

**A PROJECT REPORT ON INTEREST RATES OF ICICI BANK[CHIRALA
BRANCH]**

A Mini Project report submitted to YA Government College for Woman in Chirala in partial fulfillment of the requirement for the award of VI Semester Degree

**BACHELOR OF COMMERCE
IN THE DEPARTMENT OF COMMERCE**

Submitted By

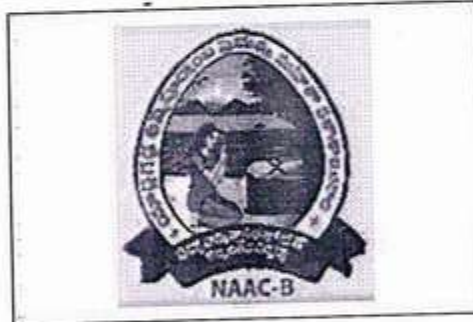
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2019-2022 Batch B.Com (General)

1.12.2021 TO 31.1.22

Under the supervision of

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DEPARTMENT OF COMMERRCE

**YA GOVERNMENT COLLEGE FOR WOMEN
CHIRALA523155ACHARY NAGAJUNA UNIVERSITY
JANUARY-2022**

DECLARATION

We declare that this project work entitled 'INTEREST RATES OF ICICI BANK[CHIRALA BRANCH]' is a bona fide project work in partial fulfillment of requirement for the award of Bachelor of commerce under the guidance and supervision of Smt M.VELANGANNI, Lecturer in Commerce, YA Government college for Women in Chirala. We also declare that this Group project report has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar type of recognition.

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Place: Chirala

Date: 20/6/22



YA GOVERNMENT COLLEGE FOR WOMEN

CERTIFICATE

This is to certify that the project report entitled 'INTEREST RATES OF ICICI BANK[CHIRALA BRANCH] that is being submitted by;D.ARUNA [REG NO.Y192016010], G.YAMINI [REG NO.Y192016011] JANAKI NO.Y192016012],G.RAMADEVI[REGNO.Y192016013],K.SAIKUMARI[REG NO.192016016]in partial fulfillment of requirement for the award of 6th Semester Degree of Bachelor of Commerce (B.COM) , YAGC (W),Chirala affiliated to Acharya Nagarjuna University is a record of bonfire work carried out by them under my guidance and supervision.The result embodied in the mini group project has not been submitted to any other University


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Project guide

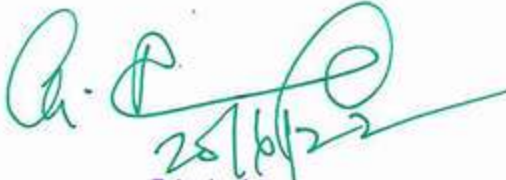
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We would like to express our gratitude to our **families and friends** for their timely support and cooperation in completing this report successfully. Above all, we express our eternal gratitude to God Almighty under whose divine guidance we been able to complete this work successfully.

Place: Chirala

Date: 20/6/22

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CHAPTER -1

Introduction

A **bank** is a financial institution that accepts deposits from the public and creates while simultaneously making loans.^[1] Lending activities can be directly performed by the bank or indirectly through capital markets.

Because banks play an important role in financial stability and the economy of a country, most jurisdictions exercise a high degree of regulation over banks. Most countries have institutionalized a system known as fractional reserve banking, under which banks hold liquid assets equal to only a portion of their current liabilities. In addition to other regulations intended to ensure liquidity, banks are generally subject to minimum capital requirements based on an international set of capital standards, the Basel Accords.

Banking in its modern sense evolved in the fourteenth century in the prosperous cities of Renaissance Italy but in many ways functioned as a continuation of ideas and concepts of credit and lending that had their roots in the ancient world. In the history of banking, a number of banking dynasties – notably, the Medici's, the Fugger's, the Wellers, the Bahrenberg's, and the Rothschild's – have played a central role over many centuries. The oldest existing retail bank is Banca Monte die Paschal di Siena (founded in 1472), while the oldest existing merchant bank is Bahrenberg Bank (founded in 1590).

The definition of a bank varies from country to country. See the relevant country pages for more information.

Under English common law, a banker is defined as a person who carries on the business of banking by conducting current accounts for their customers, paying cheques drawn on them and also collecting cheques for their customers.

A Bills of Exchange Act that codifies the law in relation to negotiable instruments, including cheques, and this Act contains a statutory definition of the term *banker*: *banker* includes a body of persons, whether incorporated or not, who carry on the business of banking' (Section 2, Interpretation). Although this definition seems circular, it is actually functional, because it ensures that the legal basis for bank transactions such as cheques does not depend on how the bank is structured or regulated.

The business of banking is in many common law countries not defined by statute but by common law, the definition above. In other English common law jurisdictions there are statutory definitions of the *business of banking* or *banking business*. When looking at these definitions it is important to keep in mind that they are defining the business of banking for the purposes of the legislation, and not necessarily in general. In particular, most of the definitions are from legislation that has the purpose of regulating and supervising banks rather than regulating the actual business of banking. However, in many cases, the statutory definition closely mirrors the common law one. Examples of statutory definitions:

- "Banking business" means the business of receiving money on current or deposit account, paying and collecting cheques drawn by or paid in by customers, the making of advances to customers, and includes such other business as the Authority may prescribe for the purposes of this Act; (Banking Act (Singapore), Section 2, Interpretation).
- "Banking business" means the business of either or both of the following:
 1. Receiving from the general public money on current, deposit, savings or other similar account repayable on demand or within less than [3 months]
 2. Paying or collecting cheques drawn by or paid in by customers.^[18]

Since the advent of EFTPOS (Electronic Funds Transfer at Point Of Sale), direct credit, direct debit and internet banking, the cheque has lost its primacy in most banking systems as a payment .

Banks are divided into several sorts. The following are the different types of banks in India:

- Central Bank.
- Cooperative Banks.
- Commercial Banks.
- Regional Rural Banks (RRB)
- Local Area Banks (LAB)
- Specialized Banks.
- Small Finance Banks.
- Payments Banks.

The bank accepts deposits from the public at a considerably lower rate, known as the deposit rate, and lends money at a much higher rate, known as the lending rate. The fundamental duties of banks are nearly identical, however, the types of persons with whom each sector or type deals may vary. In India, modern banking originated in the late eighteenth century. The '**Bank Of Calcutta,**' founded in **1806** and currently known as the '**State Bank Of India,**' is the country's oldest profit-oriented bank. In India, there are currently **34 banks, with 12 public sector banks and 22 private sector banks.** Banks have aided the country's economic development and developed a culture of saving among its citizens.

The following are the functions of Indian banks:

- Acceptance of deposits from the public
- Provide demand withdrawal facility
- Lending facility
- Transfer of funds
- Issue of drafts
- Provide customers with locker facilities
- Dealing with foreign exchange

Apart from the aforementioned list, the various banks must additionally fulfill a variety of utility duties. The space below contains the list of different types of banks in India. If you are preparing for competitive exams and are looking for expert guidance, you can check out our Central Bank

Our country's central bank is the Reserve Bank of India. Each country has a central bank that oversees all of the country's other financial institutions. The central bank's principal role is to serve as the government's bank and to oversee and regulate the country's other banking institutions. The functions of a country's central bank are listed below:

- assisting other financial institutions
- Issuing money and enforcing monetary policies
- The financial system's supervisor

In other words, the country's central bank is also known as the banker's bank because it assists other banks in the country and runs the country's financial system under the supervision of the Government.

