

### BCG

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SWIFT is a global member-owned cooperative and the world's leading provider of secure financial messaging services. We provide our community with a platform for messaging, standards for communicating and we offer products and services to facilitate access and integration; identification, analysis and financial crime compliance. Our messaging platform, products and services connect more than 11,000 banking and securities organisations, market infrastructures and corporate customers in more than 200 countries and territories, enabling them to communicate securely and exchange standardised financial messages in a reliable way. As their trusted provider, we facilitate global and local financial flows, support trade and commerce all around the world; we relentlessly pursue operational excellence and continually seek ways to lower costs, reduce risks and eliminate operational inefficiencies. Headquartered in Belgium, SWIFT's international governance and oversight reinforces the neutral, global character of its cooperative structure. SWIFT's global office network ensures an active presence in all the major financial centres.

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SWIFT India Domestic Services Pvt Ltd ("SWIFT India") is a joint venture created by SWIFT SCRL (Society for Worldwide Interbank Financial Telecommunication), the global banking cooperative, and (in alphabetical order) Axis Bank, Bank of Baroda, Bank of India, Canara Bank, Citibank, HDFC Bank, ICICI Bank, Punjab National Bank, Standard Chartered Bank, State Bank of India and Union Bank of India, to address domestic market needs of the Indian financial services industry. Based on proven SWIFT technology, the company provides messaging services to domestic market infrastructures, banks and corporates, enabling the financial community to exchange automated, standardised financial information securely and reliably, thereby reducing costs and risks, improving compliance and services to its customers. SWIFT India's mission is to support the community in the next wave of banking industry transformation. SWIFT has been operating in India since 1991. SWIFT India is the first platform in India to enable corporates, banks, securities participants and market infrastructures to exchange financial messaging. There are 5 corporates (in alphabetical order) Infosys, Mahindra & Mahindra, Reliance Industries Limited, Tata Consultancy Services and Vedanta exchanging trade, payments and cash management & treasury confirmation messages with banks.





### CORPORATE BANKING IN INDIA: A CALL FOR ACTION

SAURABH TRIPATHI

PRATEEK ROONGTA

JITESH SHAH

MAYANK JHA



## EXECUTIVE — SUMMARY—

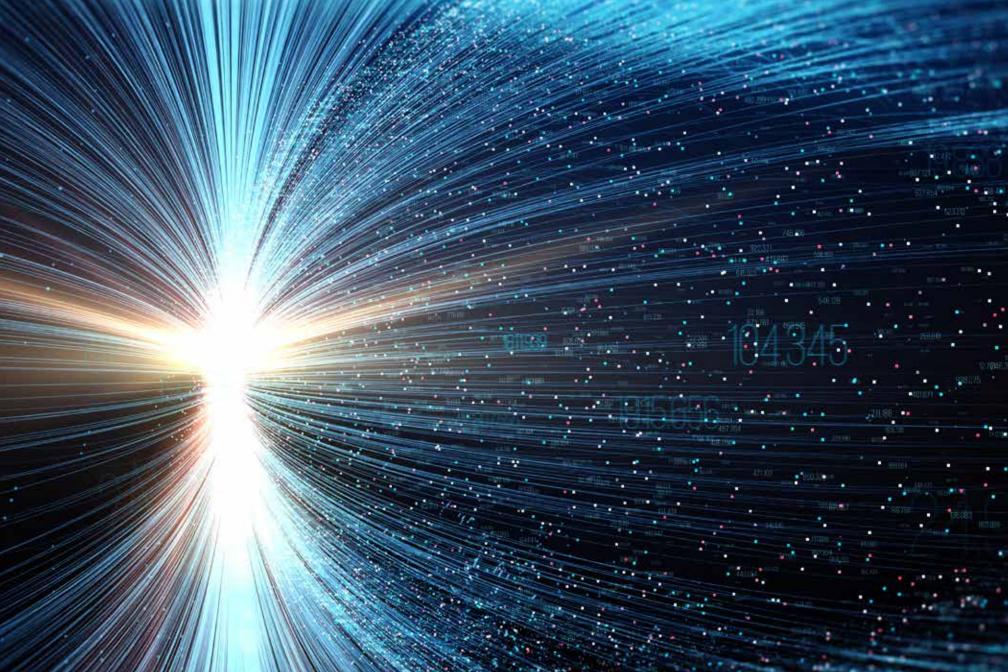
Globally, corporate banking is going through a turbulent phase. Corporate lending margins are reducing, borrowing is shifting towards capital markets, corporate clients are demanding greater digital experience, fintechs are posing as formidable alternatives and frauds are becoming commonplace. Leading corporate banks are shifting their focus on non-lending products such as transaction banking and deposit products, thereby reducing the capital requirements and potential loan losses from lending.

