

## **Critical Appraisal of Incremental Working Capital Needs Of SME Company**

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**Abstract—**

### **Background**

SME category companies many times are family owned businesses having peculiar Issues in convincing bank's for their incremental Working Capital requirements. Positive Pvt. Ltd. (PPL) is a manufacturing company, (representing SME segment), operating in the space of Chemicals, Dyes, & Paints industry. The company produces wide range of organophosphates. Presently the company is in urgent need of increased working capital, (both Fund & Non Fund based limits), but is finding it difficult to convince the consortium of banks. The Research Paper was possible due to the cooperation of the organization who wishes to remain anonymous.

### **Rationale**

Today the companies operate in increasingly turbulent & complex market place. Global competition, changing customer's needs & nontraditional competitors have posed serious challenges particularly for SME Category companies. It is the need of the day for Bankers to have the clear insight of their customer's needs and banks have to create more flexible Assessment Process for SME's sustainability & growth.

### **Research Methodology**

Primary Data based on detailed discussion with Functional Heads & CEO of the PPL& data provided by them. Secondary data is sourced from the Research Publications/books on Banking Mgmt.Expected Findings & Utility of the study: The research paper tries to analyze the SME category company's Working capital needs, as prescribed by RBI, under Credit Monitoring Authority guidelines (CMA&MPBF) The assessment considers aspects of Credit Ratings as prescribed under CAMELS Ratings. The paper tries to analyze how a knowledgeable banker, with an insight of a company's Business and an Industry, can critically analyze the performance &put up a pragmatic Proposal to its Sanctioning Authorities.

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**Keywords:** Fund Based & Non Fund based limits, Consortium Banking, CMA, MPBF, CAMELS Ratings.

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## **Rapid Technological Penetration of Mobile Banking in India**

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**Abstract—**Mobile banking is one of the ways the banking customers prefer to operate their accounts conveniently. Unlike the ATM and internet banking, mobile banking has a high level of operational acceptability as almost everyone in the world has a fair knowledge of operating the mobile phone. There are over 200 million mobile phone subscribers in India and the number continues to explode. Financial services companies are now working with mobile payment players like mChek to offer innovative mobile phone solutions to urban and rural Indian population. Reserve Bank of India has restrictions on non-bank involvement in money transfer. Therefore, development of mobile financial services applications is being sponsored primarily by banks in India.

This particular study focuses on the aspect of rapid growth of mobile banking in housing sector and the facilities that can be provided through mobile banking and at the same time, comparisons of the growth of mobile banking in housing in different countries. This article also highlights the facts that through mobile banking, in housing the data or information can be easily made available to the customers, inquiry about interest rates, loan details, with a simple SMS through the mobile. The findings of the study go a long way in inculcating the mobile banking among its recipients and efforts to be taken to inculcate the mobile banking habits and how important it is to have the customers mobile banking enabled.

### Objectives

- To analyze the mobile banking services rendered by Indian banks
- To study the behavior and awareness of mobile banking services in India
- To focus on the implementation of mobile banking facilities for the housing products

### Research Methodology

The study focuses on the mobile banking facilities provided by Indian banks and in specific to analyze the benefits of introducing the mobile banking facilities into housing finance, the primary data is collected through questionnaire and the sample size is 100 respondents. The secondary data is collected from the internet and other sources.

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**Keywords:** Mobile banking, Mobile Banking Services, Customer Response, TRAI

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## Wholesale Banking: New Growth Strategy for Indian Banks

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**Abstract**—Global financial crisis has affected banking and financial sector substantially. Though in India the effect is comparatively less than the Europe and USA, one cannot take it lightly. Post crisis development in the form of recovery is also not stable and uncertainty do prevails in India too. Under such environment Indian banks need to think of new strategy for growth. Considering the wide geographical variation in terms of development in India, single growth strategy for the entire bank is not sufficient to achieve desired result.

Two way strategy for growth, one for rural and semi urban areas and the other for urban areas is required for Indian banks. While in rural areas focus should be on retail banking, but in urban areas it should be on 'Wholesale Banking'. Retail banking, as a part of Financial Inclusion programme, is unavoidable. Wholesale banking is deliberate strategy to be adopted for growth by Indian banks.

In the proposed paper issues like What is wholesale banking? How it would be an effective strategy for growth? What are the challenges in the way of wholesale banking in India? How to face these challenges effectively? etc are covered.

The paper is a result of pilot study undertaken on the subject. The study is mainly based on secondary data. However, unstructured interviews of the people related to banking sector are also a source of data in the paper.

The study would be useful to Indian banks in designing wholesale banking strategy for their growth.

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**Keywords:** Wholesale banking, Retail banking, Growth strategy, Financial inclusion.

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