Cooperative Banks

- These banks are governed by a law enacted by the state government. They provide short-term loans to agriculture and related industries.
- Cooperative banks' principal purpose is to enhance social welfare by providing low-interest loans.
- They are arranged in a three-tiered system.
- State Cooperative Banks, Tier 1 (State Level) (regulated by RBI, State Govt, NABARD)
- The RBI, the government, and the National Bank for Agriculture and Rural Development (NABARD) all contribute to the project's funding. After then, the money is allocated to the general population.
- These banks are subject to CRR and SLR concessions. (SLR: 25%, CRR: 3%)
- The state owns the company, and the senior management is chosen by the members.
- Central/District Cooperative Banks, Tier 2 (District Level)
- Tier 3 (Village Level) – Agriculture (Primary) Cooperative Banks

Commercial Banks

- The Banking Companies Act of 1956 established the company.
- They function on a commercial basis, with profit as their primary goal.
- They are owned by the government, state, or any private company and have a unified structure.

- They look after all sectors, from rural to urban. Unless the RBI directs otherwise, these banks do not charge concessional interest rates.
- These banks' primary source of funds is public deposits.
- Commercial banks are further classified into three types:
- Public sector banks are those in which the government or the country's central bank owns the majority of the stock.
- Banks in the private sector are those in which a private entity, an individual, or a group of people owns the majority of the stock.
- Foreign Banks – This category includes banks with headquarters in other nations and branches in the United States.

Regional Rural Banks (RRB)

- These are unique types of commercial banks that lend to agriculture and the rural economy at a reduced rate.
- **RRBs were founded in 1975** and are governed by the 1976 Regional Rural Bank Act.
- RRBs are 50/50 joint ventures between the federal government and state governments (15%), as well as a commercial bank (35 percent).
- Between 1987 and 2005, 196 RRBs were established.
- From 2005 forward, the government began merging RRBs, bringing the total number of RRBs to 82.
- A single RRB cannot open branches in more A single RRB cannot open branches in more than three districts that are geographically connected.

Local Area Banks (LAB)

- In India, it was first introduced in 1996.
- The private sector organizes these.
- Local Area Banks' primary goal is to make a profit.
- Local Area Banks are governed by the 1956 Companies Act.

There are now just four Local Area Banks in existence, all of which are located in South India .

CHAPTER-2

Research Methodology

LIMITATIONS OF THE STUDY

- There might be errors due to this bias from the respondents.
- It is a representative study as we focused on customers in rural areas.
- Due to time constraints the survey could be conducted on limited number of participants and thus, deep and detailed study in certain cases was obstructed.

CHAPTER-3

Bank Profile

The Reserve Bank Of India (RBI)

The Reserve Bank of India is responsible for regulating India's financial markets and maintaining economic stability. Established by the Reserve Bank of India Act 1934, and commencing operations on 1 April 1935, the Reserve Bank of India serves as the country's central bank and primary financial regulator. The RBI was originally privately owned but was nationalized in 1949 following India's declaration of independence from the United Kingdom in 1947. Today, as India's central bank, the RBI is responsible for protecting the country's monetary stability and does so by regulating the economy, issuing currency, promoting growth, and supervising financial institutions. As part of that supervisory role, the RBI works to combat financial crime, with a focus on anti-money laundering in India and on countering the financing of terrorism.

The Reserve Bank of India is managed by a central board of directors, appointed to four-year terms and led by a governor – currently Shaktikanta Das. Headquartered in Mumbai, the RBI also has regional boards in Mumbai, Calcutta, Chennai, and New Delhi, along with 27 regional offices around the country. Beyond its founding legislation (the Reserve Bank of India Act 1934), the RBI operates under the authority of legislation including the Banking Regulation Act 1949, the Government Securities Act 2006, and the Payment and Settlement Systems Act 2007.

What Does The Reserve Bank Of India (RBI) Do?

The RBI has authority over banks and financial institutions, and non-banking finance companies in India and sets the legal parameters by which those institutions must operate. As a central bank, the RBI issues currency, manages

foreign exchange and acts as a banker for both the government and commercial banks. The RBI's supervisory authority is directed by its Board for Financial Supervision, which meets once every month to deliberate on regulatory issues.

In its regulatory and supervisory role, the RBI has a broad range of duties and responsibilities, including:

- Issuing licenses to banks wishing to conduct business in India or open new branches
- Inspecting banks and financial institutions for compliance with RBI regulations
- Developing and implementing AML/CFT regulations
- Issuing directives to non-banking financial institutions that are not influenced by monetary policy

Enforcement: Where the RBI finds violations of its rules and regulations it has the authority to carry out enforcement actions against the offending companies. These actions normally take the form of financial penalties.

Compliance Training: The RBI also offers training to banks and financial institutions to help boost compliance performance. It currently maintains three internal training establishments, the RBI Academy, the College of Agricultural Banking, and the RBI Staff College, but liaises with a number of autonomous training institutions.

AML and CFT: Reserve Bank of India Policy

As a global and regional financial leader, India is a member-state of the Financial Action Task Force (FATF). Accordingly, the RBI works to implement the AML/CFT policy set out in the FATF's 40 Recommendations. To comply with

RBI regulations on money laundering and terrorism financing, financial institutions in India should create an internal AML/CFT program which:

- Takes a risk-based approach to AML/CFT threats.
- Integrates KYC and other customer due diligence measures.
- Screens for adverse media, international sanctions, and politically exposed persons (PEP).
- Appoints a suitable AML compliance officer to oversee the program.

In order to inform financial institutions of its rules and regulations, the RBI maintains a communication policy built around principles of transparency, comprehensiveness, relevance, and timeliness. The RBI disseminates information through its office.

Types Of Deposit and Accounts

Money and banking are part of everyday life. Banks offer all sorts of financial products to help you manage your money on a day-to-day basis. The bank is such a place where once we deposit money, it remains safe and also earns interest over some time. This is known as the deposit and to each deposit, the bank assigns a unique identity which is known as the account. Each deposit corresponds to a unique account and vice versa.

Sometimes we use numbers to uniquely identify an account. This is what we call the account number. It may also be a combination of alphanumeric letters. Bank deposits serve different purposes for different people. Some people cannot save regularly. They deposit money in the bank only when they have extra income. The purpose of deposit then is to keep money safe for future needs. Some may want to deposit

money in a bank for as long as possible to earn interest or to accumulate savings with interest so as to buy a flat, or to meet hospital expenses in old age, etc. Some, mostly businessmen, deposit all their income from sales in a bank account and pay all business expenses out of the deposits.

Types of Deposits

On the basis of purpose they serve, bank deposit accounts may be classified as follows:

- Savings Bank Account
- Current Deposit Account
- Fixed Deposit Account
- Recurring Deposit Account

Let us see all of these in detail now!