The Indian corporate banking industry is currently operating in a high pressure environment. On one hand, banks are facing mounting challenges from growing corporate NPAs, bans on LOUs/ MOUs and increasing cyber and fraud risks while on the other hand, increasingly sophisticated customers are demanding digital and customized experiences at every point of the journey. Corporate clients in India are not satisfied with the current offerings from their bankers.

This calls for an immediate and urgent action by banks. Corporate banking players who are quick to respond to existing challenges will emerge as champions, with ample potential for future growth. Seven themes emerge as critical for winning in corporate banking:

- Offer industry specific solutions: Different sectors have very different product requirements banks will need to shift from classical sales push to advisory models centered on client needs and experience
- Reboot corporate RM model: Next-Gen RM model requires an overhaul in mindset towards advisory relationships and business deepening, and equipping RMs with technology. Digital enablement of RMs enhances frontline productivity with higher collaboration, transparency and insight
- Unlock full potential of pricing: Moving from a cost-plus to a market based pricing model can help banks improve realization significantly. This requires setting up a centralized pricing team backed by analytics to ensure consistent execution and monitoring
- Digitize end-to-end corporate customer journeys: Digitization of customer journeys can result in massive reduction in turnaround times, coupled with cost reduction and improvement in operational risk
- Fully exploit power of analytics: Leveraging analytics across the entire spectrum of wholesale banking use cases, including planning, sales, risk, pricing, servicing and loyalty management can help improve banks' ROA by 30 50 bps
- Innovative ways of doing credit: Leveraging digital, analytics and automated tools for underwriting and early warning systems can result in faster decision making, quicker default detection and lower cost of monitoring
- Organization enablement against security breaches: The weakest link for frauds is people and culture – not technology. Banks need to establish clear policies and processes, and focus on integrating security and compliance into how people think

Our experience shows that executing this agenda can deliver multi-fold value to banks – in the form of 30-40% increase in revenues and 15-20% reduction in costs, resulting in 0.5%-0.7% improvement in ROA.



### PREFACE

UPDATE ON NATIONAL TRADE PROCESSING CORPORATION OF INDIA (NTPCI) PROJECT BY SWIFT INDIA DOMESTIC SERVICES

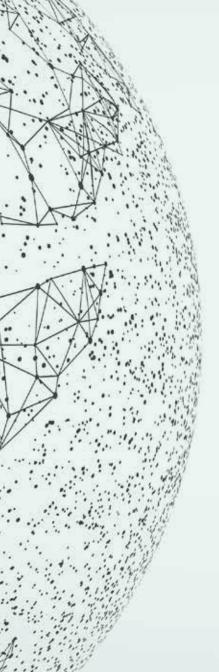
Further to the discussion paper by The Boston Consulting Group on Digitisation of Supply Chains and Trade released at the SWIFT Regional Conference in May 2017, SWIFT has made notable progress on the concept of setting up the National Trade Processing Corporation of India. Basis SWIFT representations, the Indian Banks' Association (IBA) has since set up a Working Group comprising seven large banks, FEDAI and SWIFT India.

