

15 Million Users Banking Online

The Indian active online audience is nearing the 60M mark, growing about 30% annually, of which 25% are found on online banking-websites

Activity on these sites is usually two-fold:

Access of information & content related to banking products

Use of online (net) banking for checking account balance, transfers, transactions & bill payments



Key highlights:

- This category has grown by over 35% over the last year, more rapidly than the growth of the active Internet users in India (28-30%)
- Non-metro cities are now contributing equal to the Metros, when it comes to share of users. This is more in the case of public sector banks like State Bank of India and is also directly related to the branch network of a particular bank.
- Mobile/Telecom payment is one of the largest types of payment done online
- Users with income > `5 Lacs drive 33% usage indicating growing adoption of online banking by the salaried class and professionals

The online behavior within the online banking category is the revealed behavior captured from the ViziSense panel of 100,000 + folks (as of November 2010). Net usage dynamics and behavior was captured from the 'active' internet users in each month, for the period Oct 2009 to Oct 2010.

Key questions answered in this report

Growth of online banking as a category in past one year

Are there any significant demographic differences between users of bank websites? Does any specific age group or income group prefer any particular bank website?

What are the demographics of people doing online banking?

How many people do net banking, online payments and other activities?

Which are the top bank websites and the amount of user duplication among them?

Who are these people who do online payments?

Which day of the week and what time of the day do people do online banking?

What are the types of online payments?

Which bank sees maximum repeat users on a monthly basis?

On which bank do users spend maximum time?

The entire report is available in PDF format.

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