Savings Bank Account

As the name suggests this type of account is suitable for people who have a definite income and are looking to save money. For example, the people who get salaries or the people who work as laborers. This type of account can be opened with a minimum initial deposit that varies from bank to bank. Money can be deposited at any time in this account.

Withdrawals can be made either by signing a withdrawal form or by issuing a cheque or by using an ATM card. Normally banks put some restriction on the number of withdrawal from this account. Interest is allowed on the balance of deposit in the

account. The rate of interest on savings bank account varies from bank to bank and also changes from time to time. A minimum balance has to be maintained in the account as prescribed by the bank.

Current Deposit Account

Big businessmen, companies, and institutions such as schools, colleges, and hospitals have to make payment through their bank accounts. Since there are restrictions on the number of withdrawals from a savings bank account, that type of account is not suitable for them. They need to have an account from which withdrawal can be made any number of times.

Banks open a current account for them. Like a savings bank account, this account also requires a certain minimum amount of deposit while opening the account. On this deposit, the bank does not pay any interest on the balances. Rather the account holder pays a certain amount each year as an operational charge.

These accounts also have what we call the overdraft facility. For the convenience of the account holders banks also allow withdrawal of amounts in excess of the balance of the deposit. This facility is known as an overdraft facility. It is allowed to some specific customers and up to a certain limit subject to previous agreement with the bank concerned.

Fixed Deposit Account

Some bank customers may like to put away money for a longer time. Such deposits offer a higher interest rate. If money is deposited in a savings bank account, banks

allow a lower rate of interest. Therefore, money is deposited in a fixed deposit account to earn interest at a higher rate.

This type of deposit account allows the deposit to be made of an amount for a specified period. This period of deposit may range from 15 days to three years or more during which no withdrawal is allowed. However, on request, the depositor can encase the amount before its maturity. In that case, banks give lower interest than what was agreed upon. The interest on a fixed deposit account can be withdrawn at certain intervals of time. At the end of the period, the deposit may be withdrawn or renewed for a further period. Banks also grant a loan on the security of the fixed deposit receipt.

Recurring Deposit Account

While opening the account a person has to agree to deposit a fixed amount once in a month for a certain period. The total deposit along with the interest therein is payable on maturity. However, the depositor can also be allowed to close the account before its maturity and get back the money along with the interest till that period.

The account can be opened by a person individually or jointly with another, or by the guardian in the name of a minor. The rate of interest allowed on the deposits is higher than that on a savings bank deposit but lower than the rate allowed on a fixed deposit for the same period.

The Recurring Deposit Accounts may be of the following types:

1. Home Safe Account or Money Box Scheme: For regular savings, the bank provides a safe or box (Gullah) to the depositor. The safe or box cannot be

opened by the depositor, who can put money in it regularly, which is collected by the bank's representative at intervals and the amount is credited to the depositor's account. The deposits carry a nominal rate of interest.

2. Cumulative-cum-Sickness deposit Account: A certain fixed sum is deposited at regular intervals in this account. The accumulated deposits over time along with interest can be used for payment of medical expenses, hospital charges, etc.
3. Home Construction deposit Scheme/Saving Account: In this account, we can deposit the money regularly either for the purchase or construction of a flat or house in future. The rate of interest offered on the deposit, in this case, is relatively higher than in other recurring deposit account

ICICI Bank Limited is an Indian multinational bank and financial services company headquartered in the city of Vadodara, India.

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 investment banking, life, non-life insurance, venture capital and asset management.

The bank has a network of 5,275 branches and 15,589 ATMs across India and has a presence in 17 countries.^[9]

The bank has subsidiaries in the United Kingdom and Canada; branches in United States, Singapore, Bahrain, Hong Kong, Qatar, Oman, Dubai International Finance Centre, China^[10] and South Africa;^[11] as well as representative offices in United Arab Emirates, Bangladesh, Malaysia and Indonesia. The company's UK subsidiary has also established branches in Belgium and Germany.^[12]

ICICI Bank was established by the **Industrial Credit and Investment Corporation of India (ICICI)**, an Indian financial institution, as a wholly owned subsidiary in 1994 in Vadodara however the parent company was formed in 1955 as a joint-venture of the World Bank, India's public-sector banks and public-sector insurance companies to provide project financing to Indian industry.^{[13][14]} The bank was founded as the Industrial Credit and Investment Corporation of India Bank, before it changed its name to ICICI Bank. The parent company was later merged with the bank. The Industrial Credit and Investment Corporation of India (ICICI) was established on 5 January 1955 and Sir Arco was elected as the first Chairman of ICICI Ltd.

ICICI Bank launched Internet Banking operations in 1998.^[15]

ICICI's shareholding in ICICI Bank was reduced to 46% through a public offering of shares in India in 1998, followed by an equity offering in the form of American depository receipts on the NYSE in 2000.^[16] ICICI Bank acquired the *Bank of Madura Limited* in an all-stock deal in 2001 and sold additional stakes to institutional investors during 2001–02.^[17]

In the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services group, offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like ICICI Bank. In 1999, ICICI became the first Indian company and the first bank or a financial institution from non-Japan Asia to be listed on the NYSE.^[18]

ICICI, ICICI Bank, and ICICI subsidiaries ICICI Personal Financial Services Limited and ICICI Capital Services Limited merged in a reverse merger in 2002.^[19]

During the financial crisis of 2007–2008, customers rushed to ICICI ATMs and branches in some locations due to rumors of bank failure. The Reserve Bank of India issued a clarification on the financial strength of ICICI Bank to dispel the rumours.^[20]

In March 2020, the board of ICICI Bank Ltd. approved an investment of Rs 1,000 crore in Yes Bank, resulting in a 5% ownership interest in Yes.

Role in Indian financial infrastructure

ICICI bank has contributed to the setting up of a number of Indian institutions to establish financial infrastructure in the country over the years:

- The National Stock Exchange was promoted by India's leading financial institutions (including ICICI Ltd.) in 1992 on behalf of the Government of India with the objective of establishing a nationwide trading facility for equities, debt instruments and hybrids, by ensuring equal access to investors all over the country through an appropriate communication network.^[29]
- In 1987, ICICI Ltd along with UTI set up CRISIL as India's first professional credit rating agency.^[30]
- NCDEX (National Commodities and Derivatives Exchange) was set up in 2003, by ICICI Bank Ltd, LIC, NABARD, NSE, Canada Bank, CRISIL, Goldman Sachs, Indian Farmers Fertilizer Cooperative Limited (IFFCO) and Punjab National Bank.^[31]
- ICICI Bank facilitated the setting up of "FINO Cross Link to Case Link Study" in 2006, as a company that would provide technology solutions and services to reach the underserved and under banked population of the country. Using technologies like smart cards, biometrics and a basket of support services,

FINO enables financial institutions to conceptualize, develop and operationalise projects to support sector initiatives in microfinance and livelihoods.^[32]

- Entrepreneurship Development Institute of India (EDII), was set up in 1983, by the erstwhile apex financial institutions like IDBI, ICICI, IFCI and SBI with the support of the Government of Gujarat as a national resource organization committed to entrepreneurship development, education, training and research.^[33]
- Eastern Development Finance Corporation (NEDFI) was promoted by national level financial institutions like ICICI Ltd in 1995 at Guwahati, Assam for the development of industries, infrastructure, animal husbandry, agric-horticulture plantation, medicinal plants, sericulture, aquaculture, poultry and dairy in the North Eastern states of India.^[34]
- Following the enactment of the Securitization Act in 2002, ICICI Bank, together with other institutions, set up Asset Reconstruction Company India Limited (ARCIL) in 2003. ARCIL was established to acquire non-performing assets (NPAs) from financial institutions and banks with a view to enhance the management of these assets and help in the maximization of recovery.^{[35][36]}
- ICICI Bank has helped in setting up Credit Information Bureau of India Limited (CIBIL), India's first national credit bureau in 2000.

