














## **DELIVERY CHANNEL IN RETAIL BANKING**

### **What are Delivery Channels?**

Delivery channels are the **various methods banks use to offer products and services** to customers, ensuring accessibility, convenience, and efficiency.

### **Types of Banking Delivery Channels**

 <b>Category</b>	 <b>Delivery Channels</b>	 <b>Examples</b>
 <b>Physical Channels</b>	 <b>Branch Banking,</b>  <b>Extension Counters</b>	SBI, HDFC, ICICI Bank branches
 <b>Remote Channels</b>	 <b>ATMs,</b>  <b>Internet Banking,</b>  <b>Mobile Banking</b>	UPI, Net Banking, Google Pay
 <b>Intermediary Channels</b>	 <b>Business Correspondents (BCs),</b>  <b>Business Facilitators (BFs)</b>	BC agents in rural areas

### **1 Physical/Direct Banking Channels**

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### ✳️ Branch Banking: The Heart of Retail Banking

🔑 **Bank branches** remain the **most trusted** mode of banking despite digital innovations. Customers still prefer **face-to-face** interactions for key transactions.

### ✳️ Why Are Branches Important?

- ✓ 🏢 **Increases customer confidence** → Physical presence makes banking feel **secure & reliable**
- ✓ 🤝 **Personalized banking services** → Relationship managers offer **tailored solutions**
- ✓ 🛡️ **Better dispute resolution** → Instant help for fraud, complaints & loan queries

### 🏢 **Extension Counters: Mini-Branches for Customer Convenience**

- ✓ Provide **basic banking services** (cash deposits, withdrawals, passbook printing)
- ✓ Located in **high-demand areas** (universities, railway stations, large offices)

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### 2 Remote Banking Channels

 ATMs: Anytime, Anywhere Banking  

✓ Cash withdrawal & deposits

✓ Balance inquiries & mini statements

✓ Bill payments & fund transfers

 **Internet Banking:** The Digital Transformation  

✓ Fund transfers (NEFT, RTGS, IMPS, UPI)

✓ Loan applications & EMI payments

✓ Bill payments & investment services



 **Mobile Banking:** Banking at Your Fingertips 

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- ✓ UPI payments, instant fund transfers
- ✓ Mobile deposits, bill payments, & investment tracking
- ✓ Loan & credit card management

### 3 Business Correspondents (BCs) & Business Facilitators (BFs)

 Business Correspondents (BCs): Bringing Banks to Remote Areas 

- ✓ Acts as an agent of the bank to provide banking services in rural areas
- ✓ Assists in account opening & transactions (deposits, withdrawals, remittances)
- ✓ Enhances financial inclusion & digital adoption

### Why BCs are Game-Changers?

- ✓  Last-mile banking access

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✓ 💰 Cost-effective expansion strategy for banks

✓ 👤 Local understanding & trust-building





🔑 **Business Facilitators (BFs):** Creating Banking Awareness

✓ Help people understand banking services & products

✓ Guide customers in documentation, loan applications & financial literacy

✓ Cannot conduct transactions but assist in bank processes










📊 Summary Table: **Banking Delivery Channels**

 Delivery Channel	 Features	 Benefits	 Example
Branch Banking	In-person	Personalized	ICICI Wealth

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 <b>Delivery Channel</b>	 <b>Features</b>	 <b>Benefits</b>	 <b>Example</b>
	banking services, customer interactions	service, trust, brand loyalty	<b>&amp; Management Centers</b>
<b>Extension Counters</b> 	Mini-branches at strategic locations	Increases accessibility & convenience	<b>SBI campus banking counters</b>
<b>ATMs</b> 	24/7 cash deposits, withdrawals, mini statements	Reduces branch visits, improves efficiency	<b>HDFC Cash Deposit ATMs</b>
<b>Internet Banking</b> 	Online fund transfers, loan applications	Quick banking with zero wait time	<b>HDFC NetBanking Loan Disbursal</b>
<b>Mobile Banking</b> 	UPI, payments, bill	Contactless, secure	<b>Google Pay, &amp; PhonePe,</b>

