

CASE STUDY ON SERVICES PROVIDED BY YES BANK

By Sandhya Nabar and Dr. Subhash Pawar

Abstract:

YES BANK is a private bank in India with headquarters in Mumbai. It was founded in 2004 by promoters Ashok Kapur and Rana Kapoor, which had a collective shareholding of 29%. Ashok Kapur was killed in a terrorist attack in 2008 in Mumbai.

In 2010, the bank announced the roll-out of a strategic blueprint, named Version 2.0 of the bank, to further accelerate its business growth in the retail banking space, with the objective to achieve by 2015, a balance sheet size of 1,500 billion, deposits of 1,250 billion, advances of 1,000 billion, a pan India network of 900 branches and a human capital base of 12,750 by 2015. Mr. Rana Kapoor CEO & M.D, YES BANK has quoted that,|| The sustained success of our bank is based on the key pillars of Growth, Trust, Technology, Knowledge driven, Human capital, Transparency and Responsible banking.

Keywords: Corporate Banking, Branch Banking, MSME Banking, and Knowledge Banking.

Introduction:

CORPORATE BANKING AND INSTITUTIONAL BANKING SERVICES

At YES BANK, they understand the financial needs of Large Corporate, in their ambitious growth plans towards building globally competitive firms. The Corporate & Institutional Banking (C&IB) division at YES BANK provides Knowledge driven banking solutions to Large Corporate and Leading Indian Business Groups with a turnover of over INR 1,000 cores. YES BANK follows a "MONEY DOCTOR" approach towards providing diagnostic and prescriptive solutions, by evaluating specific financial needs, and providing tailor-made solutions to their valuable clients. Since inception in 2004, the C&IB team at YES BANK has built robust relationships with over 500 Large Corporate, offering a full range of client focused Corporate Banking services.

INTERNATIONAL BANKING

YES-International Banking provides clients with solution-oriented offerings for their domestic and international banking requirements and partners with correspondent banks to service their business needs in India. YES-International Bank offers a complete suite of products including:

- Funded products such as Working Capital/Term Loans backed by SBLC
- Non Funded products such as Bank Guarantees and Documentary Letters of Credit
- Cash Management Payments Services
- Inward & Outward Remittances of foreign currencies
- Financial Market products such as Derivatives, Forex & Hedging

SAVINGS ACCOUNTS

YES BANK Savings Accounts have been designed specifically to take care of banking requirements. Their innovative financial solutions, backed by expert advice, will provide with a truly rewarding banking experience. Earn a higher return of 7% p.a. on YES BANK Savings

Account for balances of Rs. 1 lakh & above; 6% p.a. for balances below Rs. 1 lakh

BANKING CONVENIENCE

- Unlimited access to any bank's ATM in India
- True Anywhere Banking facility for access to any YES BANK branch across India
 - Extended Banking Hours at the state-of-the-art branches

VALUE FOR MONEY

- Quarterly payout of Savings interest
- Free RTGS/NEFT payment facility through Net Banking
- Free utility bill payment facility through Net Banking for registered billers
- Free set-up of Standing Instruction facility.

SMART SALARY Account | A Zero Balance Savings Account

YES BANK Smart Salary Program is a power-packed offering combined with special privileges, uncompromising service commitment, best-in-industry savings deposit interest rate and much more.

YES Vijay | Zero Balance Savings Account for Defence Forces of India

YES BANK is honoured and proud to present YES Vijay, a unique and comprehensive Salary Savings Account, exclusively for the Defence Forces. The YES Vijay Salary Savings Account brings you a world of special privileges and differentiated services that make banking convenient and hassle-free. Further, with YES Vijay you will enjoy unrestricted access to the fast growing YES BANK network of over 560 branches in 350 cities across India. So, no matter where you are stationed around the country, you can rest assured that you have the power to meet your family's banking and financial needs.

CURRENT ACCOUNTS TO ACCELERATE THE GROWTH OF YOUR BUSINESS

The YES BANK Current Account comes with an exhaustive range of benefits, designed to help business growth. Our cutting-edge banking technology, combined with our expert knowledge based financial solutions; ensure not just efficient transactions but also greater profits for business growth.

Key Features of YES BANK Current Accounts:

- A wide choice for opting current account choices
- Free Demand Drafts & Pay Orders
- At-Par cheques that are accepted as "local clearing" cheques across our branches, Flexible Cash Deposit limits

YES FIRST BUSINESS PROGRAMME, PREMIUM BANKING SERVICES

At YES BANK, they understand that your Business always comes first, which is why we bring you YES FIRST Business, a premium programme that offers comprehensive customized business solutions to cater to your financial requirements and beyond. YES FIRST Business programme is their exclusive banking offering which comes to you with a net Current Account relationship value of INR 10 Lacs and above. Their commitment to superior service ensures that you enjoy the best-in-class experience right from a dedicated Relationship Manager to priority servicing, preferential pricing, convenience banking, business tie ups, lifestyle benefits & access to various social events.

YES FIRST Business delivers a host of services and signature privileges including:

- Dedicated Relationship Manager for all your banking needs
- Phone Banking
- Preferential pricing on other asset/liability relationships & Trade Forex transactions
- Convenience banking through our Doorstep Services

- Free YES FIRST Business World debit card with daily ATM & POS limits of INR 2 Lacs each
- Premium offers & alliances

YES FIRST FOR WOMEN, PREMIUM BANKING SERVICES FOR WOMEN

At YES BANK, they believe that as a woman of exemplary credentials, you deserve a banking Experience that is exclusive, premium and far above the ordinary, and one that suitably complements your lifestyle and expectations. ' YES FIRST for Women' is a banking service for women which is the manifestation of this very philosophy, simplifying your life, and helping you realize your philanthropic vision and aspirations.