CHAPTER-4
Data Analysis

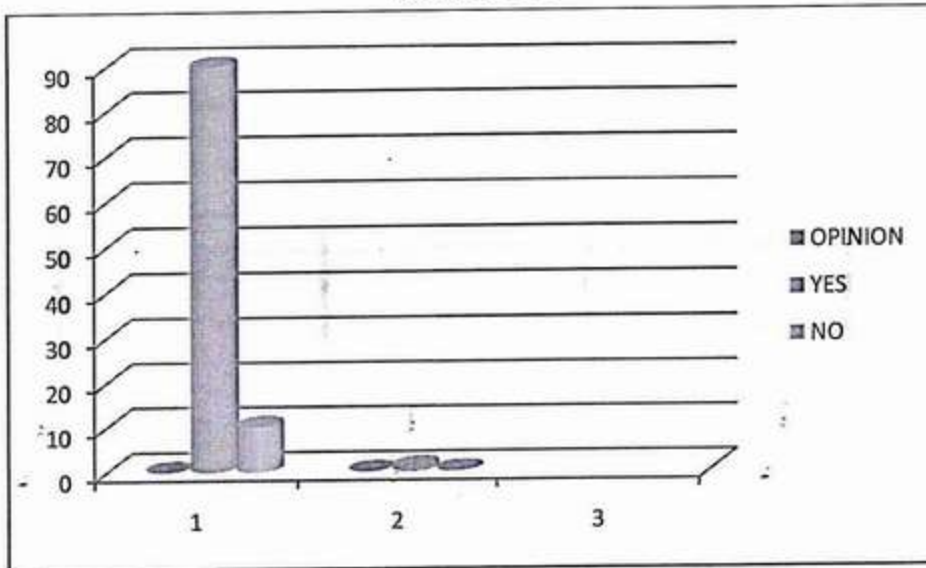
1.Are you a customer in ICICI Bank ?

A) YES B)NO

TABLE - 4.1

OPINION	RESPONDENT	PERCENTAGE
Yes	100	100%
No	0	0%
TOTAL	100	100%

CHAT 4.1



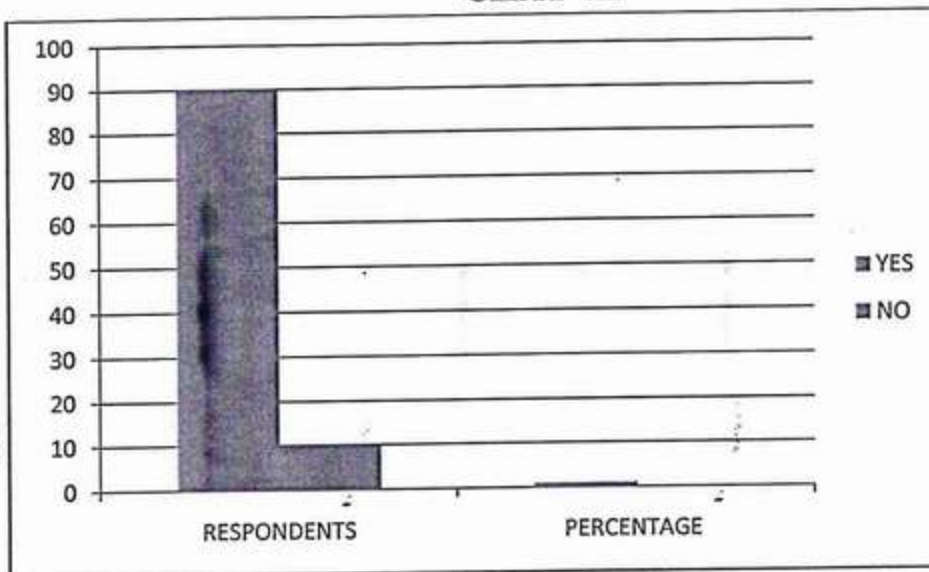
INTERPRETATION : 100% of the respondents stated that are a customer to ICICI bank because of the services provided by the bank are more beneficial compare to other banks .

2 Are you a debtor or creditor to the bank ?
A) Debtor B) Creditor

TABLE 4.2

TYPE OF CUSTOMER	RESPONDENT	PERCENTAGE
Debtor	80	80%
Creditor	20	20%
TOTAL	100	100%

CHAT 4.2



INTERPRETATION : 80% of the respondents are debtor to the bank since loan is provided at a low interest rate and 20% of the respondents are creditors to the bank as they deposit their amount in banks .

3. What kind of deposit you opened in ICICI bank ?

A) Current a/c

B) Savings a/c

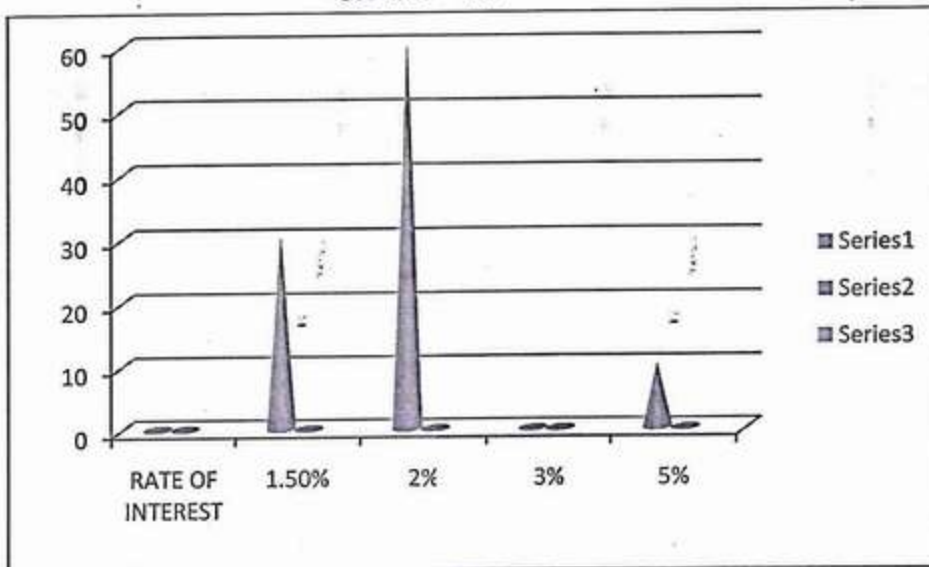
C) Fixed a/c

D) Other a/c

TABLE 4.3

KIND OF DEPOSIT	RESPONDENTS	PERCENTAGE
Current a/c	10	10%
Savings a/c	50	50%
Fixed deposit a/c	10	10%
Others a/c	30	30%
TOTAL	100	100%

CHAT 4.3



INTERPRETATION : 50% of the respondents have opened savings a/c since they could save their small incomes in the bank and only 10% of the respondents have opened current a/c since the current a/c facility is provided only to businessman .

