



**UTI BANK**



# Financial Branding

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# Perceptions

- General Apathy
- Indifference
- Lack of Strong Brands
- Banks - ICICI, HDFC
- Offerings - lack of distinctions

# Competitors

- ICICI
- HDFC
- State-Owned
- International
- Values

# Core Offerings

- Consumer Banking Services
- Non-Profit (NGOs)
- Police
- Growing User Base

# Strengths, Weaknesses

- High Recall
- Consistently Ranked 3rd among non-State owned banks
- Highly rated Customer Service
  
- Advertising presence
- Positive dispensation
- Internet services

# Our Suggestions



- Design
- Aesthetics



# At the business end

- International presence
- Tie-ups



# Internet

- Web Development
- API-Interface for Web-Banking, Trading
- RFiD tagging
- Smart Cards
- Mobile Telephony / WiSSL
- Biometric Identification



half empty or half full?

how  
does your  
bank treat  
your money?



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taking responsibility for life.

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trust us. we're your bank.

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Home is behind,  
the World ahead  
and there are many  
paths to tread

choose wisely.

 UTIBANK



simplify life.

5035 C97

14440 W

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# Storyboard

man in store with wife. pays  
for purchases by just flash-  
-ing his cellphone at a screen  
in the store

on-screen + Mobile Web

man at petrol pump. pays for  
fuel by just flashing his cre-  
-dit card at the fueling stat-  
-ion screen.

+ RFID

wife in posh fashion store  
scans her retina in the store  
and buying assistant gets si-  
-zing information, alteration  
work and payment.

+ Biometrics

simplify life  
choose wisely

welcome to the future of  
banking

UTI Bank. Simplifying Life

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