The working group has decided to initially focus on four key strategic initiatives:

1. Automation of e-Stamping – Reforming the current process of online stamp duty payment will digitise the communication of unique reference number in a message format. Stock Holding Corporation of India Limited (SHCIL) – which is the agency for e-Stamping on behalf of 4 state governments, will develop the solution as part of the SWIFT India network. In parallel, SWIFT has also approached the Government of India to consider the process legally sustainable.

- 2. Standardization of transport documents (Motor Lorry Receipt) The current process of verification of lorry receipts is very difficult and time consuming. This project would facilitate centralised upload and verification of all lorry receipts. A national repository of lorry receipts may be required to make this happen.
- 3. Corporates to be made part of SWIFT India network Bringing corporates under the SWIFT India network, either directly or through a service bureau, would complement the efforts of individual banks to bring corporates on to their trade platforms. SWIFT India connectivity would offer process standardization across the banking network and corporates would benefit from this operational efficiency.
- **4. Digital issuance and verification Railway Receipts** Railway receipts to be issued digitally and verified online.



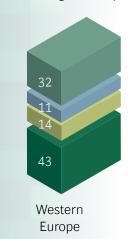


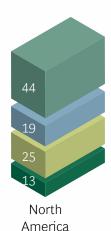
# GLOBAL TRENDS IN CORPORATE BANKING

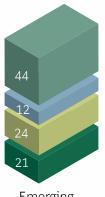
#### Corporate banks globally are struggling to create value

### THREE-YEAR ECONOMIC PROFIT TRENDS OF CORPORATE BANKING DIVISIONS GLOBALLY 2014-2016

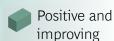
#### Percentage of corporate banking divisions

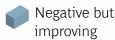


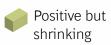


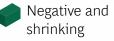












Source: BCG Corporate Banking Performance Benchmarking Survey, 2017.

Note: Emerging markets include those in Asia, Central and Eastern Europe, Latin America, and the Middle East. Economic profit is calculated on the basis of regulatory capital (assumed equal to 10.5% of risk-weighted assets), the lower of actual or expected loan losses, and a pre-tax capital hurdle rate of 16%. Includes corporate banking divisions serving small, midmarket, and large corporate clients.

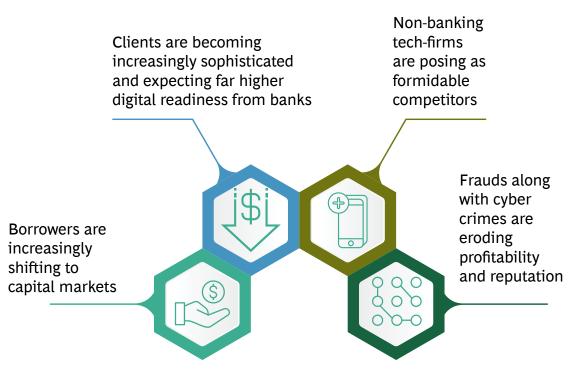






Difference in pre-tax returns on regulatory capital between top quartile and bottom quartile banks

