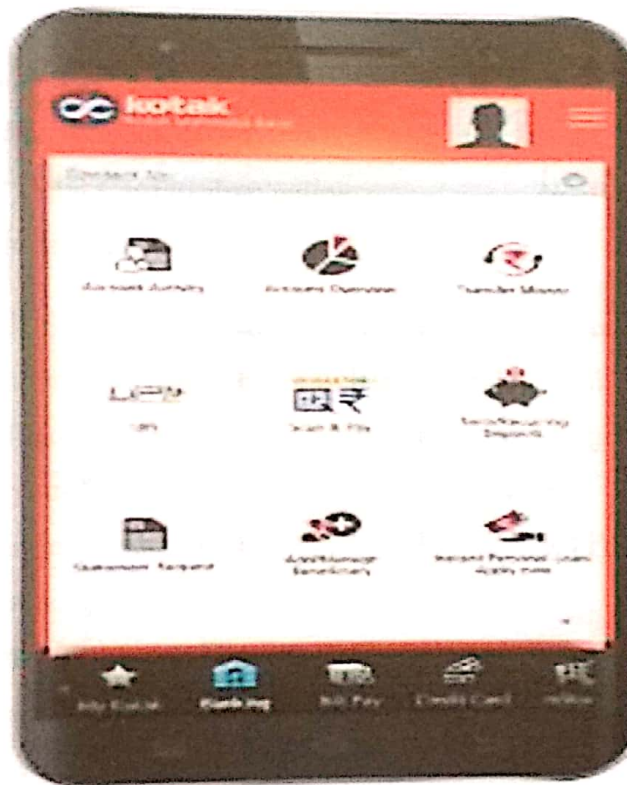
Kotak Mobile Banking App is not just the best-in-class app but it is also a completely new way of doing pure digital and paperless banking which is must in post Demonetisation and cashless transactions era.

You can open a zero balance digital bank account, Kotak 811, without any paperwork or even without stepping out of your home.

Experience over 100 features including managing all your financial transactions, sending and receiving money through NEFT, IMPS and RTGS, shopping online

via Flipkart, booking movie tickets via PVR, flights and hotel rooms via Goibibo and much more. This mobile banking app is also BHIM UPI enabled, you can instantly transfer money online without adding any additional bank information. Not a Kotak Savings Account customer yet?

This amazing banking app lets you download a zero balance savings account known as Kotak 811 on your mobile phone instantly. All you need is your Aadhaar number and PAN number.

Your 811 savings account offers you:

• Up to 6%* interest p.a.

• Zero balance account

• A Virtual Debit Card to shop online

• Free online transfers

And that's JUST the savings account. There's so much more you can do (more than 100 features!) with our best-in-class app mobile banking app:

• Transfer funds easily & on the go, without having to register a beneficiary

• Track all your Banking Transactions all in one place

• Transfer money instantly through BHIM UPI (Unified Payment Interface)

• Book train tickets using IRCTC

• Shop within our app on Flipkart, PVR, goibibo and more with the benefit of seamless payment

• Recharge your mobile & DTH subscriptions with ease

• Use mobile Pay for your offline/in store payments

• Purchase and redeem Mutual Funds and keep track of your investments

• Apply for Kotak Credit card through app

• Regenerate your Debit and Credit card PINs

• In case of loss, temporarily switch off your Kotak debit card for security purpose

• Switch on/Switch off international usage of your Kotak debit card

• Pay Credit card bill online

• Check your bank account statement

• Check your account balance

• Pay your bills, open a Term Deposit

• Post opening Account, go to Manage Profile and Click a selfie or upload your photo to set as profile picture

Get started:

• If you are not a Kotak customer and want a Kotak 811 savings account all you need is your Aadhaar and PAN details.

• If you are an existing customer, you just need your Customer Relationship Number (CRN), your Debit / Credit Card PIN or your Net Banking password to get started. The app will take you through a one-time activation process when you login for the first time.

CHAPTER-4

THEROTICAL BACKGROUND

Customer preference is what type of product an individual customer likes and dislikes motivations and inclinations that drive customer's purchasing decisions.

The sweetener blend added to the company's most famous brand is formulated for each country based on customer preference.

Preference of customer will decide the way in which the product is to be deigned

Preference complement customer needs in explaining customer behaviour.

For example, a customer needs shoes and they'd prefer a particular style, brand and colour. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development and distribution.

The earliest mobile banking services used SMS, a service known as SMS banking. With the introduction of smart phones with WAP support enabling the use of the mobile web in 1999, the first European banks started to offer mobile banking on this platform to their customers.

Mobile banking before 2010 was most often performed via SMS or the mobile web. Apple'sinitial success with iPhone and the rapid growth of phones based on Google's Android (operating system) have led to increasing use of special mobile apps, downloaded to the mobile device. With that said advancements in web technologies such as HTML5, CSS3 and JavaScript have seen more banks launching mobile web based services to complement native applications. A recent study (May 2012) by Mapa Research suggests that over a third of banks have mobile device detection upon visiting the banks' main website. A number of things can happen on mobile detection such as redirecting to an app store,

redirection to a mobile banking specific website or providing a menu of mobile banking options for the user to choose from.

Mobile Banking refers to provision and ailment of banking- and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customised information."

According to this model mobile banking can be said to consist of three inter-related concepts:

- Mobile accounting
- Mobile brokerage
- Mobile financial information services

Most services in the categories designated accounting and brokerage are transaction-based. The non-transaction-based services of an informational nature are however essential for conducting transactions - for instance, balance inquiries might be needed before committing a money remittance. The accounting and brokerage services are therefore offered invariably in combination with information services. Information services, on the other hand, may be offered as an independent module.

Mobile banking may also be used to help in business situations as well as financial

WHAT IS MOBILE BANKING?

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted.

Transactions through mobile banking may include obtaining account balances and lists of latest transactions, electronic bill payments, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises; and some banks charge a fee for mailing hardcopies of bank statements.

From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. Many apps now have a remote deposit option; using the device's camera to digitally transmit cheques to their financial institution.

Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services at the point of sale or remotely, analogously to the use of a debit or credit card to effect an EFTPOS payment.

Typical mobile banking services may include:

Account information

1. Mini-statements and checking of account history
2. Alerts on account activity or passing of set thresholds
3. Monitoring of term deposits
4. Access to loan statements
5. Access to card statements
6. Mutual funds / equity statements
7. Insurance policy management

Transaction

1. Funds transfers between the customer's linked accounts
2. Paying third parties, including bill payments and third party fund transfers(see, e.g., FAST)
3. Check Remote Deposit

Investments

1. Portfolio management services
2. Real-time stock

Support

1. Status of requests for credit, including mortgage approval, and insurance coverage
2. Check (cheque) book and card requests
3. Exchange of data messages and email, including complaint submission and tracking
4. ATM Location

Content services

1. General information such as weather updates, news
2. Loyalty-related offers
3. Location-based services

A report by the US Federal Reserve (March 2012) found that 21 per cent of mobile phone owners had used mobile banking in the past 12 months. Based on a survey conducted by Forrester, mobile banking will be attractive mainly to the younger, more "tech-savvy" customer segment. A third of mobile phone users say that they may consider performing some kind of financial transaction through their mobile phone. But most of the users are interested in performing basic transactions such as querying for account balance and making bill

Future functionalities in mobile banking

Based on the 'International Review of Business Research Papers' from World business Institute, Australia, following are the key functional trends possible in world of Mobile Banking. With the advent of technology and increasing use of smartphone and tablet based devices, the use of Mobile Banking functionality would enable customer connect across entire customer life cycle much comprehensively than before.

