**Impact of globalization on Indian banking system**

The concept of Globalization infers that the globe is a single unit which functions as one when it comes to decision-making. In other words, Globalization implies the free movement of goods, services and capital throughout the world. Globalization involves the opening up of national economies to global markets through banking up gradation.

The entire banking sector has undergone a restructuring during recent years as a result of recent developments. New technologies have added to the competition. The IT revolution has made it possible to provide ease and flexibility in operations to customers thus making life simpler and easier. Rapid strides in information technology have, in fact, redefined the role and structure of banking in India.

Further, due to exposure to global trends after Information explosion led by Internet, customers - both Individuals and banks - are now demanding better services with more products from their banks. The financial market has turned into a buyer's market. Banks are also coping and adapting with time and are trying to become one-stop financial supermarkets. The market focus is shifting from mass banking products to everywhere banking with the introduction of value added and customized products due to globalization. The following impacts should also be considered:

1. Public Sector Banks like SBI have also started focusing on this area. SBI plans to open 100 new branches called Personal Banking Branches (PBB) this year. The PBBs will also market SBI's entire spectrum of loan products: e.g. housing loans, car loans, personal loans, consumer durable loans, education loans, loans against shares and financing against gold.
2. Customized banking products, such as Investment Advisory Services; photo-credit cards; cash Management services; Investment products and Tax Advisory services have already been introduced by a few foreign and private sector banks which is due to globalization of banking services.
3. A few banks have gone in to market mutual fund schemes. Eventually, the Banks plan to market bonds and debentures, when allowed. Insurance peddling by Banks will be a reality soon.
4. The recent Credit Policy of RBI announced on April 27, 2017 has further facilitated the entry of banks in this sector. Banks also offer advisory services termed as 'private banking' to "high relationship value" clients.
5. The bank of the future has to be essentially a marketing organization that also sells banking & insurance products. New distribution channels are being used; more & more banks are introducing services like disbursement and servicing of consumer loans, Credit card business.
6. Direct Selling Agents (DSAs) of various Banks go out and sell their products. They make house calls to get the application form filled in properly and also take your passport-sized photo. Home banking has already become common. Now, you can order a draft or cash over the phone or internet and have it delivered home. ICICI was the first among the new private banks to launch its net banking service, called Infinity. It allows the user to access account information over a secure line, request cheque books and stop payment, and even transfer funds between ICICI Bank accounts. Citibank has been offering net banking to customers.
7. Products like credit cards, debit cards, flexi deposits, ATM cards, personal loans including consumer loans, housing loans and vehicle loans have been introduced by a number of banks.

Banking in India has immense potential, given the population figures in our country. With a little effort, careful planning and timely legislation this industry can be brought on par with the best banks in the world and same is also coined by globalization.