YES FIRST for Women - Product Privileges:

- Preferential Savings Accounts
- Relationship Pricing Avail of preferential pricing
- Exclusive waivers for a range of services across the Bank.
- Dedicated Financial Advisor Benefit
- Dedicated Service Personnel Avail of the services

NRE SAVINGS ACCOUNT

NRE Savings Account lets you transfer your earnings to India conveniently with complete security. You can repatriate the funds held in the account along with the interest earned at any point of time and you don't even have to pay tax on the interest amount. With a host of direct banking channels available at your fingertips, you can stay in complete control of your hard earned income abroad.

Features & Benefits:

- Rupee denominated Savings Account
- Funds held in this account and interest thereof is fully reportable
- Debit Card which gives you access to your account over 1 million master card ATM's
- Mandate facility for your loved ones in India with an Domestic Debit card
- Easy account funding through our alliances with correspondent banks worldwide
- Internet banking facility for 24-hour
- Pay your bills online.

NRO & NRE Savings account balances are grouped allowing you the flexibility to maintain balances in either of accounts.

TRANSFER MONEY TO INDIA / REMITTANCE

They understand that as a Global Indian, your investment needs are different and as India's new age private sector Bank their endeavour is to help you make the most of what India has to offer.,

YES BANK launches. YES Remit - Easy, fast and secured online money transfer option to India.

YES Remit is a unique and robust online remittance solution for sending money to India from Australia, UAE, UK, Singapore and Euro zone. This remittance platform is bank-neutral, thus not requiring the senders and the recipients to have a bank account with YES BANK. They are committed to offer you an impeccable experience compared to any other remittance services offered.

LOANS

Loans provided by yes bank are on lending rate of 10.75%. They provide loans on home, business, gold, commercial vehicle, personal loan, 2 wheeler loans.

NET BANKING

YES BANK provides you with state-of-the-art internet banking facilities, enabling you to conduct all your banking activities online using your personal computer, from the comfort of your home or office. Their range of services and features includes:

- Instant Registration using Debit Card and PIN
- Access multiple Net Banking functions from ONE screen
- View account details for Savings Account, Current Account, Fixed Deposit, Recurring Deposit, Mutual Fund and Demat account
- Zero cost fund transfer through NEFT & RTGS
- 24 x 7 Money Transfer through IMPS and RTGS
- Sweep in facility for managing your funds efficiently

ATM ACCESS FOR 24 HOURS

Anytime Banking You can access YES BANK's Automated Teller Machines for a host of banking services, including cash withdrawals and deposits, at any time of the day or night. Easy PIN Change Change your four digits Personal Identification Number (PIN) frequently to maintain secrecy.

DEMAT ACCOUNT

YES BANK offers a secure and convenient way of storing and keeping track of your shares.

YES BANK is enrolled as a Depository Participant with National Securities Depository Limited (NSDL). With a wide range of depository-related services and competitive charges, YES BANK

Demat Account provides makes it extremely convenient to manage shares and transactions.

BUSINESS BANKING SERVICES FOR SME'S

Backed by a team of experts along with an array of products, services and resources, YES BANK ensures that identified Small & Medium Businesses excel in the future. Business Banking is a dedicated business unit to service these Small and Medium Enterprises (SME) in India, with an annual sales turnover between INR 50 million to INR 2,000 million. The core objective of Business Banking is to improve SME access to finance (including term finance), and business development services, thereby fostering growth, competitiveness and employment creation that are key to achieving economic growth. Offering liability products like Cash Management Services (CMS), Payment Solutions, Net Banking, Phone Banking and Trade Services. Extending its distribution through alliances and partnerships with industry associations and chambers of commerce

YES BANK - Key Benefits:

- Faster turnaround time
- Dedicated trade desk for handling trade transactions.
- Specialized advisory team for catering to SME customers.

MOBILE APPLICATION

YES BANK introduces Mobile Banking Application to fulfill all your banking needs, while you are on the move. Now you can bank with YES BANK, in a convenient and hassle-free way, anytime and anywhere.

Banking Services	Merchant Services
Balance Enquiry	Bill Payments
Mini Statement	DTH
Funds Transfer	Insurance
Immediate Payment Service(IMPS)	Travel
Cheque status	Shopping

Stop Payment	Mobile Prepaid Recharge
Cheque Book request	Donation
Fixed Deposit Enquiry	

This is an overview of the services provided by Yes bank for its customer.

Bio:

Sandhya Nabar

She is Currently working as BMS coordinator & faculty at Bhavans College, Andheri(W)

She can be contacted on sandhyanabar@rediffmail.com

Bio:

Dr. Subhash Pawar

Dr. Pawar holds Doctorate in Banking & Finance along with others like M.Phil, MBA, M.Com, and B.Com. For the last 9 yrs he is been teaching subjects like Economics, Math's & States, M.P.P., Account, Taxation, Costing & Financial Markets etc in reputed management institutions and colleges like Welingkar Institute, HR College of Commerce, KC College and Wilson college.

He is a PhD Research Guide for JJTU and Gondwana State University. He has to his credit 34 Research papers published in International & National journals.