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 Delivery Channel	 Features	 Benefits	 Example
	instant fund transfers	instant transactions	Paytm
<b>Business Correspondents (BCs)</b> 	Doorstep banking in remote areas	Increases financial inclusion	BOB's BCs in rural India
<b>Business Facilitators (BFs)</b> 	Educates people on banking services	Enhances financial awareness & literacy	Axis Bank's BF initiatives


### Key Takeaways

-  Multiple banking channels ensure seamless service delivery
-  Customers prefer a mix of traditional (branches) & modern (digital banking)
-  BCs & BFs drive financial inclusion in unbanked areas
-  Banks must innovate & digitize to stay competitive





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 **Automated Teller Machines (ATMs): Anytime, Anywhere Banking.** An **ATM** is a self-service **electronic banking device** that allows customers to conduct financial transactions **without human assistance.**

### Why Banks Set Up ATMs?

- ✓  **24/7 Convenience** – Withdraw cash anytime
- ✓  **Reduces Teller Workload** – Reduces branch crowding
- ✓  **Cost-Effective** – ATM transactions are **cheaper** than counter transactions
- ✓  **Expands Banking Reach** – Serves customers beyond branch networks




### Types of **ATMs for Retail Customers**

 <b>ATM Type</b>	 <b>Location</b>	 <b>Features</b>
<b>On-Site ATM</b>	Inside branch premises	Cash withdrawals, deposits, fund transfers, balance inquiry







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 <b>ATM Type</b>	 <b>Location</b>	 <b>Features</b>
<b>Off-Site ATM</b>	Away from bank branches	Located in malls, railway stations, airports for convenience
<b>White Label ATM (WLA)</b>	Set up by <b>private non-bank entities</b>	Allows transactions for multiple banks
<b>Brown Label ATM</b>	Owned by banks but managed by third-party service providers	Bank branding, cost-efficient




### **ATM Transaction Charges (As per RBI Guidelines)**

 <b>Transaction Type</b>	 <b>Location</b>	 <b>Free Transactions</b>	 <b>Charges (Beyond Free Limits)</b>
<b>Same Bank ATM</b>	<b>Any Location</b>	5 Free Transactions	₹21 per transaction
<b>Other Bank ATM</b>	<b>Metro Cities</b>	3 Free Transactions	₹21 per transaction
<b>Other Bank ATM</b>	<b>Non-Metro</b>	5 Free Transactions	₹21 per transaction

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 Transaction Type	 Location	 Free Transactions	 Charges (Beyond Limits)
ATM	Cities	Transactions	Free (Beyond Limits) Free transaction

 Example: A PNB savings account holder gets 3 free transactions per month at HDFC ATMs in Delhi, but pays ₹21 for additional withdrawals.  

### White Label ATMs (WLAs)

- ✓ Owned & operated by non-bank entities
- ✓ Open to customers of all banks
- ✓ RBI authorizes companies under the Companies Act, 1956 to run WLAs
- ◆ **White Label ATM Operators (WLAO)** in India:
  - ✓ Tata Communications – Indicash

✓ Muthoot Finance – Muthoot ATMs

✓ Vakrangee Ltd – Vakrangee ATMs

### ⚠ **Common ATM Issues & Risk Management**

🚫 **Frequent ATM Breakdowns**

🔧 **Causes**

✓ Power/network failure ⚡ 🚫

✓ Cash handler faults 🚫

✓ Machine breakdowns 🔧

✅ **Bank Measures**

✓ **Periodic maintenance visits** by ATM channel managers

✓ **Real-time monitoring** of ATM uptime

✓ **Root Cause Analysis (RCA)** for repeated failures

✗ **Discrepancies in Cash Dispensation**

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✓ Less than 0.15% of total complaints relate to short/non-dispensed cash

✓ Resolution within 7 days (Regulatory Mandate)



✓ Banks must pay ₹100/day as compensation for delayed reversals beyond T+5 days

### ⊘ Cash-Out Issues (ATMs Running Out of Cash)

✓ Proactive monitoring ensures ATMs are optimally loaded

✓ Forecasting demand based on transaction trends 

✓ Priority cash refills during peak hours 

📌 Example: RBI fined major banks in 2021 for frequent cash-outs in ATMs!  