Illustration of objective based functionality enrichment In Mobile Banking:

- Communication enrichment: - Video Interaction with agents, advisors.
- Pervasive Transactions capabilities: - Comprehensive "Mobile wallet"

- Customer Education: - "Test drive" for demos of banking services
- Connect with new customer segment: - Connect with Gen Y – Gen Z using games and social network ambushed to surrogate bank's offerings
- Content monetization: - Micro level revenue themes such as music, e-book download
- Vertical positioning: - Positioning offerings over mobile banking specific industries
- Horizontal positioning: - Positioning offerings over mobile banking across all the industries
- Personalization of corporate banking services: - Personalization experience for multiple roles and hierarchies in corporate banking as against the vanilla based segment based enhancements in the current context.
- Build Brand: - Built the bank's brand while enhancing the "Mobile real estate".

Challenges for a mobile banking solution

Key challenges in developing a sophisticated mobile banking application are:

Handset accessibility

There are a large number of different mobile phone devices and it is a big challenge for banks to offer a mobile banking solution on any type of device. Some of these devices support Java and others support SIM Application Toolkit, a WAP browser, or only SMS.

Initial interoperability issues however have been localized, with countries like India using portals like "R-World" to enable the limitations of low end java based phones, while focus on areas such as South Africa have defaulted to the USSD as a basis of communication achievable with any phone.

The desire for interoperability is largely dependent on the banks themselves, where installed applications (Java based or native) provide better security, are easier to use and allow development of more complex capabilities similar to those of internet banking while SMS can provide the basics but becomes difficult to operate with more complex transactions.

There is a myth that there is a challenge of interoperability between mobile banking applications due to perceived lack of common technology standards for mobile banking. In practice it is too early in the service lifecycle for interoperability to be addressed within an individual country, as very few countries have more than one mobile banking service provider. In practice, banking interfaces are well defined and money movements between banks follow the IS0-8583 standard. As mobile banking matures, money movements between service providers will naturally adopt the same standards as in the banking world.

In January 2009, Mobile Marketing Association (MMA) Banking Sub-Committee, chaired by Cell Trust and VeriSign Inc., published the Mobile Banking Overview for financial institutions in which it discussed the advantages and disadvantages of Mobile Channel Platforms such as Short Message Services (SMS), Mobile Web, Mobile Client Applications, and SMS with Mobile Web and Secure SMS.

Security

As with most internet-connected devices, as well as mobile-telephony devices, cybercrime rates are escalating year-on-year. The types of cybercrimes which may affect mobile-banking might range from unauthorized use while the owner is using the toilet, to remote-hacking, or even jamming or interference via the internet or telephone network data streams. In the banking world, currency rates may change by the millisecond.

Security of financial transactions, being executed from some remote location and transmission of financial information over the air, are the most complicated challenges that need to be addressed jointly by mobile application developers, wireless network service providers and the banks' IT departments.

The following aspects need to be addressed to offer a secure infrastructure for financial transaction over wireless network:

1. Physical part of the hand-held device. If the bank is offering smart-card based security, the physical security of the device is more important.

2. Security of any thick-client application running on the device. In case the device is stolen, the hacker should require at least an ID/Password to access the application.

3. Authentication of the device with service provider before initiating a transaction. This would ensure that unauthorized devices are not connected to perform financial transactions.

4. User ID / Password authentication of bank's customer.

5. Encryption of the data being transmitted over the air.

6. Encryption of the data that will be stored in device for later / off-line analysis by the customer.

One-time passwords (OTPs) are the latest tool used by financial and banking service providers in the fight against cyber fraud. Instead of relying on traditional memorized passwords, OTPs are requested by consumers each time they want to perform transactions using the online or mobile banking interface. When the request is received the password is sent to the consumer's phone via SMS. The password is expired once it has been used or once its scheduled life-cycle has expired.

Because of the concerns made explicit above, it is extremely important that SMS gateway providers can provide a decent quality of service for banks and financial institutions in regards to SMS services. Therefore, the provision of service level agreements (SLAs) is a requirement for this industry; it is necessary to give the bank customer delivery guarantees of all messages, as well as measurements on the speed of delivery, throughput, etc. SLAs give the service parameters in which a messaging solution is guaranteed to perform.

Scalability and reliability

Another challenge for the CIOs and CTOs of the banks is to scale-up the mobile banking infrastructure to handle exponential growth of the customer base. With mobile banking, the customer may be sitting in any part of the world (true anytime, anywhere banking) and hence banks need to ensure that the systems are up and running in a true 24 x 7 fashion. As customers will find mobile banking more and more useful, their expectations from the solution will increase. Banks unable to meet the performance and reliability expectations may lose customer

confidence. There are systems such as Mobile Transaction Platform which allow quick and secure mobile enabling of various banking services. Recently in India there has been a phenomenal growth in the use of Mobile Banking applications, with leading banks adopting Mobile Transaction Platform and the Central Bank publishing guidelines for mobile banking operations.

Application distribution

Due to the nature of the connectivity between bank and its customers, it would be impractical to expect customers to regularly visit banks or connect to a web site for regular upgrade of their mobile banking application. It will be expected that the mobile application itself check the upgrades and updates and download necessary patches (so called "Over The Air" updates). However, there could be many issues to implement this approach such as upgrade / synchronization of other dependent components.

User adoption

It should be noted that studies have shown that a huge concerning factor of having mobile banking more widely used, is a banking customer's unwillingness to adapt. Many consumers, whether they are misinformed or not, do not want to begin using mobile banking for several reasons. These can include the learning curve associated with new technology, having fears about possible security compromises, just simply not wanting to start using technology, etc.

Personalization

It would be expected from the mobile application to support personalization such as :

1. Preferred Language
2. Date / Time format
3. Amount format
4. Default transactions
5. Standard Beneficiary list
6. Alerts

Mobile banking in the world

This is a list of countries by mobile banking usage as measured by the percentage of people who had non-SMS mobile banking transactions in the previous three months. The data is sourced from Bain, Research Now and Bain along with GMI NPS surveys in 2012.

Rank	Country/Territory	Usage in 2012
1	South Korea	47%
2	China	42%
3	Hong Kong	41%
4	Singapore	38%
5	India	37%
6	Spain	34%
7	United States	32%
8	Mexico	30%
9	Australia	27%
10	France	26%
11	United Kingdom	26%
12	Thailand	24%
13	Canada	22%
14	Germany	14%
15	Pakistan	9%

African nations such as Kenya would rank highly if SMS mobile banking were included in the above list. Kenya has 38% of the population as subscribers to M-Pesa as of 2011.Though as of 2016 mobile banking applications have seen a tremendous growth in kenyan banking sector who have capitalised on android play store and apple store to put their applications. Kenyan banks like Equity Bank Kenya Limited Eazzy banking application and The Co-operative Bank Mco-op cash application have proved to be a success mobile banking applications.

Mobile banking is used in many parts of the world with little or no infrastructure, especially remote and rural areas. This aspect of mobile commerce is also popular in countries where most of their population is unbanked. In most of these

places, banks can only be found in big cities, and customers have to travel hundreds of miles to the nearest bank.

In Iran, banks such as Parsian, Tejarat, Pasargad Bank, Mellat, Saderat, Sepah, Edbi, and Bankmelli offer the service. Banco Industrial provides the service in Guatemala. Citizens of Mexico can access mobile banking with Omnilife, Bancomer and MPower Venture. Kenya's Safaricom (part of the Vodafone Group) has the M-Pesa Service, which is mainly used to transfer limited amounts of money, but increasingly used to pay utility bills as well. In 2009, Zain launched their own mobile money transfer business, known as ZAP, in Kenya and other African countries. Several other players in Kenya such as Tangerine, MobiKash and Funtrench Limited also have network-independent mobile money transfer. In Somalia, the many telecom companies provide mobile banking, the most prominent being Hormuud Telecom and its ZAAD service.

