FINANCIAL PRODUCTS MARKETING:
ANALYSIS OF NEOTERIC DRIFT

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ABSTRACT

The banking sector is undergoing radical changes. India’s banking sector is set to transformative changes in the coming future accompanied by a pulsating derivatives market and IT-induced banking. India is a ‘bright spot’ in the world economy and the economic prosperity was helping to bridge social verticals in India at a pace far more rapid than in Europe. According to the Reserve Bank of India (RBI), the banking sector in India is sound, adequately capitalized and well-regulated. Indian financial and economic conditions are much better than in many other countries of the world. Credit, market and liquidity risk studies show that Indian banks are generally resilient and have withstood the global downturn well. The paper is an attempt to analyses the new trends prevailing in marketing of Financial product,

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REFERENCES