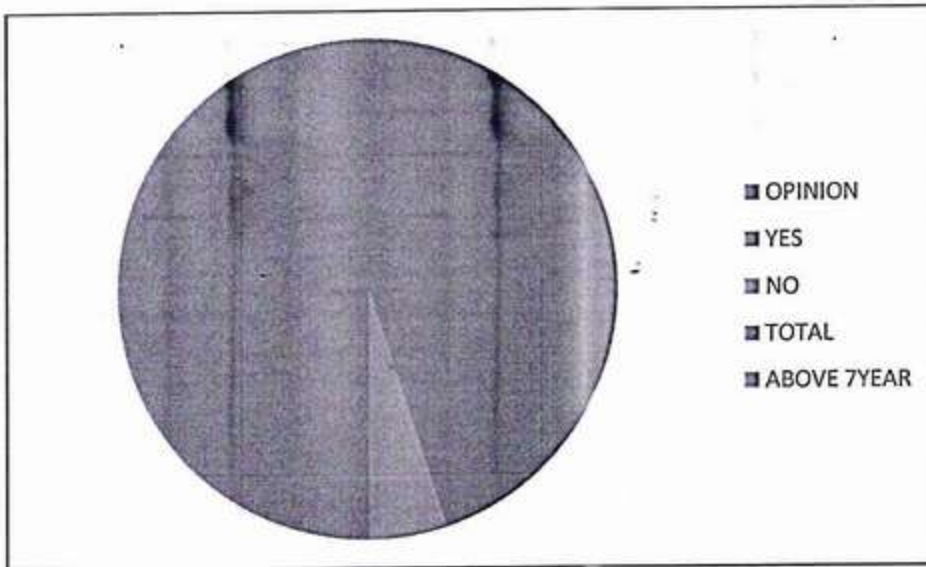
4.How many years you are a customer to ICICI bank ?

- A) 1Year B) 1-4Years C) 4-7Years D) Above 7years

TABLE 4.4

NO.OF YEARS A CUSTOMER	RESPONDENTS	PERCENTAGE
1 Years	10	10%
1-4 Years	20	20%
4-7 Years	70	70%
Above 7 years	0	0%
TOTAL	100	100%

CHAT 4.4



INTERPRETATION : 70% of the respondents are customer to the bank for more than 6years ,this proves that customer are not willing to prefer other banks than ICICI .

5 Did you like the procedure of deposit and withdrawal in the bank ?

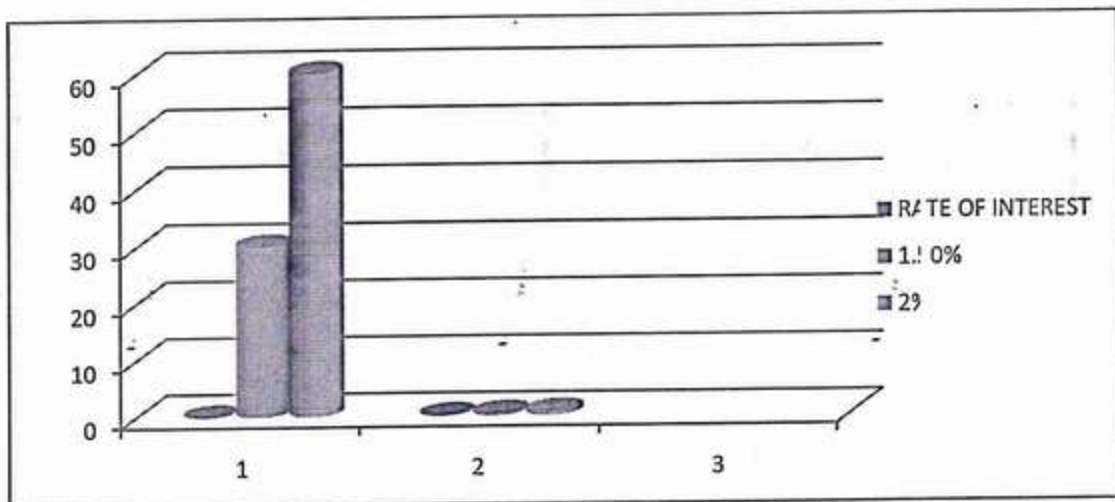
A) Yes

B) No

TABLE 4.5

OPINION	RESPONDENTS	PERCENTAGE
Yes	90	90%
No	10	10%
TOTAL	100	100%

CHAT 4.5



INTERPRETATION : 90% of the respondents have stated that they are satisfied with the deposit and withdrawal procedure and 10% of the respondents are not satisfied with the procedure because of the inconvenience faced in internet banking .

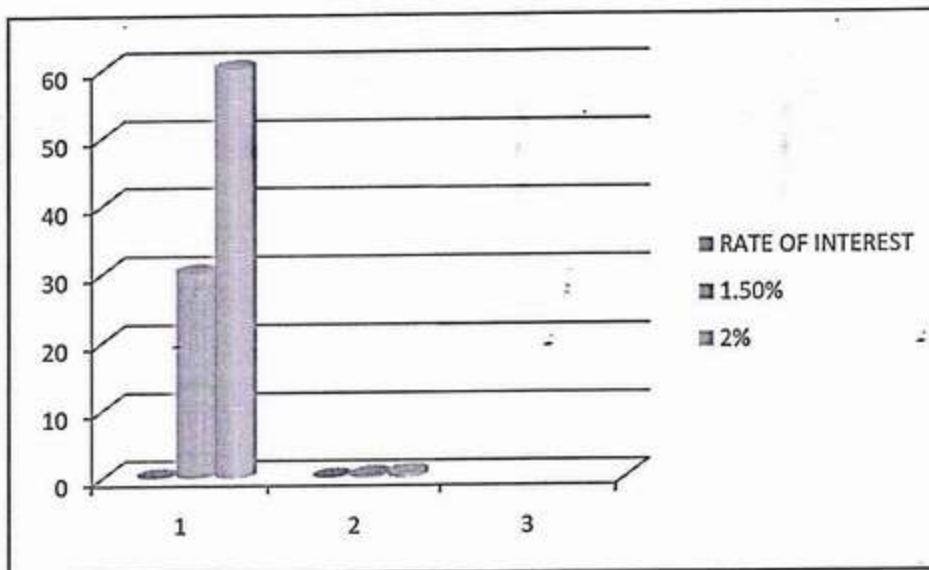
6 Are you satisfied with customer service in banks ?

A) Yes B) No

TABLE 4.6

OPINION	RESPONDENT	PERCENTAGE
Yes	100	100%
No	0	0%
TOTAL	100	100%

CHAP 4.6



INTERPRETATION : 100% of the respondent are satisfied with the customer service provided by the banks because the bank is easy and friendly approachable .