Telenor Pakistan has also launched a mobile banking solution, in coordination with Taameer Bank, under the label Easy Paisa, which was begun in Q4 2009. Eko India Financial Services, the business correspondent of State Bank of India (SBI) and ICICI Bank, provides bank accounts, deposit, withdrawal and remittance services, micro-insurance, and micro-finance facilities to its customers (nearly 80% of whom are migrants or the unbanked section of the population) through mobile banking.

In a year of 2010, mobile banking users soared over 100 per cent in Kenya, China, Brazil and United States with 200 per cent, 150 per cent, 110 per cent and 100 per cent respectively.

Dutch Bangla Bank launched the very first mobile banking service in Bangladeshon 31 March 2011. This service is launched with 'Agent' and 'Network' support from mobile operators, Banglalink and Citycell. Sybase 365, a subsidiary of Sybase, Inc. has provided software solution with their local partner Neurosoft Technologies Ltd. There are around 160 million people in Bangladesh, of which, only 13 per cent have bank accounts. With this solution, Dutch-Bangla Bank can now reach out to the rural and unbanked population, of which, 45 per cent are mobile phone users. Under the service, any mobile handset with subscription to any of the six existing mobile operators of Bangladesh would be

able to utilize the service. Under the mobile banking services, bank-nominated Banking agent performs banking activities on its behalf, like opening mobile banking accounts, providing cash services (receipts and payments) and dealing with small credits. Cash withdrawal from a mobile account can also be done from an ATM validating each transaction by 'mobile phone & PIN' instead of 'card & PIN'. Other services that are being delivered through mobile banking system are person-to-person (e.g. fund transfer), person-to-business (e.g. merchant payment, utility bill payment), business-to-person (e.g. salary/commission disbursement), government-to-person (disbursement of government allowance) transactions.

In May 2012, Laxmi Bank Limited launched the very first mobile banking in Nepalwith its product Mobile Khata. Mobile Khata currently runs on a third-party platform called Hello Paisa that is interoperable with all the telecoms in Nepal viz. Nepal Telecom, NCell, Smart Tel and UTL, and is also interoperable with various banks in the country. The initial joining members to the platform after Laxmi Bank Limited were Siddartha Bank, Bank of Kathmandu, Commerz and Trust Bank Nepal and International Leasing and Finance Company.

Barclays offers a service called Barclays Pingit, and Hello Money offering services in Africa, allowing transfer of money from the United Kingdom to many parts of the world with a mobile phone. Pingit is owned by a consortium of banks. In April 2014, the UK Payments Council launched the Paym mobile payment system, allowing mobile payments between customers of several banks and building societies using the recipient's mobile phone number.In Nov 2017 the State Bank of India launched an integrated banking platform in India called YONO offering conventional banking functions but also payment services for things such as online shopping, travel planning, taxi booking or online education

CHAPTER-5

RESEARCH METHODOLOGY

INTRODUCTION:

Research methodology is the science of systematically solving a research problem. Often recognized as how a research is to be done scientifically, research methodology involves the learning of the various techniques we can use in the conduct of research such as the conduct of tests, experiments, surveys and critical studies.

Research methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem.

In methodology, researcher uses different criteria for solving/searching the given research problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Data collection can be of two types:

o Primary Data Collection.
o Secondary Data Collection.

Primary data collection:

Primary research consists of a collection of original primary data collected by the researcher. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analysing previously collected primary data. The most common methods of collecting primary data are conducting questionnaires, surveys, interviews, observations, case studies and focus groups, and examining documents and records.

Data collection is the process of gathering information from different sources. Data used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observation. Primary data ismore costly to obtain than secondary data, which is obtained through published sources, but it is also more current and more relevant to the research project.

Secondary Data collection:

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for social sciences include censuses, information collected by government departments, organisational records and data that was originally collected for other research purposes. Primary data by contrast, are collected by the investigator conducting the research.

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change and/or developments. However, secondary data analysis can be less useful in marketing research, as data may be out-dated or inaccurate.

Secondary data can be obtained from different sources:

- information collected through censusesor government departments like housing, social security, electoral statistics, tax records

- internet searches or libraries

- Progress reports.
  The data collected for project was **Primary Data.**

☐ Type of research:- Descriptive

☐ Sampling Unit :- Customers Visiting the Branch

☐ Sampling Area:- Nashik Home Branch

☐ Sampling Size:- 100

☐ Sampling Method:- Simple Random Sampling

☐ Type of Data :- Primary Data

Primary data was collected through the following means:

- Observing customers visiting the branch

- Interaction with customers

- Questionnaires

CHAPTER-6

Data analysis and Interpretation

1. Which is the most convenient way of banking for you?

    a. Traditional Banking

    b. Mobile Banking

Sr No	Particulars	No. of respondents	%
1	Traditional Banking	61	61%
2	Mobile Banking	39	39%
3	Total	100	100%

convenience

- Traditional Banking
- Mobile banking
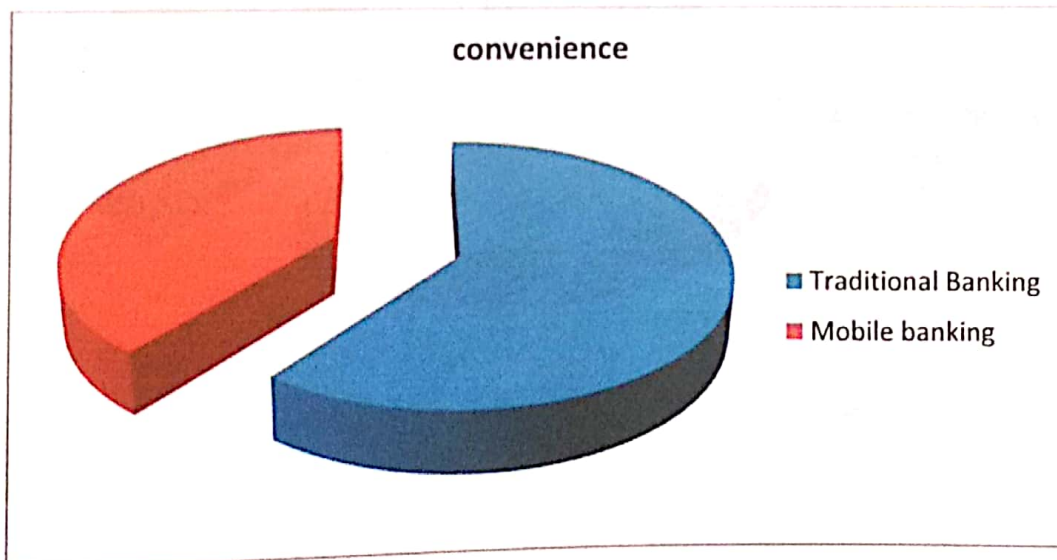
Interpretation:

People prefer Traditional banking more because they feel that security lies in the hard copy given by the SDO officer of the bank rather than those messages and mails received on behalf of the bank, so paper work is the reason behind customer's convenience for Traditional banking.