### Quality of Notes in ATMs

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- ✓ ATMs are loaded with fresh or ATM-fit notes
- ✓ Hi-tech note sorting machines ensure clean & usable currency
- ✓ Regular training for agency custodians 🚀

### 🔒 Security Measures for ATMs

- ✓ 👮 Caretakers at off-site ATMs to discourage tampering
- ✓ 🚓 Regular police beats at sensitive locations
- ✓ 🔑 Security Screen on ATM → Customer must confirm digits entered
- ✓ ✕ Auto Logout for invalid PIN attempts

### 🔄 Key Takeaways

- ✓ ATMs offer customers convenience, security, and financial independence
- ✓ White Label ATMs (WLAs) increase access to banking in rural areas
- ✓ Banks must monitor ATM performance & ensure security

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✓ Regulatory compliance ensures free transactions & fraud prevention

📌 "The future of banking is self-service!" 🚀💰

🏢 Customer Awareness & Electronic Payment Systems



### 🔄 Customer Awareness & Education Measures 📣

✓ Posters & Notices 📄 – Safety tips at ATM machines

✓ User Manual & Guidelines 📖 – Provided with ATM cards

✓ Print & Radio Advertisements 📻 – Spreading awareness





✓ Customer Feedback Surveys 📞 – Phone calls & online reviews

📌 **Example:** SBI & ICICI Bank run SMS & email campaigns about safe ATM & online transactions! ✉️

### 🏧 Process of ATM Operations 📱

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- 1 Insert ATM Card → Card recognition process starts
- 2 Enter PIN (  4-digit number) → Security validation
- 3 Select Transaction Type → Withdraw, Deposit, Transfer, Inquiry
- 4 Enter Amount  → System verifies balance
- 5 Cash Dispensed  → Receipt is printed
- 6 Card Ejected  → Transaction complete

 **Example:** If a customer enters wrong PIN thrice, the ATM seizes the card for security!  


### Cash Recycling Machines (CRMs)

- These are advanced self-service banking devices that combine the functions of an ATM and a cash deposit machine.
- These machines are designed to automate cash transactions for both cash withdrawals and cash deposits, without visiting a traditional bank branch.

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### Point of Sale (PoS) Terminals




- ✓ Electronic device for payment processing
- ✓ Used in retail stores, restaurants, malls 
- ✓ Supports debit cards, credit cards, UPI, & mobile wallets

 Example: Swiping an **HDFC Bank Debit Card** at a supermarket PoS terminal for a ₹1500 purchase.  

### Features of PoS Terminals

- ✓ Used for sale & purchase payments 
- ✓ Cash Withdrawal at PoS  – RBI permits up to ₹2000/day in Tier-I cities
- ✓ Enables Digital Transactions  – UPI, NFC, QR code payments




### Types of PoS Terminals

 PoS Type	 Function	 Example
Electronic Cash Registers	Used in high-volume retail stores	Reliance Smart, Big Bazaar
Dial-up	Connects via telephone line	Old retail stores











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 PoS Type	 Function	 Example
Terminals	for payment authorization	& petrol pumps
Mobile PoS (mPOS)	Works via smartphone app & Bluetooth	Paytm, PhonePe mPOS

### PoS Transaction Process

 Step	 Description
 <b>Select Products/Services</b>	<b>Merchant Enters</b> Customer adds items to cart
 <b>Merchant Enters Amount</b>	Customer adds items to cart
 <b>Customer Provides Payment</b>	POS terminal records purchase value
 <b>Payment Verification</b>	Swipes card, taps mobile wallet, or scans QR
 <b>Transaction Approved</b>	PoS terminal connects to bank for authorization
 <b>Fund Settlement</b>	Receipt printed/digital confirmation
	Merchant receives payment from

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 Step	 Description
	the bank

### Key Takeaways

- ✓ ATMs & PoS improve banking accessibility & cashless transactions
- ✓ Cash Recycling Machines (CRMs) enable 24/7 cash deposits & withdrawals
- ✓ PoS terminals enhance digital transactions across retail businesses
- ✓ Security measures ensure fraud prevention in ATM & PoS transactions

### **Internet Banking in Retail Banking**







#### **What is Internet Banking?**




Internet Banking is a **digital banking service** that allows customers to **access their bank accounts and perform transactions online** without visiting a branch. ✓