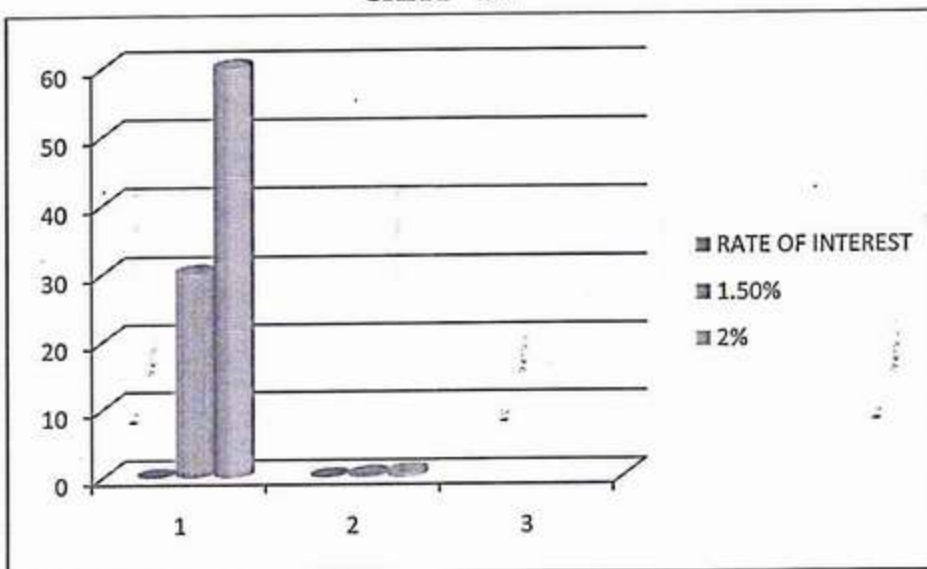
7 Are you satisfied with the interest rates loans changed on your loan ?

- A) Yes B) No

TABLE 4.7

OPINION ON INTEREST RATES	RESPONDENTS	PERCENTAGE
Yes	90	90%
No	10	10%
TOTAL	100	100%

CHAT 4.7



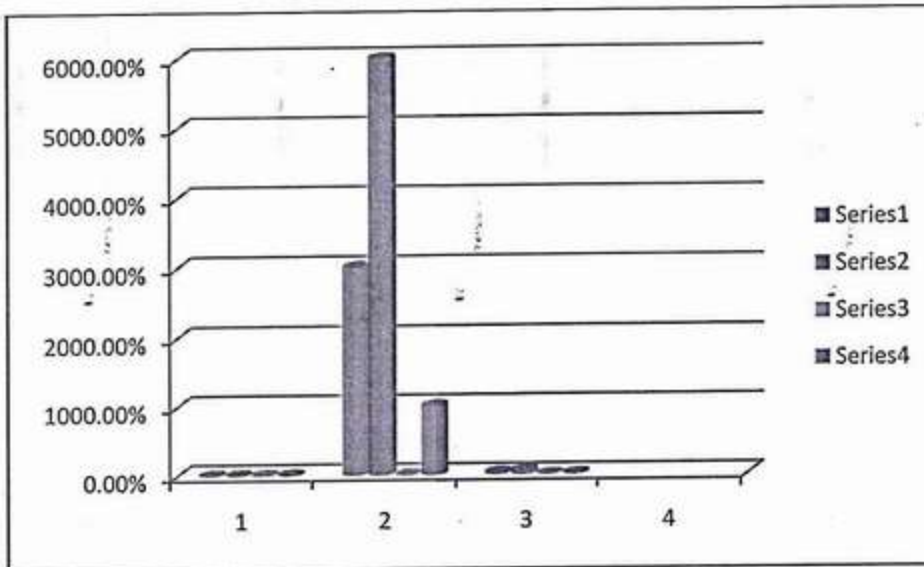
INTERPRETATION : 90% of the respondents are satisfied with the interest rates charged because of law rate of interest and 10% of the respondents are not satisfied with the interest rates because of their low financial deposit.

- 8 What is the interest changed on your loan ?
 A) 1.50% B) 2% C) 3% D)5%

TABLE 4.8

RATE OF INTEREST	RESPONDENTS	PERCENTAGE
1.50%	30	30%
2%	60	60%
3%	0	0%
5%	10	10%
TOTAL	100	100%

CHAT 4.8



INTERPRETATION :60% of the respondents have responded positively towards 2% interest charged and only 10% of the respondents responded positively towards 5% interest charged as it is a high rate of interest .

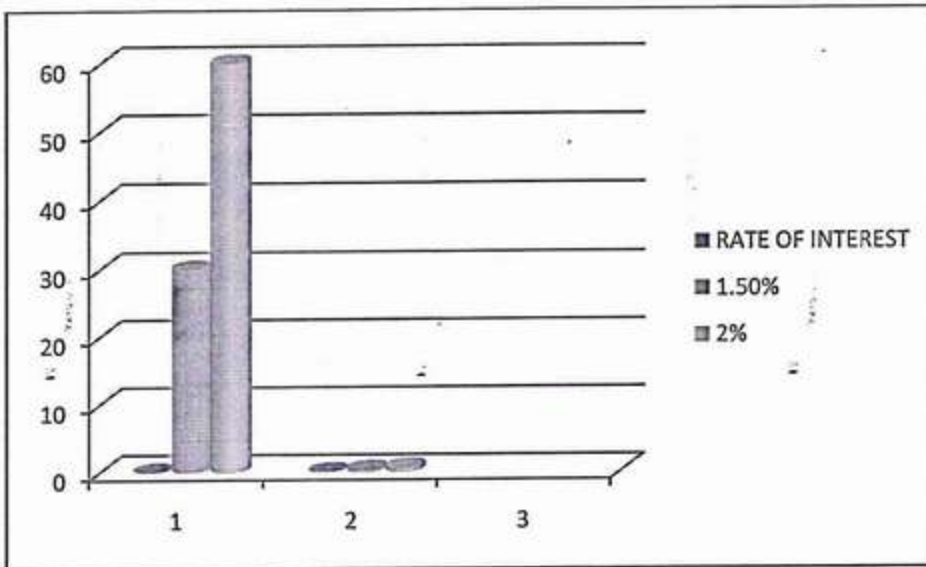
9 Is the interest rates reasonable to you ?

A) Yes B) No

TABLE 4.9

OPINION	RESPONDENTS	PERCENTAGE
Yes	100	100%
No	0	0%
TOTAL	100	100%

CHAT 4.9



INTERPRETATION : 100% of the respondents are finding it easy to pay their interest on their loan because of the low rate of interest charged .