#### Corporate banks face four key challenges in delivering value



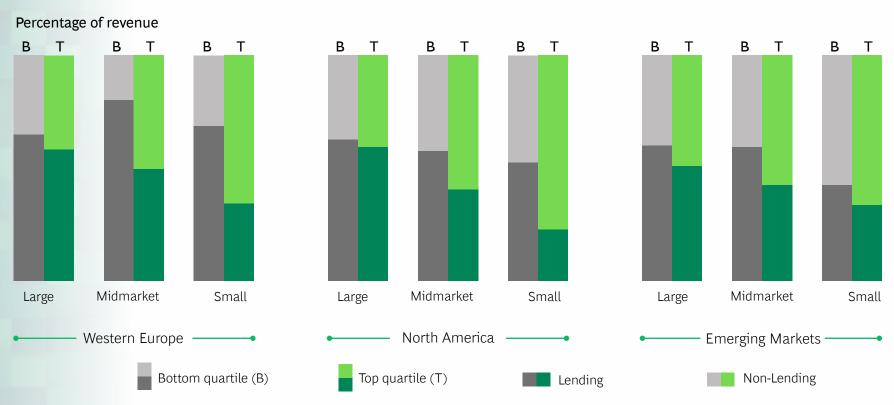


<sup>2.</sup> Client interviews, BCG Digital preference survey (survey of 600 companies from 13 countries in North America, Asia Pacific, South America and Europe), BCG project experience



### Top performing banks deriving higher revenue from non-lending products under increasing pressure on corporate lending

#### THE BEST PERFORMING BANKS HAVE EXPANDED BEYOND CREDIT



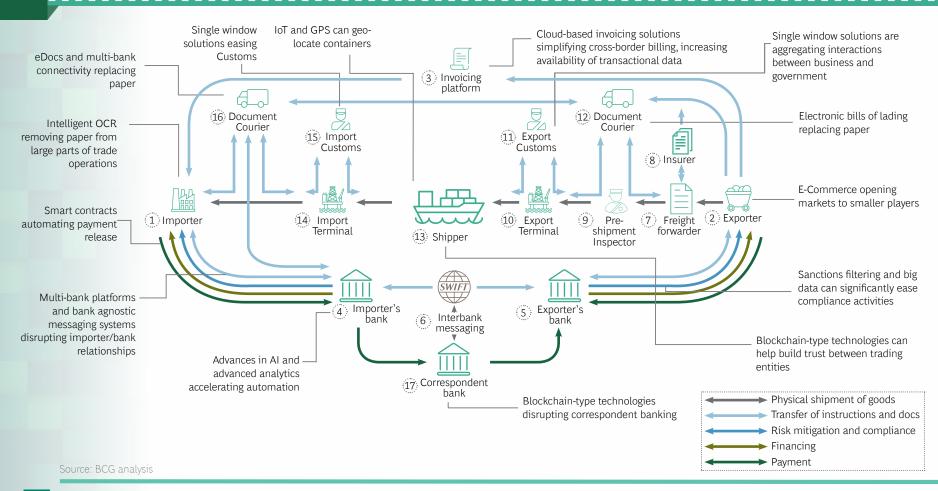
Source: BCG Corporate Banking Performance Benchmarking Survey, 2017.

Note: Emerging markets include those in Asia, Central and Eastern Europe, Latin America, and the Middle East

Leading corporate banking divisions focus on non-lending products such as transaction banking and deposit products, reducing the capital requirements and potential loan losses from lending



### Emerging digital innovations have the potential to transform how trade finance works today





### Technological innovations in trade finance

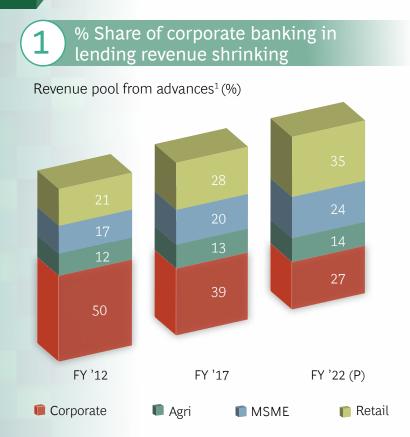
The Marco Polo initiative is for post-shipment trade financing powered by TradeIX and R3 blockchain technology. It enables end-to-end, real-time, seamless connectivity between trade participants, eliminating data silos and causes of inefficiencies and discrepancies

SWIFT Global Payments Innovation (GPI) is enhancing the speed, transparency and end-to-end tracking of cross-border payments. It allows beneficiaries to be credited in seconds, tracks payments end-to-end, offers transparency on fees charged and ensures that remittance data is unaltered

