

42 BUSINESS TODAY March 23 2018

March 25 2018 BUSINESS TODAY 4.0

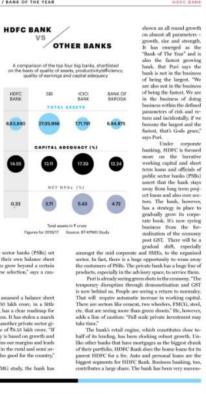
quence of a conscious stratage to ensure 'growth with profitability', focusing on digitisation and also expanding in send-urban and rural India where 60 per cent of the population resides. Even in the best of times, the bank never chased growth, avoided risks and deployed capital judiciously. The Isank's business model was first tested post the global financial methlows when many bunks farcel head-winds because of the few on retail, especially unsecured signers in the cross of the few on retail, especially unsecured signers in the cross of the few on the retain and small steller size personal for the control of th

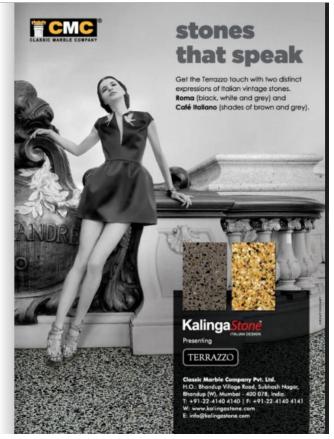
he bank that has amassed a balance sheet size of close to TiO lakh crore, in a little over two decades, has a clear roadmap for growing its business. I has stellen a march over ICICI Bank, another private sector gi-ttle the balance sheet size of 8.5.11 lakh crore yit the balance sheet coming our way is based on growth and our credit standards, also maintains our margins and leads to substitution of money lenders in the rural and semi ur-ban accus, it is good for us and also good for the country," says Puri.

In the Business Tichs. Ethica.

In the Business Today-KPMG study, the bank has









"THE BANK
IS AVAILABLE
ON MULTI
CHANNELS
FROM
MOBILES,
DESKTOPS TO
BRANCHES"

ful in cross selling bases to existing customers. In fact, the bank started offering personal bases and credit card to its dependable coatments first. But there are challenges too in the retail segment. Most of the much snoght after products like brone loans, credit cards and personal loans are becoming a commodity where margins will come under pressure because of the luge competition. Many banks are already exploring new areas like cussumer durables affordubble housing, mirco loans, etc. HIPMC Bank too is also banking to cussumer durable business. This is the business that will keep grawing. The aspirational needs of future India will be for consumer durables and for setting

22%

up small businesses," says Puri.

Analysts point out that the bank's unsecured leans are also growing at a fast pase – today they are about 16 per cent of the bank's total look. Currently, the bank's unsecured loans are mostly to internal customers after analysis gather coefficients, and see early major encorer on unsecured loans," says Puri.

The bank is a sho bankling on another growth cogine-rural and semi-urban areas. In the past four-five years, the bank has spent a good amount of time understanding the market. Currently, the revenue contribution of these areas a shout 22 per cent. We have tested out all our strategies. The prospects are even better," says Puri. The bank has fadiging Nasa Gold Card' which is like no comitoes hind of platform for having motorcycles, tractors and accessing crop consect. "There is a good quality of growth analishe in these sums. We do not need to pash anywhere to take a higher risk. of lovering our margins in our colling bealisms," says Puri. In fact, mere than half of its bearches are based in India's birt.

## **MORE THAN 33,00,000 CUSTOMERS WORLDWIDE TRUST FORTINET TO PROTECT THEIR BUSINESSES**

Fortinet empowers its customers with intelligent, seamless protection across the expanding attack surface and the power to take on ever-increasing performance requirements of the borderless network - today and into the future. Only the Fortinet Security Fabric architecture can deliver security without compromise to address the most critical security challenges, whether in networked, application, cloud or mobile environments.

North: email: sanjeevt@fortinet.com or cail 98105 00157 South: email: bninan@fortinet.com or cail 98400 36767 West, East, Central: email: nmehre@fortinet.com or cail 98925 00700



46 BUSINESS TODAY March 23 2018