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### Types of Internet Banking Services












 Service Type	 Description
<b>Basic Level Service</b> 	Provides <b>information only</b> about banking products & services (No transactions).
<b>Simple Transactional Websites</b> 	Customers can <b>submit requests &amp; applications</b> but no fund transfers.
<b>Fully Transactional Websites</b>  	Enables <b>fund transfers, bill payments, online bookings, and investments.</b>

 **Example: ICICI Bank Internet Banking** allows users to pay utility bills and shop online via Net Banking.  

### Key Internet Banking Services by Indian Banks IN





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Service 	Description 
<b>View Account Balance</b> 	Check real-time account balance.
<b>View Transactions</b> 	Track recent bank transactions.
<b>Generate Account Statements</b> 	Download transaction history.
<b>Fund Transfers (NEFT/IMPS/RTGS)</b> 	Transfer money between accounts.
<b>View Loan &amp; RD Accounts</b> 	Monitor loans & recurring deposits.
<b>Pay Indirect Taxes (GST, etc.)</b> 	Pay <b>GST &amp; service tax</b> online.
<b>Pay Direct Taxes (Income Tax, TDS, etc.)</b> 	Make <b>income tax/TDS payments</b> .
<b>Utility Bill Payments</b> 	Pay electricity, water, and phone bills.
<b>Book Tickets &amp; Hotels</b> 	Reserve flights, train tickets & hotels.
<b>Invest in Mutual</b>	Buy/sell <b>mutual funds, IPOs, and gold</b>

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Service 	Description 
Funds & IPOs 	bonds.
Merchant Payments 	Shop online & pay via <b>Net Banking</b> .

### Who Can Use Internet Banking?

- ✓ **Proprietary Concerns** – Small business owners.
- ✓ **Corporate Customers** – Companies, Trusts, Societies.
- ✓ **Individuals** – Account holders with **Single, Either or Survivor mode**.

### Who Can't Use Internet Banking?

- ✗ **Joint Account Holders** (without EoS mode).
- ✗ **Minors** (below 18 years).








### How to Apply for Internet Banking?

- ✓ **Step 1:** Submit an **Application Form** online or at the bank.
- ✓ **Step 2:** **KYC Verification** (ID & Address Proof Required).








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- ✓ **Step 3: Link Bank Account** to Net Banking.  
- ✓ **Step 4: Bank provides User ID & Password Setup.** 
- ✓ **Step 5: Activation of Internet Banking** for customer. 
- ✓ **Step 6: First-Time Login & Security Setup.** 
- ✓ **Step 7: Enjoy secure digital banking!**  


### **RBI Guidelines for Internet Banking**



- ✓ **Prior Approval Required:** Banks must obtain **RBI's approval** before offering internet banking services.  ✓
- ✓ **Security Compliance:** A **security policy** must be submitted with a certificate from an **independent auditor** confirming compliance with RBI's minimum security requirements.  
- ✓ **Reporting Security Breaches:** Banks must report any **security failures** to RBI. RBI may **order a special audit** in case of breaches.  

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✓ **Inter-Bank Payment Gateway:** Banks must set up **secure inter-bank payment gateways** for processing digital transactions.  

✓ **Cheque Clearing System Membership:** Only banks that are part of the **cheque clearing system** can participate in inter-bank payment gateways. ✓ 

✓ **Mandatory Risk Disclosure:** Customers must be **informed** of risks, responsibilities, and liabilities before using internet banking.  

📌 **Example:** **SBI Internet Banking** follows RBI-mandated encryption protocols for online fund transfers.  

### **Internet Payment Gateway (IPG) – Secure Online Transactions**

◆ **What is an Internet Payment Gateway (IPG)?**  
An **IPG** is an interface that enables **secure** internet payments through **credit/debit cards & net banking**.  





#### ◆ **Key Features of IPG**




✓ **Secure transactions with encryption** 

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- ✓ Supports Visa/MasterCard/RuPay payments 
- ✓ Merchant KYC verification required before activation 
- ✓ Real-time transaction tracking for merchants 
- ✓ High-security standards to prevent fraud 

 Example: Amazon Pay & Google Pay use RBI-compliant payment gateways for secure transactions.  