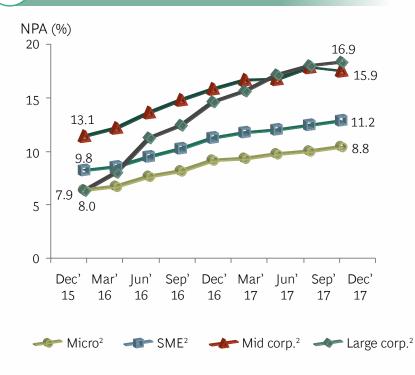




### Indian corporate banking industry: Multiple pressing issues



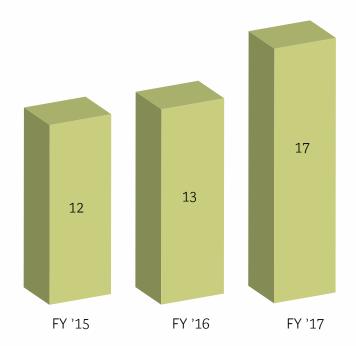




1. RBI; FIBAC productivity survey; Annual reports; Industry discussions; BCG analysis 2. Commercial loans classified into various segments basis ticket size of loan amount disbursed, Micro <1 cr, Small 1cr-25cr, Mid 25cr-100cr, Large >100 cr. Stated credit exposure is fund based

### 3 Increasing fraud risk

Loss in '000 Cr. from cheating/forgery<sup>3</sup>



3. Source: RBI data

### % Share of corporate banking in lending revenue shrinking

The reduction in % value from corporate banking has primarily been driven by:

- Movement of large ticket credit to wholesale markets
- Lingering bad debts in corporate segments leading to lower appetite for corporate lending
- · Pressure on lending margins

#### Unprecedented rise in NPA

High corporate NPAs have increased pressure on corporate banks

Segmental profiles of NPA show that the large and mid corporates have taken the biggest hit

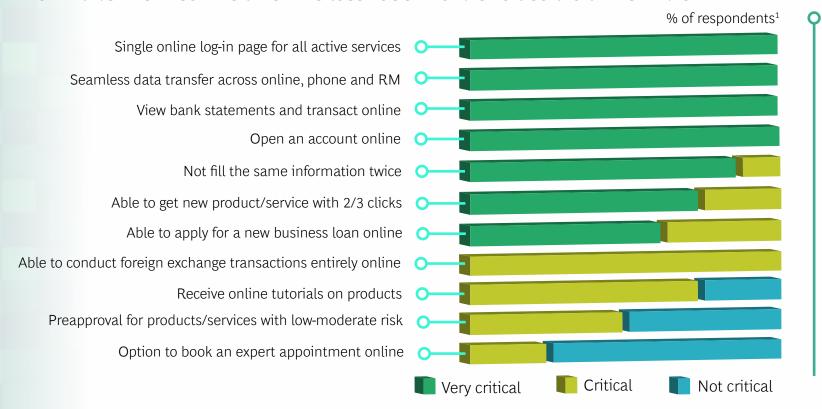
#### 1 Increasing fraud risk

Fraud risks have grown manifold in the Indian banking industry

According to RBI, Indian banks are losing at the rate of Rs. 46 Cr. a day to cheating and forgery.

### Indian corporates are ready to embrace digital, but not satisfied with current bank offerings

#### DIGITAL OFFERING HAS BECOME CRITICAL ACROSS TOUCH POINTS FOR CORPORATE CLIENTS



Source: 1. Based on survey conducted across large corporates by BCG and SWIFT



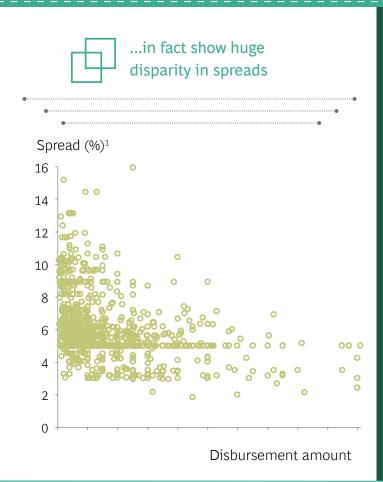
Corporates are not satisfied with the level of digital services provided by their primary corporate bank<sup>1</sup>