2. Which type of banking you trust in case of security of your information?

    a. Traditional Banking

    b. Mobile Banking

Sr No	Particulars	No. of respondents	%
1	Traditional Banking	61	61%
2	Mobile Banking	39	39%
3	Total	100	100%

Trust

Traditional Banking
Mobile Banking
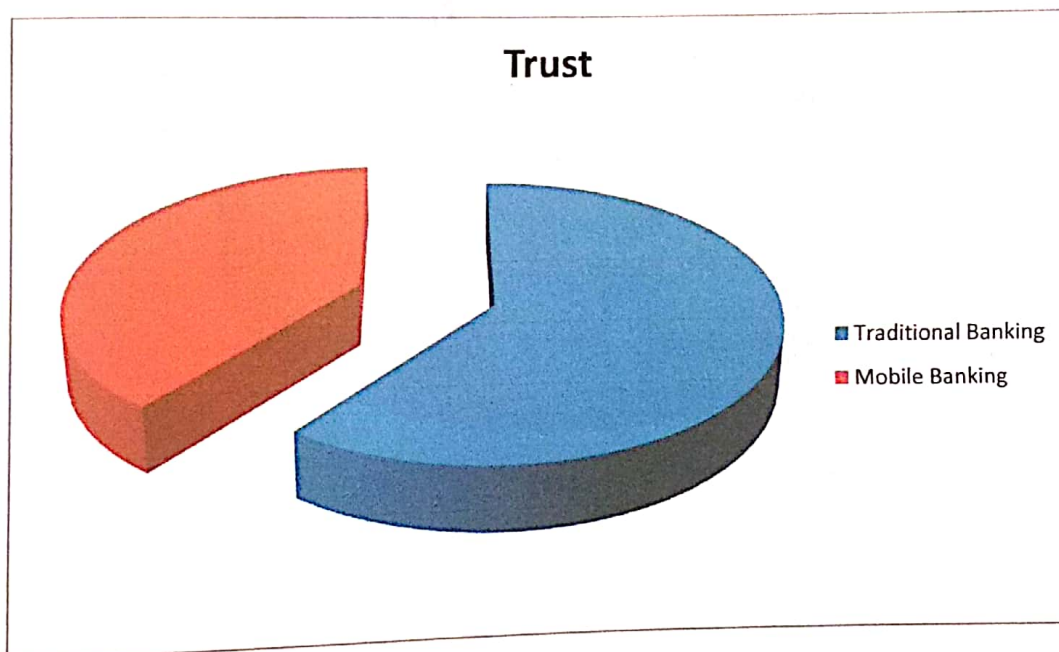
Interpretation:

Customers trust Traditional banking more because they lack confidence in the security and the safety of the paperless banking methods.

3. Are you aware of "Kotak 811 & Mobile banking" Application?

a. Yes

b. No

Sr No	Particulars	No. of respondents	%
1	Yes	79	79%
2	No	21	21%
3	total	100	100%

Awareness
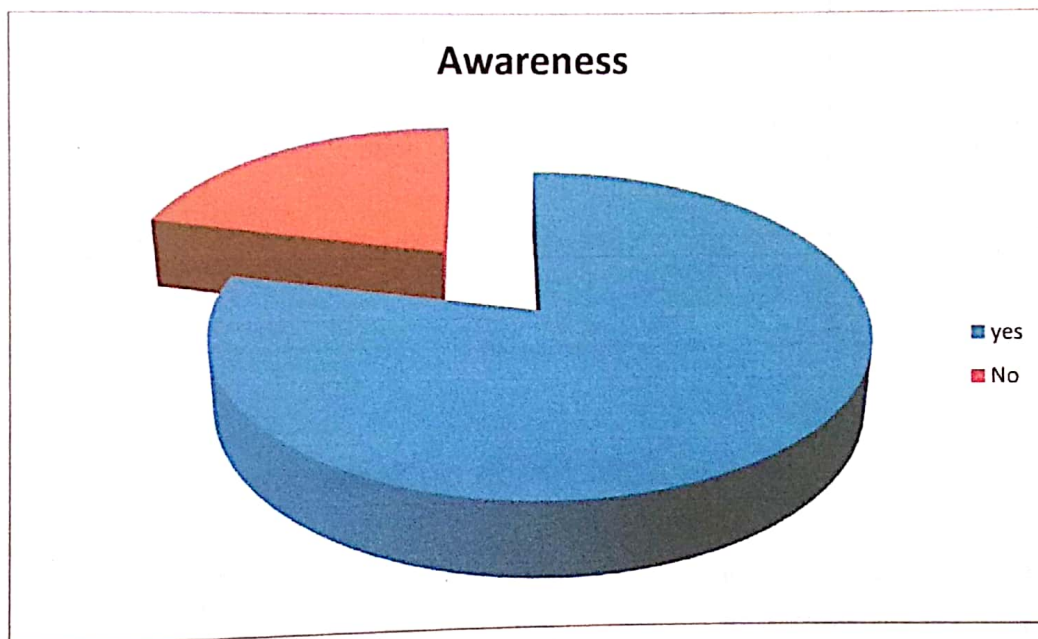
Interpretation:

Approximately 80% of the customers are aware of the new mobile banking application launched by the bank and rest are unaware of the same.

4. How you came to know about "Kotak 811 & Mobile Banking" application?

a. Call from home branch

b. 811 account

c. Digital activation Campaign

d. your own inclination towards mobile banking

Sr No	Particulars	No.of respondents	%
1	Call from the branch	62	78%
2	811 account	13	16%
3	Digital activation Campaign	2	3%
4	Own Inclination	2	3%
5	Total	79	100%

information about Mobile App

- call from branch
- 811 account
- digital activation Campaign
- own inclination
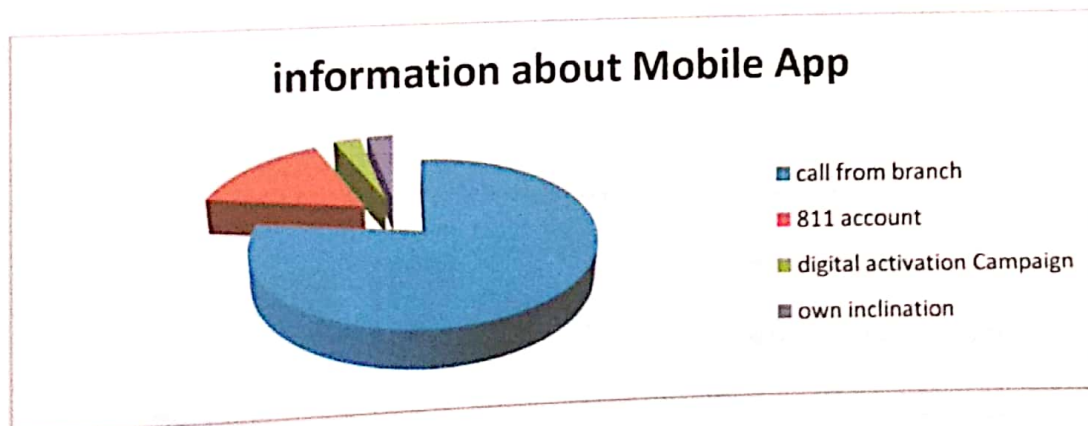
Interpretation:

Most of the customers who had awareness about the "Kotak 811 & Mobile banking" application was because of the call which was made from the branch and digital activation campaign carried out in the home branch of Nashik.