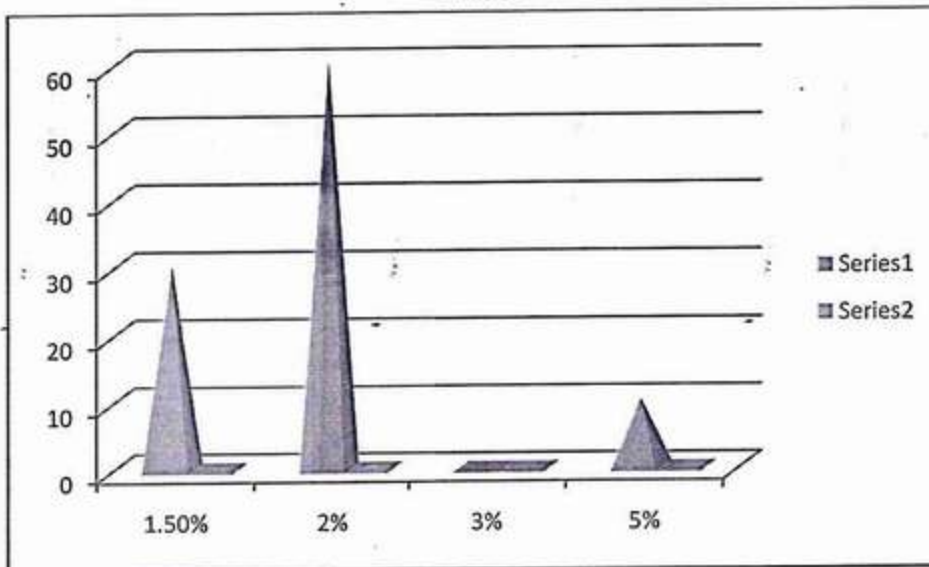
10 What is the asset you kept as security for taken loan ?

- A) Gold B) House documents
C) Agriculture D) Other asset

TABLE 4.10

SECURITY	RESPONDENTS	PERCENTAGE
Gold	30	30%
House documents	0	0%
Agriculture	50	50%
Other asset	20	20%
TOTAL	100	100%

CHAT 4.10



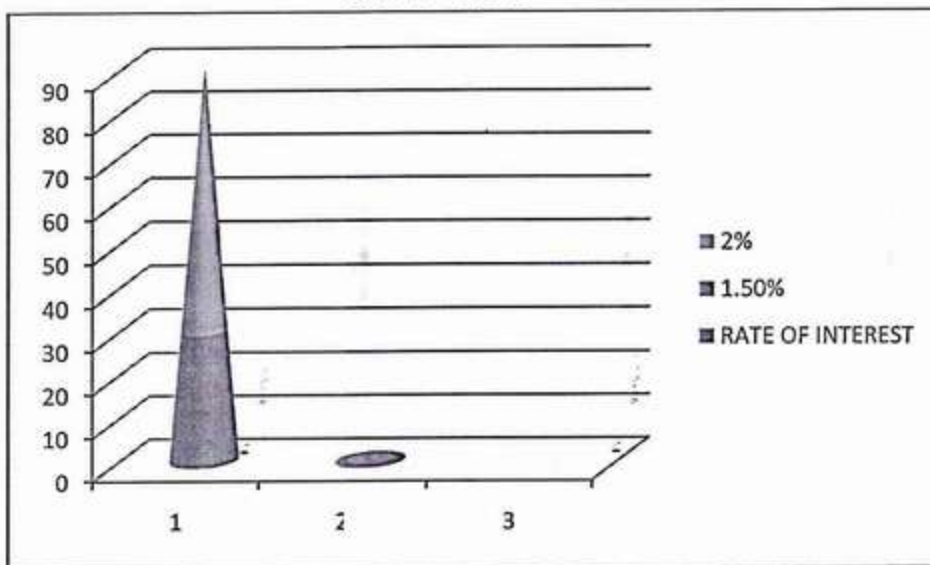
INTERPRETATION : 30% of the respondents have kept gold as mortgage to take loan and 50% of the respondents have kept agriculture land as mortgage since rate of interest on agricultural land is only 75 paise

11 If the loan amount is not repaid in time what is the action taken by the bank ?
A) Yes B)No

TABLE 4.11

OPINION	RESPONDENTS	PERCENTAGE
Yes	100	100%
No	0	0%
TOTAL	100	100%

CHAT 4.11



INTERPRETATION : 100% of the respondents stated that their assets will be seized by the bank if loan amount is not repaid on time .

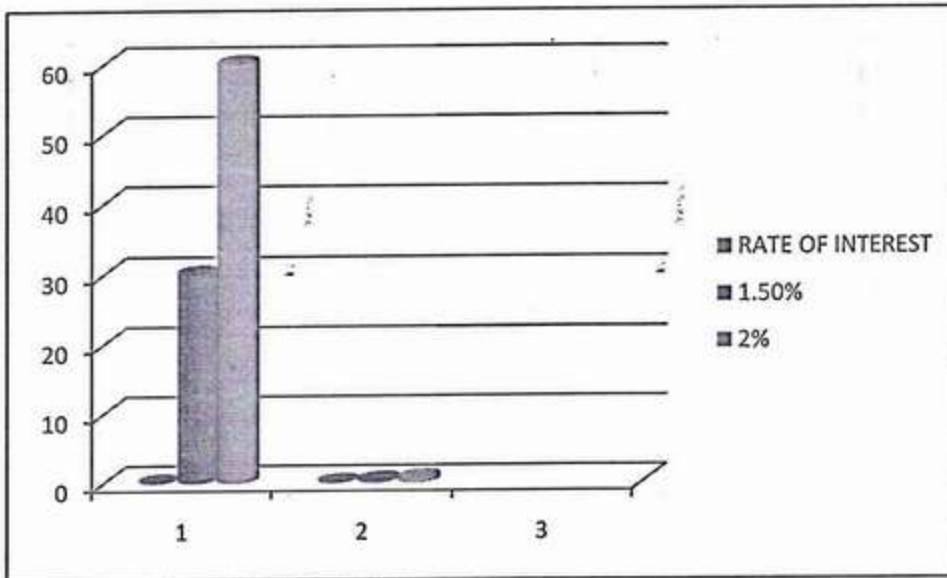
12 How are you paying the loan ?

- A) Online banking system B) Offline banking system

TABLE 4.1

PAYING LOAN	RESPONDENTS	PERCENTAGE
Online banking system	10	10%
Offline banking system	90	90%
TOTAL	100	100%

CHAT 4.12



INTERPRETATION :90% of the respondents have professed to pay the amount through offline because of the safety and security in offline .10% of the respondents have preferred paying through online because online payment can be done easily anywhere .

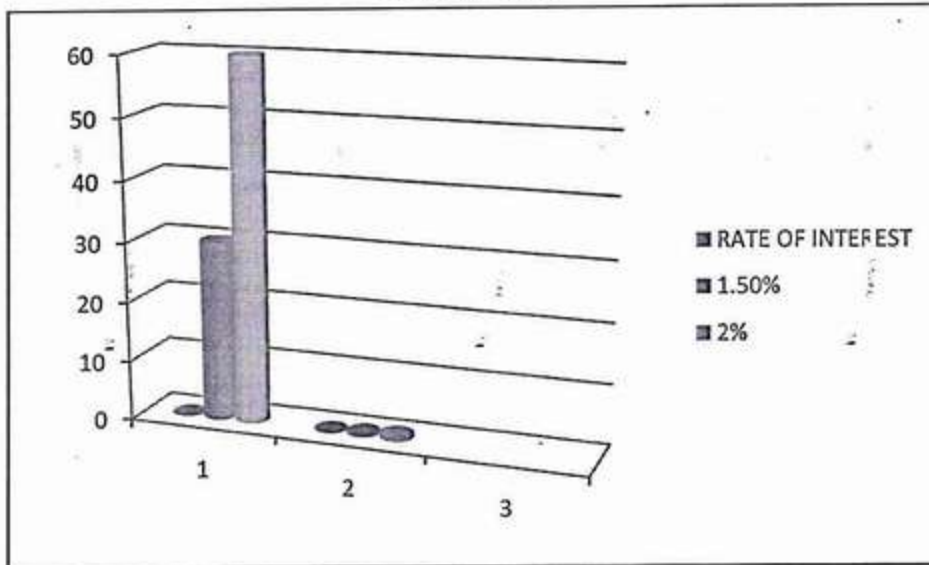
13 Are you satisfied with the loan system in ICICI bank ?