### Internet Banking Security Measures




 Security Feature	 Description
<b>Technology Standards</b> 	Use of latest encryption & firewall technology to prevent cyber threats.
<b>Verification of Digital Signatures</b> 	Authenticates online transactions using <b>digital certificates</b> .
<b>Public Key Infrastructure (PKI)</b> 	Uses <b>public-private key encryption</b> for secure authentication.
<b>Security Policies</b> 	Banks must <b>establish strict security policies</b> for customer safety.
<b>Data Privacy</b>	Protects <b>customer data</b> from






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 Security Feature	 Description
Protection 	unauthorized access & cyber threats.
Risk Assessment & Mitigation 	Banks conduct periodic risk assessments & security audits.
Secure Network Architecture 	Firewalls & monitoring systems prevent hacking attempts.



 Example: HDFC Net Banking requires 2FA (Two-Factor Authentication) for login & fund transfers.  

### Summary Table: **RBI Guidelines & Security Measures**

Category	Key Points
RBI Guidelines 	Approval required, security audits, inter-bank gateways, risk disclosures.
Internet Payment Gateway 	Secure transactions via credit/debit cards & net banking.
Security Measures 	Encryption, digital signatures, secure networks, firewalls, PKI authentication.

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Category	Key Points
Risk Mitigation 	Periodic audits, fraud detection, data privacy enforcement.
Examples 	SBI, HDFC, ICICI, Amazon Pay, Google Pay, RuPay, Visa, MasterCard.

 "Internet banking is safe when RBI guidelines & security protocols are followed!" 

### Mobile Banking & Digital Payments Guide

 Mobile Banking – Banking at Your Fingertips!  

#### What is Mobile Banking?

It is a **digital banking service** that allows customers to access and manage their bank accounts using **mobile devices like smartphones & tablets**  .

◆ Check balances & transactions

◆ Fund transfers within & outside the bank

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- ◆ Real-time alerts & notifications
- ◆ Bill payments & mobile recharges
- ◆ Loan applications & EMI payments

📌 Example: SBI YONO, ICICI iMobile, HDFC Mobile Banking

provide seamless banking on mobile apps.  


### Transaction Limit in Mobile Banking

✓ No daily cap on transactions for purchases of goods/services 

✓ Bank-specific transaction limits based on risk assessment

✓ Board approval required for setting transaction limits



📌 Example: HDFC Bank caps fund transfer at ₹2 lakh per day on mobile banking  

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⚡ **Immediate Payment Service (IMPS) – 24x7 Fund Transfers** 🚀 📱

- ◆ Real-time money transfer system ✓
- ◆ Instant credit to beneficiary 🔄 💰
- ◆ Available 24x7, including holidays 📅 🎉
- ◆ Safe, secure & fast transactions 🔒 🚀




### How to Send Money via IMPS?

Transfer Method	Details
📱 Using MMID	Sender & receiver must register for <b>Mobile Banking</b> & get <b>Mobile Money Identifier (MMID)</b> .
📄 Account No. & IFSC	If beneficiary does not have MMID, transfer using <b>IFSC Code &amp; Account Number</b> .
🆔 Aadhaar	Using IMPS transfer using <b>Aadhaar-linked bank account</b> for seamless transactions.







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Transfer Method	Details
(ABRS)	

 **Example:** Transfer ₹50,000 instantly from **HDFC to SBI** via **IMPS** using mobile banking.  








### **Unified Payments Interface (UPI) – India's Digital Revolution**


- ✓ Developed by NPCI for real-time payments 
- ✓ Instant fund transfer through mobile apps  
- ✓ Cashless transactions using VPAs or QR codes 
- ✓ Peer-to-Peer (P2P) & Peer-to-Merchant (P2M) payments
- ✓ Safe, secure & seamless transactions  

### **Key Features of UPI**



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Feature	Details
 <b>Multiple Payment Methods</b>	Payments via mobile app, web, QR codes  
 <b>Multiple Bank Accounts</b>	Link multiple bank accounts to one UPI ID <input checked="" type="checkbox"/>
 <b>Virtual Address (VPA)</b>	Transactions using <b>UPI ID</b> instead of <b>account number</b>
 <b>Highly Secure</b>	<b>2FA, PIN authentication &amp; encryption</b> for protection
 <b>Instant Transactions</b>	Money transfer happens in <b>real-time</b>

 Example: Pay ₹5000 to a shop via UPI on Google Pay using QR Code.