5. You use Kotak Mobile Application because?

    a. User friendly

    b. More transactions with Kotak

    c. Bank statement and Balance checking

    d. It gives better platform then other banks Mobile Application

Sr No	Particulars	No. of respondents	%
1	User friendly	4	6%
2	More transactions with Kotak	51	64%
3	Bank Statement and Balance checking	23	29%
4	Better than competitors	1	1%
5	Total	79	100%

You use Kotak Application because

- User Friendly
- More transactions with Kotak
- Bank Statement and balance checking
- Better than competitors
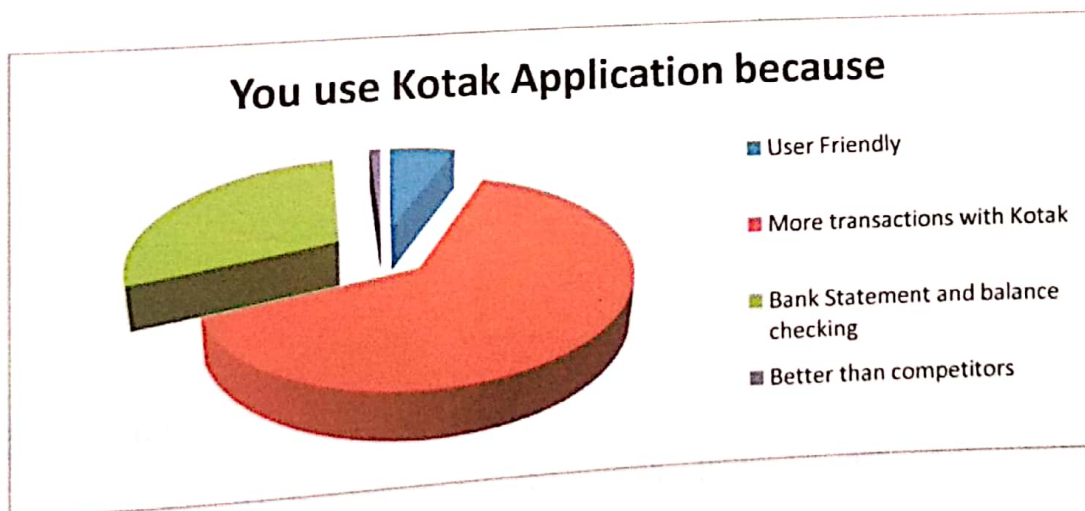
Interpretation:

The major reason for customers to switch to Mobile banking and to use this application was that they have maximum number of the transactions with Kotak.

6. Which feature of Mobile Application you liked the most?

   a. Security and safety

   b. operational efficiency

   c. Ease of work

Sr No	Particulars	No. of respondents	%
1	Security and safety	11	14%
2	operational efficiency	2	3%
3	Ease of Work	66	83%
4	Total	79	100%

Most Liked feature

- Security and safety
- Operational efficiency
- Ease of work
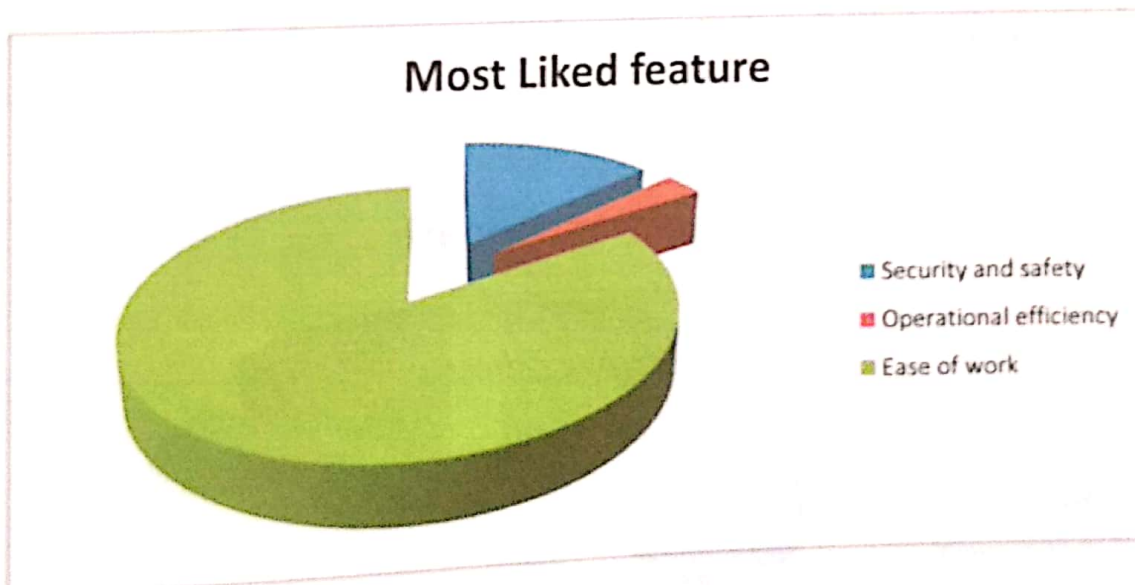
Interpretation:

Mobile banking gives the ease of work benefit to all its users, 83% of the customers liked this feature of the application the most, other features were appreciated too but this was the most praised one.

7. How often do you use your Mobile banking?

    a. frequently

    b. Daily

    c. once in a week

    d. once in 90 days

Sr No	Particulars	No. of respondents	%
1	frequently	11	14%
2	Daily	21	27%
3	once in a week	34	43%
4	once in 90 days	13	16%
5	Total	79	100%

frequency in usage

- frequently
- daily
- once in a week
- once in 90 days
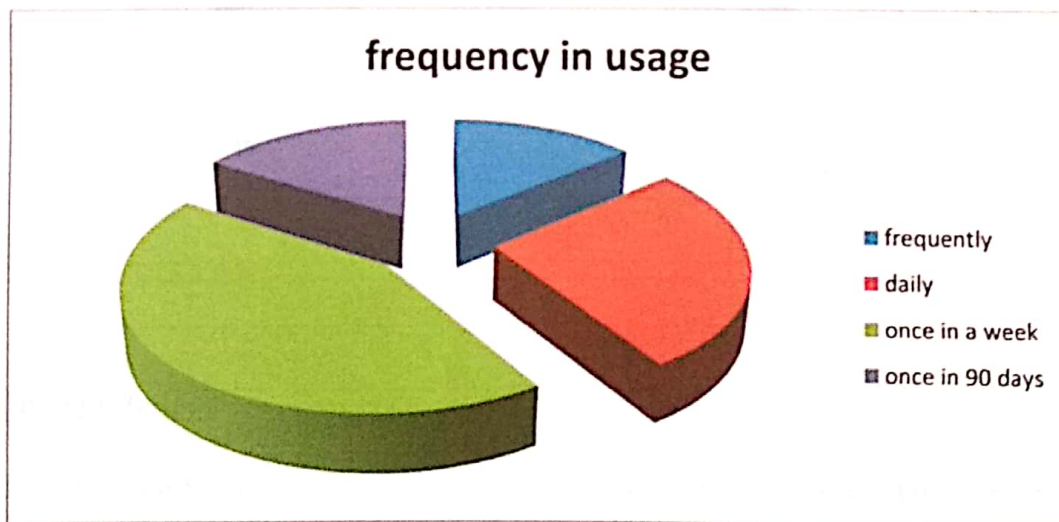
Interpretation:

The use of mobile application depends on the type of the account which customer is having with the bank. 14%use it frequently because they are current account holders and they use it for RTGS or NEFTS so accordingly the use differ with the difference in the type of account held by the customer.