Corporate customers are digitizing their own internal processes and hence, expect a similar digital medium to interact with the banks



### Significant pricing leakages visible across corporate banking







Indian banks losing annually because of pricing leakages<sup>2</sup>

Dispersion in prices being offered is irrespective of rational criteria such as client size, volume, segment, ratings

Strongest correlation in price disparity is with the RM who is offering the price

1. BCG experience; 2. BCG analysis.

#### Cyber attacks have increased in India with increasing digital transactions



#### Increasing cyber attacks, specifically in BFSI

40%+ of BFSI businesses have been cyber attacked at least once in their lifetime<sup>1</sup>

More than 90% corporates<sup>2</sup> are not confident about the level of security offered by their corporate banks

> India's rank among countries with most number of financial Trojan infections<sup>1</sup> (2016)

Cybersecurity is not only a technology issue: 72% breaches are caused by organizational process and people failures<sup>3</sup>

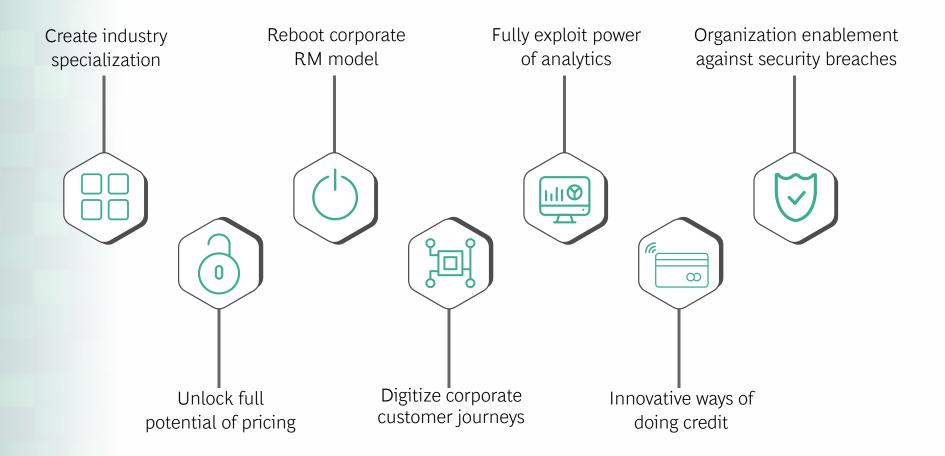
<sup>1.</sup> Symantec Financial Threat Report 2017; 2. Based on survey conducted across large corporates by BCG and SWIFT;

<sup>3.</sup> In this BCG study of 50 major data breaches: Building a Cyberresilient Organization (BCG Perspectives)





### Seven emerging themes for winning in corporate banking



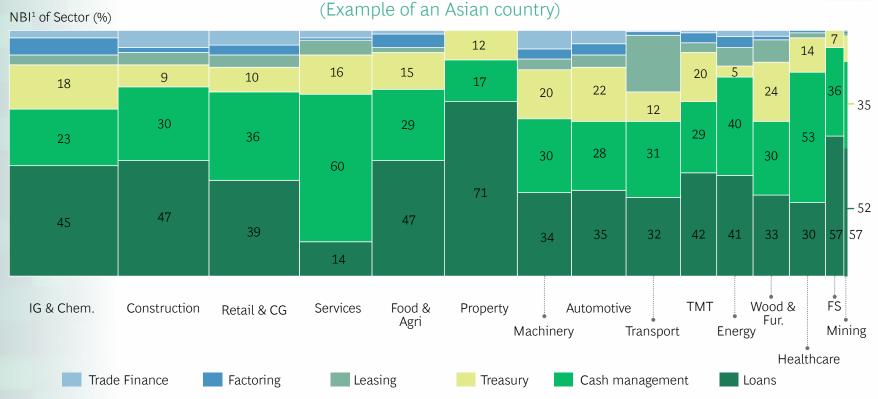


Next generation corporate banking will be industry specialized, digital and cost effective