 Summary Table: **Mobile Banking & Digital Payments**

Category	Key Details
 <b>Mobile Banking</b>	Check balances, fund transfers, bill payments, alerts & more.
 <b>IMPS</b>	Real-time, 24x7 fund transfers using

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Category	Key Details
	MMID, IFSC, Aadhaar.
 UPI	Instant transactions via UPI ID, QR Code, mobile number.
 Transaction Limits	No daily cap on purchases, per-transaction limits as per banks.
 Security Measures	2FA, PIN, encryption, secure network authentication.
 Examples	Google Pay, PhonePe, Paytm, SBI YONO, HDFC iMobile.

 "Mobile banking & UPI have transformed digital payments in India!" IN 

UPI 2.0: Complete Details in Simple Points IN 

### What is UPI 2.0?

 UPI 2.0 is the upgraded version of India's **Unified Payments Interface (UPI)**. It adds new features to make digital payments safer, smarter, and more flexible!  

**Key Features of UPI 2.0** 📱🌟

**1. Overdraft Facility (OD) Linked to UPI** 🏠💡

- **What?** Link your **Overdraft Account** (like a temporary loan from your bank) to UPI.
- **Benefit:** Pay even if your main account has low balance! 📄
- **Example:** Need to buy groceries but short on cash? Use OD via UPI! 🛒

**2. One-Time Mandate for Future Payments** 📅🔒

- **What?** Block money now for a payment to be auto-debited later.
- **Benefit:** Perfect for **e-commerce orders** (like Amazon/Flipkart) or **subscriptions** (Netflix). 📦📺
- **How?** Approve the mandate → Money is deducted **only when the product is delivered.** ✅

**3. Invoice in Inbox** 📄📥



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- **What?** Merchants can send **digital invoices** directly to your UPI app.
- **Benefit:** Check invoice details (amount, product info) **BEFORE** paying! 📄 👁️

### 4. Signed Intent & QR Codes 🔒 📱

- **What?** QR codes now have a **digital signature** to confirm the merchant is verified.
- **Benefit:** No more fake QR scams! 🛡️ 🚫

### 5. Higher Transaction Limits for Specific Cases 📈 📁

- **What?** Bigger payments allowed for **stock trading, medical bills, education fees.**
- **Example:** Pay ₹2 lakh for hospital bills via UPI (earlier limit was ₹1 lakh). 🏠 🏥 📄

## UPI 1.0 vs UPI 2.0: Comparison Table 📊

Feature	UPI 1.0 <b>VS</b> UPI 2.0
Overdraft Facility	✗ Not Available → <b>✓</b> Available
Mandate (Future Payment)	✗ Simple → <b>✓</b> Block money for later
Invoices	✗ No → <b>✓</b> View in app before





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Feature	UPI 1.0 <input type="checkbox"/> VS <input checked="" type="checkbox"/> UPI 2.0
	paying
QR Code Security	✗ Basic → <input checked="" type="checkbox"/> Signed & Secure
Transaction Limits	✗ Lower → <input checked="" type="checkbox"/> Higher for special cases

### UPI 2.0 Summary Table





Feature	What It Does	Benefit
<b>Overdraft Facility</b>	Links OD account to UPI	Pay even with low balance 
<b>One-Time Mandate</b>	Blocks money for future payments	Safe for pre-orders 
<b>Invoice in Inbox</b>	Shows invoice details before payment	Avoid fraud & wrong payments  <input checked="" type="checkbox"/>
<b>Signed QR Codes</b>	Adds digital signature to QR codes	No fake merchant scams 

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Feature	What It Does	Benefit
<b>Higher Limits</b>	Allows bigger payments for special needs	Pay education/hospital bills easily  

### Why UPI 2.0 Rocks? IN

-  **Safer:** No frauds with signed QR codes.
-  **Smarter:** Pay later with mandates.
-  **Flexible:** Use OD accounts or pay big bills.
-  **Transparent:** Check invoices before paying.