8. Do you feel for any new features or services which could be added to the app?

    a. Yes

    b. No

Sr No	Particulars	No. of respondents	%
1	Yes	77	97%
2	No	2	3%
3	Total	79	100%

Changes into the App

Legend: Yes, No
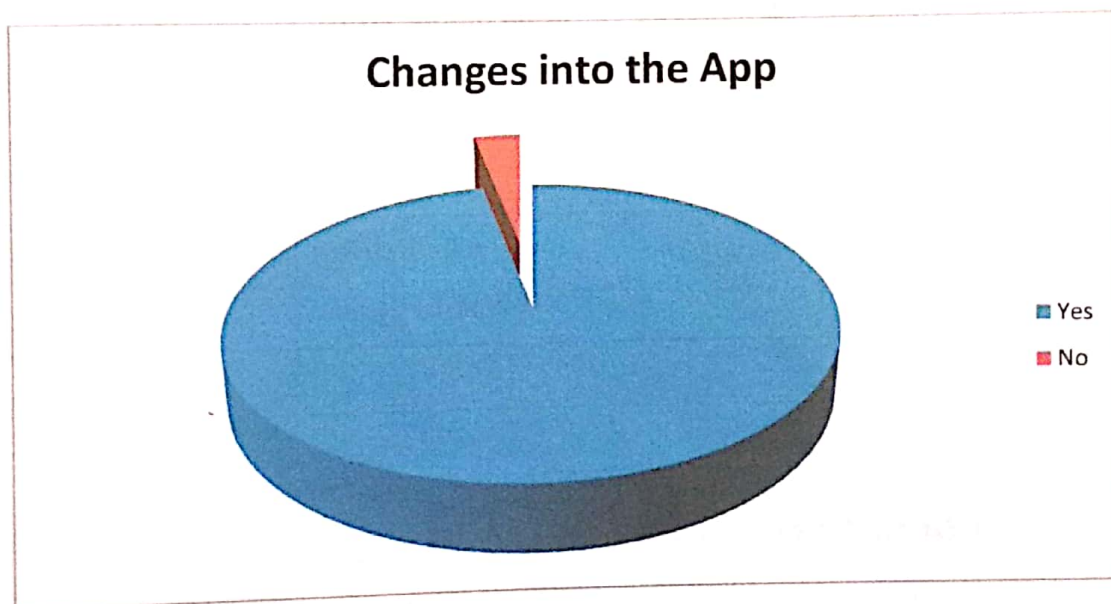
Interpretation:

3% of the customers are satisfied by the application and they do not feel like any new changes which could be made to the application, whereas 97% of the customers felt for the certain changes which the application has to adopt so in case to become more users friendly.

9. What could be done to make it more users friendly?

    a. MPIN generation without debit card

    b. Faster delivery of physical PIN

    c. MPIN should be allowed in the sequence

    d. Same MPIN to be allowed after change of device

Sr No	Particulars	No. of respondents	%
1	MPIN generation without debit card	59	76%
2	Faster delivery of physical PIN	8	10%
3	MPIN should be allowed in the sequence	4	6%
4	Same MPIN to be allowed after change of device	6	8%
5	Total	77	100%

changes to make it more user friendly

- MPIN generation without debit card
- Faster delivery of physical PIN
- MPIN should be allowed in sequence
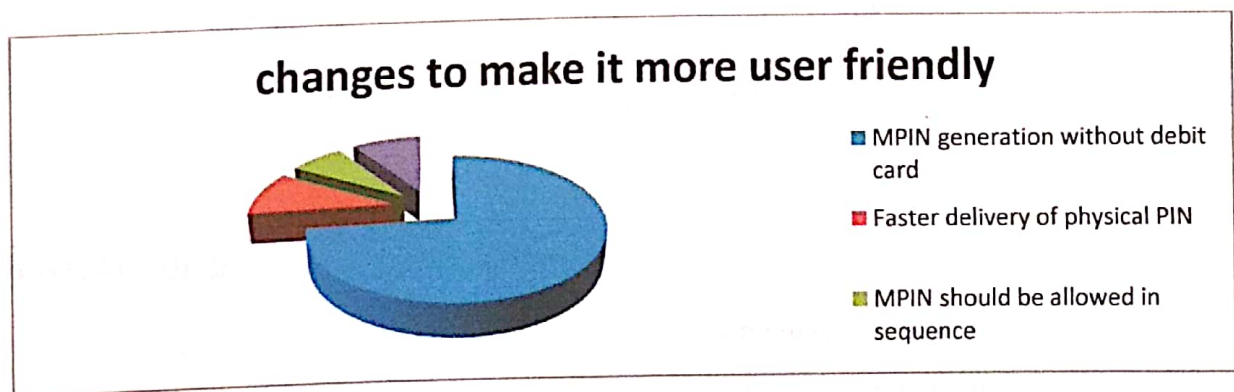
Interpretation:

There were customers who had the urge to get started with the application but they didn't had debit card of the bank and were not ready to take debit card because they already had few cards of other banks they were banking with along with Kotak, physical PIN wasn't a good idea and better option for them because they wanted it within 2 working days. So above mentioned were the changes derived by the customers.

10. Do you agree that the tagline "Bank on your Mobile" is justified by the App?

    a. Yes

    b. No

Sr No	Particulars	No. of respondents	%
1	Yes	78	98%
2	No	1	2%
3	Total	79	100%

Agree to the tagline of App

- Yes
- No
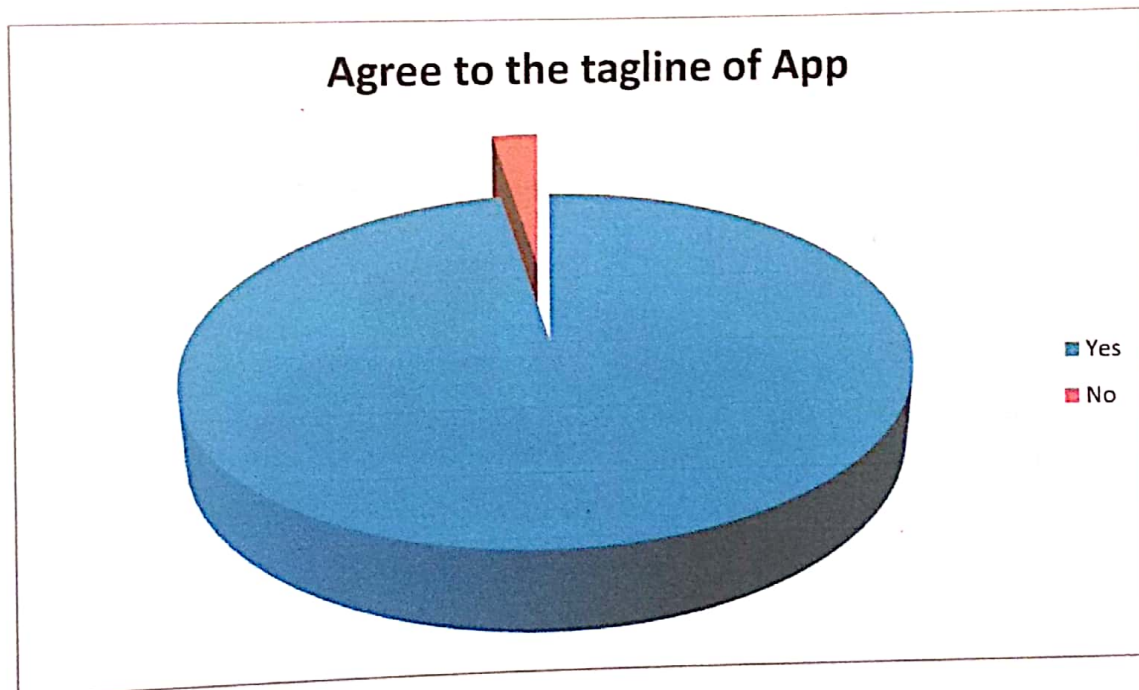
Interpretation:

"Kotak 811& Mobile Banking" application is all in one application, it does all your work which one cannot even do it after visiting branch, i.e. customers cannot block or unblock cards by visiting the branch they need to contact home branch but while using this application, all your work is done right at your finger tip, hence 98% of the customers agreed to the tagline of the application.

