

## **Asia Transaction Banking Service into India**

(Sydney – 29<sup>th</sup> April 2003) The Indian corporate and commercial transaction banking market is growing rapidly in importance to bankers delivering regional solutions to customers and looking to capitalize on wealth management opportunities in the Subcontinent.

Demand for Trade Finance, increasing interest from good quality credits for non-Rupiah debt and a growing capital markets environment, has prompted East & Partners to extend its two year old Asian Transaction Banking analysis service to India. “We have seen escalating focus amongst our bank clients on the subcontinent”, notes Paul Dowling, East’s Principal Analyst “and it’s an attractive market for banks looking at extending their Asia Pacific regional capabilities.”

The existing service will extend its coverage to the Top 100 corporates and institutions in India from July and cycle a six-monthly interviewing program with their CFOs and Treasurers, monitoring key market developments in:

- Uplift of transaction banking products
- Market share and share of wallet performance amongst banks
- Detailed customer satisfaction experiences
- Account churn behaviour and forecasts

India will be added to the existing 9 countries surveyed in The Asia Corporate Transaction and e-Banking report.

“Our Asian Corporate Transaction Banking Report provides accurate measurement of market share, detailed analysis of performance indicators, and the competitive positions of key service providers”, according to Rita Lim, Asia Director for East & Partners. “Traditionally a market of international traders, India’s top-end corporate market has become a sophisticated user of transaction banking services and has globalised itself over the past ten years. It is a natural extension to our existing primary research on the top 900 Asian corporates.”

For further information on how the extension of this program may assist please contact:

Rita Lim  
Asia Director  
East & Partners Pty Ltd  
Tel: 61-2-9004 7855  
Fax: 61-2-9004 7070  
Mob: 61-416 187 080  
[rita.l@east.com.au](mailto:rita.l@east.com.au)