### Banks need to profile the revenue pool: Significant variance by sector



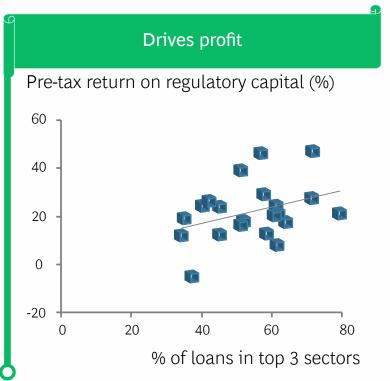




1. NBI = Net Banking Income

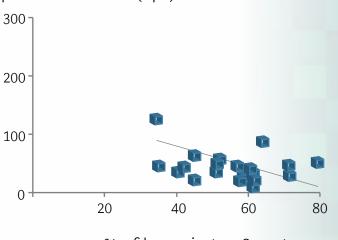
### Industry specialization improves economics of corporate banking





#### Improves loan loss outcomes

Three year average loan losses per loan volume (bps)



% of loans in top 3 sectors

Source: BCG Corporate Banking Benchmarking Database - European, North American and Australian small, mid and large corporate divisions

### Approach for developing industry specialization







- 1 RM equipped with sectorial insights and leads...
- 2 ...knowing how to collaborate...
  - Links to sectoral experts
- ...and specialized by smart leads distribution
  - Distribution of leads based on RM sectoral expertise
- Orchestrated by sectoral "mid-office brain"
  - Dedicated person responsible for bank success within given sector



### Develop winning, customized offering

- 1 Product opportunities defined:
  - Revenue potential estimated by product by sector
- 2 Marketing documents and winning selling pitches
- 3 Extra value proposition:
  - E.g. connecting clients with potential trade partners from other geographies
- 4 Partnerships
  - Established to boost credibility and facilitate prospection (referrals)



### Risk policies customized to sector

- 1 Risk pre-screening KPIs customized per sector
  - Customized knock-out values
- 2 Able to assess performance vs peers:
  - Financial KPIs vs peers, position of prospect in sector
- 3 Credit application enhanced
  - Centrally developed outlook to substitute (or inform) outlooks developed now by analysts
- 4 Tailored risk guidelines
  - Detailing desired/ acceptable structures, collaterals, tenors, etc

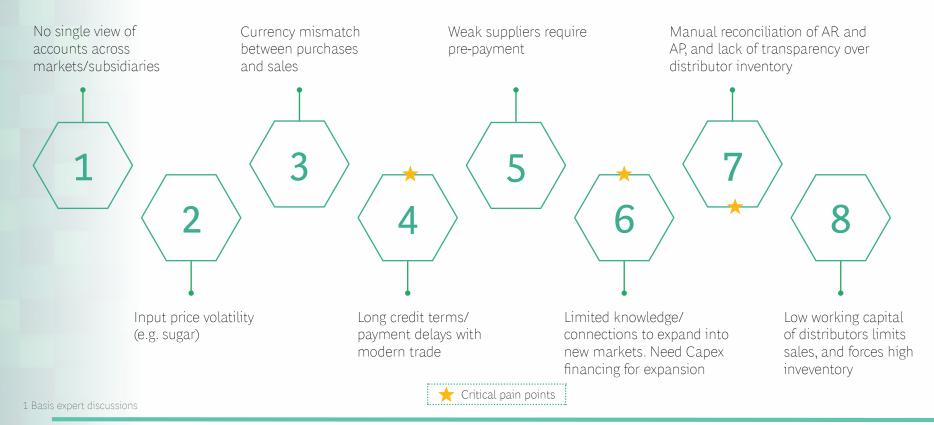
Banks will need to shift from classical sales push to advisory models centered on client needs and experience