11. Now you have used this Application so would you like to recommend this Application to others?

a. Yes

b. No

Sr No	Particulars	No. of respondents	%
1	Yes	71	90%
2	No	8	10%
3	Total	79	100%

Recommendation to others
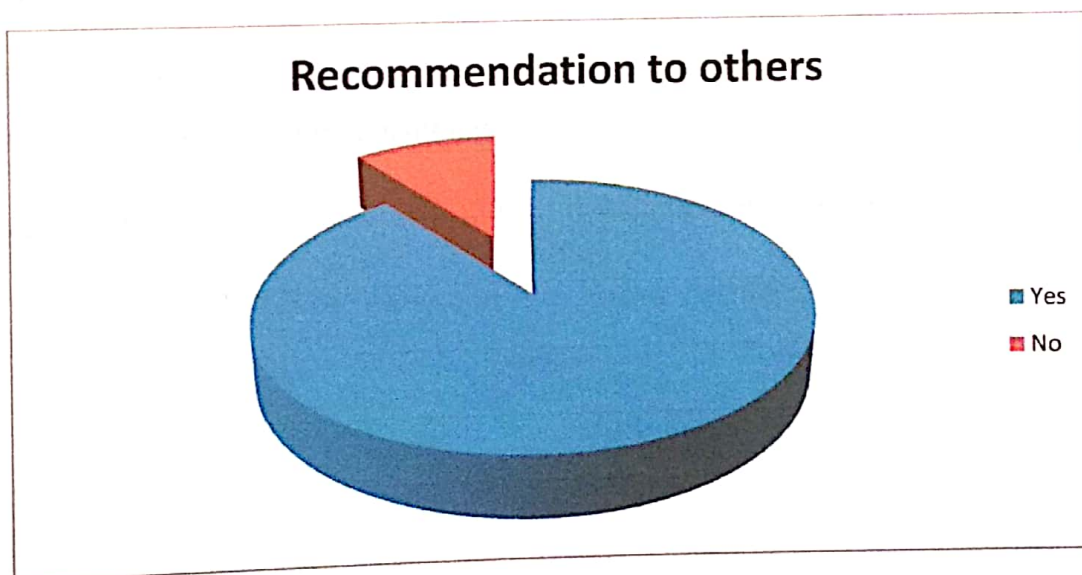
Interpretation:

90% of the customers will definitely recommend the application to others because it best in its class, remaining 10% didn't wanted to recommend not because the application had any lacunas but because they lack knowledge in the digital work, age, generation gap, knowledge, residents of rural areas were the few reasons why people were resisting from recommending it to others.

CHAPTER-7

FINDINGS

✓ People are not ready to switch to Mobile Banking because they lack confidence in the safety

✓ Customers prefer Kotak Mobile Banking because they have more transactions with this bank.

✓ Most of the customers do not want to switch to MB because they do not have Kotak Debit card

✓ People are aware of Kotak "BHIM" application but they were not much aware of the "Kotak 811 & Mobile banking" application.

✓ Senior citizens and illiterate should have certain option of language changes.

CHAPTER-8

SUGGESTION

* ❖ Kotak has to work on the advertisement of this App more because it has all the benefits in it, it's the best in class application.

* ❖ Bank should focus more on gaining the trust of customers in case of security

* ❖ People have to adopt to the changing trends of digital world

* ❖ Language changes should be allowed into the Application

* ❖ Application should have alternatives for Debit Card so it will benefit those customers which already have many debit cards of other banks and do want debit card of Kotak because of this reason.

* ❖ Physical PIN is to be delivered earlier it should not take 7 working days

CHAPTER-9

CONCLUSION

Application has the huge scope in capturing the market of the nation.But it has to focus more on reaching the masses through digital campaigns and Digital activation drives.

Customer's preferences depends upon the knowledge about e banking and ease in using the applications

If the above changes are done then surely the customer's first priority will definitely be Kotak 811 & Mobile Banking

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1) **TEXT BOOKS**

➤ MARKETING MANAGEMENT

  AUTHOR- Philips Kotler

  PUBLISHER- Prentice Hall

  EDITION- 10

➤ RESEARCH METHODOLOGY

 AUTHOR–C.R. Kothari

  PUBLISHER-New age international

  EDITION-Revised

2) **www.Kotak.com**

ANNEXURE

Name:

Gender:

Age:

➤ Which is the most convenient way of banking for you?
o Traditional Banking
o Mobile Banking

➤ Which type of banking you trust in case of security of your information?
o Traditional Banking
o Mobile Banking

➤ Are you aware of "Kotak 811 & Mobile banking" Application?
o Yes
o No

➤ How you come to know about "Kotak 811 & Mobile Banking" application?
o Call from home branch
o 811 account
o Digital activation Campaign
o your own inclination towards mobile banking

➤ You use Kotak Mobile Application because?
o User friendly
o More transactions with Kotak
o Bank statement and Balance checking
o It gives better platform then other banks Mobile Application

- ➤ Which feature of Mobile Application you liked the most?
  - o Security and safety
  - o operational efficiency
  - o Ease of work

- ➤ How often do you use your Mobile banking?
  - o frequently
  - o Daily
  - o once in a week
  - o once in 90 days

- ➤ Do you feel for any new features or services which could be added to the app?
  - o Yes
  - o No

- ➤ What could be done to make it more users friendly?
  - o MPIN generation without debit card
  - o Faster delivery of physical PIN
  - o MPIN should be allowed in the sequence
  - o Same MPIN to be allowed after change of device

- ➤ Do you agree that the tagline "Bank on your Mobile" is justified by the App?
  - o Yes
  - o No

- ➤ Now you have used this Application so would you like to recommend this Application to others?
  - o Yes
  - o No

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Weekly Report 1

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19

Specialization – Marketing

Class Roll No-26

Name of Internal Guide- Prof.Jeevan Ahire

Name of External Guide-Mr. Sandeep Ghughe

TOPIC- A Project Report On customer's preference towards digital services of Kotak Mahindra bank.

NAME OF THE COMPANY- **Kotak Mahindra Bank**

Sr. No.	Date	Day	Work done by the Student
1	14/5/2018	Monday	Observed the way executives deal with clients sitting next to customer relation manager. Information About Digital Marketing and online Software Solutions and Learnt about all the features provided by mobile banking and how to activate it.
2	15/5/2018	Tuesday	Learnt about how to set pin for debit and credit card in case of new cards and how to change pin in case customer forgets older pin and Learnt about activation of net banking services.
3	16/5/2018	Wednesday	Learnt about stamping and collection of cheque, RTGS, NEFT and Called up the customers who did any service updating for NPS.
4	17/5/2018	Thursday	Called up all the customers who did cash transaction with the bank recently for NPS score and Fetched data of customers not using digital services from official banking software and made calls to customers and told them about benefits of using digital services and asked them to visit branch once for activation.
5	18/5/2018	Friday	Collected cheque, RTGS and NEFT and made calls to

			customers for giving them information about benefits of using digital services.
6	19/5/2018	Saturday	Did 1 MB, set pin for customer's debit card, collected cheque, RTGS and NEFT and called up customers for choosing digital services to avoid walk down to the banks for any minimal services.