- A) Yes B) No

TABLE 4.13

LOAN SYSTEM	RESPONDENTS	PERCENTAGE
Yes	90	90%
No	10	10%
TOTAL	100	100%

CHAT 4.13



INTERPRETATION : 90% of the respondents have been satisfied with the loan system provided because of less interest charged and other services provided in bank .10% of the respondents are not satisfied because of the inconvenience faced in repayments

**Findings,
Suggestions &
Conclusion**

FINDINGS

- ❖ 100% of the respondents stated that are a customer to ICICI bank because of the services provided by the bank are more beneficial compare to other banks .
- ❖ 80% of the respondents are debtor to the bank since loan is provided at a low interest rate and 20% of the respondents are creditors to the bank as they deposit their amount in banks .
- ❖ : 50% of the respondents have opened savings a/c since they could save their small incomes in the bank and only 10% of the respondents have opened current a/c since the current a/c facility is provided only to businessman .
- ❖ 70% of the respondents are customer to the bank for more than 6years ,this proves that customer are not willing to prefer other banks than ICICI .

- ❖ 90% of the respondents have stated that they are satisfied with the deposit and withdrawal procedure and 10% of the respondents are not satisfied with the procedure because of the inconvenience faced in internet banking .
- ❖ 100% of the respondent are satisfied with the customer service provided by the banks because the bank is easy and friendly approachable .
- ❖ 90% of the respondents are satisfied with the interest rates charged because of law rate of interest and 10% of the respondents are not satisfied with the interest rates because of their low financial deposit.
- ❖ 60% of the respondents have responded positively towards 2% interest charged and only 10% of the respondents responded positively towards 5% interest charged as it is a high rate of interest .
- ❖ : 100% of the respondents are finding it easy to pay their interest on their loan because of the low rate of interest charged .

- ❖ 30% of the respondents have kept gold as mortgage to take loan and 50% of the respondents have kept agriculture land as mortgage since rate of interest on agricultural land is only 75 paise
- ❖ : 100% of the respondents stated that their assets will be seized by the bank if loan amount is not repaid on time .
- ❖ 90% of the respondents have professed to pay the amount through offline because of the safety and security in offline .10% of the respondents have preferred paying through online because online payment can be done easily anywhere .
- ❖ : 90% of the respondents have been satisfied with the loan system provided because of less interest charged and other services provided in bank .10% of the respondents are not satisfied because of the inconvenience faced in repayments

SUGGESTIONS

- ❖ Many of the customers are debtors to the bank than creditor because many depend on ICICI bank for loan
- ❖ There is no interest on current deposit so if current deposit interest is received then more business men will show interest to deposit in current account .
- ❖ The bank has only 1year customers to it there are no longterm customers to the bank. This shows that bank should maintain customer friendly relationship to make than long term customers.
- ❖ The interest rate charged on loan is high to the customers , they are unable to pay the loan .If interest rate is decreased on loan , may customers would come forward to take loans .
- ❖ Many customers do not avail gold loan in ICICI bank because they are more documents to be submitted to avail gold loan, if this inconvenience is removed then more customers will avail gold loan.
- ❖ Online banking facility should be availed by all the customers, to bank should provide good knowledge to the customers to make transitions - eligibly.
- ❖ If ICICI bank could provide more schemes which are not provided in other banks then all the customers would show interest in deposit tip in ICICI bank.
- ❖ Maximum number of customers are satisfied with the services provided in ICICI bank , only few customers are not satisfied with the credit facility provided by the bank , if the credit system is altered according to the convenience of the customer then all the customers will be satisfied with ICICI bank services.

CONCLUSION

- ICICI bank proves to be an ideal and leading other banks by using latest technology and variety of services. On the basis of few techniques applied for the financial analysis of the ICICI bank we can arrive at a conclusion that the financial position and overall performance of the bank is satisfactory. Income of a bank has increased over period but not in the same pace as of expenses. But the bank has succeeded in maintaining a reasonable profitability position.

ANNEXURE

QUESTIONNAIRE

Name of the respondent.....

Cast.....

Religion.....

Age.....

Gender.....

Village.....

1. What Education qualification do you have ?

A. Lower primary B. Upper primary C. SSC D. Inter F. illiterate

2. How many members are in your family?

A. 2 B.3 C. 4 D.5 E. 6

3. Family members involved economic activity?

ACTIVITY

- A. Agriculture
- B. Non – agriculture
- C. Student
- D. Nil

4. What is the main source of income of your family? Agriculture activities by non agriculture activities?

5. What activities do you carry out during spare time?

6. Are you a customer in ICICI bank?

A. Yes B. No

7. Are you a debtor or creditor to the bank?

A. Debtor B. Creditor

8. What kind of deposit you opened in ICICI bank?

- A. Current a/c B. Savings a/c C. Fixed deposit a/c D. Other a/c

9. From how many years you are a customer to ICICI bank?

- A. 1 year B. 1-4 year C. 4-7 year D. above 7 years

10. Did you like the procedure of deposit and withdrawal in the bank?

- A. Yes B. No

11. Are you satisfied with customer service in banks?

- A. Yes B. No

12. Are you satisfied with the interest rates loans changed on your loan?

- A. Yes B. No

13. What is the interest changed on your loan?

- A. 1.50% B. 2% C. 3% D. 5%

14. Is the interest rates reasonable to you?

- A. Yes B. No

15. What is the asset you kept as security for taken loan?

- A. Gold B. House documents C. Agriculture documents D. Other assets

16. If the loan amount is not repaid in time, what is the action taken by the bank?

- A. Yes B. No

17. How are you paying the loan?

- A. Online banking system B. Offline banking system

18. Are you satisfied with the loan system in ICICI bank?

- A. Yes B.No

**A PROJECT REPORT ON INTEREST RATES OF ICICI BANK[CHIRALA
BRANCH]**

A Mini Project report submitted to YA Government College for Woman in Chirala in partial fulfillment of the requirement for the award of VI Semester Degree

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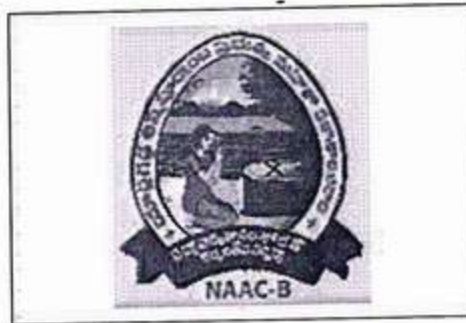
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