Sandeep Ghughe
EMP.No.:6687
Branch Manager

Signature
Mr. Sandeep Ghughe

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Weekly Report 2

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19

Specialization – Marketing

Class Roll No-26

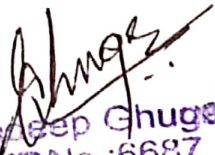Name of Internal Guide- Prof.Jeevan Ahire

Name of External Guide-Mr. Sandeep Ghughe

TOPIC- **A Project Report On customer's preference towards digital services of Kotak Mahindra bank.**

NAME OF THE COMPANY- **Kotak Mahindra Bank**

Sr. No.	Date	Day	Work done by the Student
1	21/5/2018	Monday	Helped SDO in handling customers and made calls.
2	22/5/2018	Tuesday	Did 2 MB activations and talked to customers walking into the branch regarding digital services.
3	23/5/2018	Wednesday	Did 2 MB activations, made calls and handled help desk.
4	24/5/2018	Thursday	Helped SDO in handling customers and made calls.
5	25/5/2018	Friday	Did 2 MB activations, helped SDO and made calls.

Sandeep Ghughe
EMP.No.:6687
Branch Manager

Signature

Mr. Sandeep Ghughe

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Weekly Report 3

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19

Specialization – Marketing

Class Roll No-26

Name of Internal Guide- Prof.Jeevan Ahire

Name of External Guide-Mr. Sandeep Ghughe

TOPIC -A Project Report On customer's preference towards digital services of Kotak Mahindra bank.

NAME OF THE COMPANY- Kotak Mahindra Bank

Sr. No.	Date	Day	Work done by the Student
1	28/5/2018	Monday	Visited college and took suggestions about project topic from internal guide and Finalized Project title and got it confirmed from External guide.
2	29/5/2018	Tuesday	Did 17 MB activations.
3	30/5/2018	Wednesday	Activated 1 MB of the customers.
4	31/5/2018	Thursday	Did 1 MB and made calls to customers.
5	1/6/2018	Friday	Did 4 activations and Made calls regarding Digital awareness.
6	2/6/2018	Saturday	Did 3 activations and made calls for telling customer about advantages of digital services.

Signature
Mr. Sandeep Ghughe

Sandeep Ghuge
EMP No.:6687
Branch Manager

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Weekly Report 4

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19

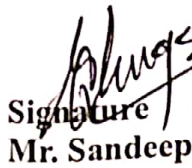Specialization – Marketing
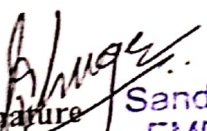
Class Roll No-26

Name of Internal Guide- Prof.Jeevan Ahire

Name of External Guide-Mr. Sandeep Ghughe

TOPIC- A Project Report On customer's preference towards digital services of Kotak Mahindra bank.

NAME OF THE COMPANY- **Kotak Mahindra Bank**

Sr. No.	Date	Day	Work done by the Student
1	4/6/2018	Monday	Did 3 activations for the day and made calls
2	5/6/2018	Tuesday	Marketed digital services visited customer's place and activated MB and NB of his.
3	6/6/2018	Wednesday	Marketed digital services and activated 2 MB.
4	7/6/2018	Thursday	Activated 4 MB of customer.
5	8/6/2018	Friday	Customers were responding less to digital services so made calls for appointment to annual curtsy meet

Signature
Mr. Sandeep Ghughe

Sandeep Ghuge
EMP.No.:6687
Branch Manager

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Weekly Report 5

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19

Specialization – Marketing

Class Roll No-26

Name of Internal Guide- Prof.Jeevan Ahire

Name of External Guide-Mr. Sandeep Ghughe

TOPIC- A Project Report On customer's preference towards digital services of

Kotak Mahindra bank.

NAME OF THE COMPANY- **Kotak Mahindra Bank**

Sr. No.	Date	Day	Work done by the Student
1	11/6/2018	Monday	No response of customer for meets to BOM so Could not activate any MB but helped SDO handle customers and made up calls for appointments to curtsy meet.
2	12/6/2018	Tuesday	Made up calls to customers stating that it is compulsory for them to activate MB and NB now, as it has been made mandatory.
3	13/6/2018	Wednesday	4 MB activations and made calls.
4	14/6/2018	Thursday	Did 5 MB activations and made calls.
5	15/6/2018	Friday	Did 5 MB activation and worked as SDO and helped BOM in banking activities as SDO was on leave.

Signature
Mr. Sandeep Ghughe

Sandeep Ghuge
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Weekly Report 8

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19
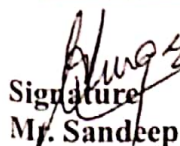
Specialization – Marketing

Class Roll No-26

Name of Internal Guide- Prof.Jeevan Ahire

Name of External Guide-Mr. Sandeep Ghughe

TOPIC- A Project Report On customer's preference towards digital services of Kotak Mahindra bank.

NAME OF THE COMPANY- Kotak Mahindra Bank

Sr. No.	Date	Day	Work done by the Student
1	2/7/2018	Monday	Worked as SDO and helped BOM in handling daily banking activities. Did 2NB activations and 3 MB activations. Made up calls to the customers for digital activation of their accounts.
2	3/7/2018	Tuesday	Worked as SDO, handled help desk and attended customers visiting the branch. Did 5 MB activations, Made up calls to customers.
3	4/7/2018	Wednesday	Helped SDO in handling front desk of the branch and did 2 NB and 4MB activations and made up calls to customers.
4	5/7/2018	Thursday	Did 2MB activations and made up calls to customers.
5	6/7/2018	Friday	Did 6MB activations and made up calls to customers for giving them information about the advantages of using digital services bank is providing.
6	7/7/2018	Saturday	Did 7MB activations and made up calls to customers.
7	9/7/2018	Monday	Did 1MB activation.

Signature
Mr. Sandeep Ghughe

Sandeep Ghuge
EMP.No.:6687
Branch Manager

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Weekly Report 6

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19

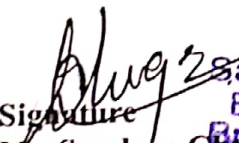Specialization – Marketing

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Name of External Guide-Mr. Sandeep Ghughe

TOPIC- A Project Report On customer's preference towards digital services of

Kotak Mahindra bank.

NAME OF THE COMPANY- **Kotak Mahindra Bank**

Sr. No.	Date	Day	Work done by the Student
1	18/6/2018	Monday	Did 7 MB activation and made calls to customers.
2	19/6/2018	Tuesday	Sick leave.
3	20/6/2018	Wednesday	Did 5 MB activations and made up calls.
4	21/6/2018	Thursday	Did 5 MB activations and made up calls to market digital platform and its advantages provided to the consumers.
5	22/6/2018	Friday	Fetched new data of customers who are inactive on the digital platform of Kotak Mahindra bank.

Signature

Sandeep Ghuge
EMP.No.:6687
Branch Manager

Mr. Sandeep Ghughe

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Weekly Report 7

Name of the student – Neha Rajesh Isharwal

Batch – 2017/19
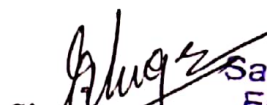
Specialization – Marketing

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Name of External Guide-Mr. Sandeep Ghughe

TOPIC- A **Project Report On customer's preference towards digital services of Kotak Mahindra bank.**

NAME OF THE COMPANY- **Kotak Mahindra Bank**

Sr. No.	Date	Day	Work done by the Student
1	25/6/2018	Monday	Did 1 NB and 5 MB activations and made calls.
2	26/6/2018	Tuesday	Did 1NB and 6 MB activations and made calls
3	27/6/2018	Wednesday	Did 2 NB and 5MB activations and made calls.
4	28/6/2018	Thursday	Did 5 MB activations and made calls
5	29/6/2018	Friday	Did 4 MB activations fetched data and helped BOM
6	30/6/2018	Saturday	Did 5 MB activations helped SDO and made calls.

Signature
Mr. Sandeep Ghughe

Sandeep Ghuge
EMP.No.:6687
Branch Manager