#### Create industry specialization – sector specific solutions



#### ILLUSTRATION: 8 KEY PAIN POINTS FACED BY CONSUMER GOODS MANUFACTURERS



### ED CONSUMER GOODS MANUFACTURER PACKAGE SOLUTIONS

- Cash management solution Improve visibility and increase efficiency:
- Centralized reporting of group cash through a single channel
- Streamline receivables/payable and ease reconciliation
- Flexible working capital facility
  Benefit from a more versatile working capital line:
  - Temporary increases in limit for seasonal peaks in working capital needs
  - Multi-currency drawdown and repayment
- FX and hedging solution
  Support FX and commodity hedging needs:
  - FX spots, forward and swaps
  - · Commodity hedging
- Modern trade receivables financing
  Manage receivables from selected modern trade
  with greater flexibility
  - Financing period extension post invoice due date
  - Scalable limit based on buyer

- 5 Distributor/supplier financing Finance suppliers and distributors
  - Support sales aspiration through distributor
  - Help achieve early payment discounts from suppliers
- Capex financing

Provide long-term financing for:

- Construction of new facilities
- New production equipment
- 7 Invoice and inventory reconciliation solution

Fully automated/digitized payment & reconciliation solution

Expansion support

Support to expand to new markets:

- · Expansion advisory services
- · Market insights
- Trade facilities

Support domestic and international trade through:

- · LC issuance confirmation and financing
- PO invoice financing and accounts receivables purchasing

Sector specific solution most important lever to shift from sales push to advisory model

Designing such solutions will require banks to:

- Prioritize target sectors for specialization
- Deeply understand industry value chain
- Identify pain points and value propositions
- Package customized offerings
- Put dedicated RM structure in each vertical supported by experts
- Review & refine product framework and risks guidelines based on sector insight

### "7 sins" in wholesale banking pricing



Absence of deliberate de-averaging

Limited guidance

on when to

give discounts,

and not linked

to client price

sensitivity

Marginal cost pricing

One way street on discounts

Continuing a

down or part

of bundle has

stopped

discount after

volume has gone

Omitted charges or costs

Not charging for services and customizations, or not factoring all costs

Low discipline around price realisation

Limited governance and discipline to enforce price realisation

Adverse incentives

Creating

much on

revenues instead of

margins

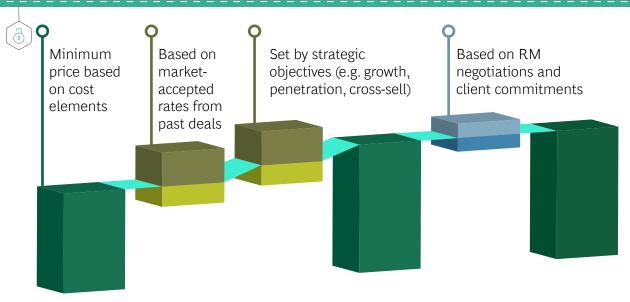
No post-sale re-pricing

Pricing based on marginal costs instead of on value, diluting overall margin

Lack of adverse sales governance incentives. driving outdated prices, not focusing too adjusting for inflation or changed circumstances

Source: BCG project experience

# Moving from a cost+ to a market-based target price model can help banks improve realization significantly



#### Cost-based spread

- Cost of funding
- Cost of capital
- Cost of risk
- Cost of operations

### Market based sensitivity factors

- Industry
- Renewal / new
- Ticket size

- Client turnover Limit utilization •
- Maturity

#### Programmatic differentiation

- Preferred industries
- Current client RAROC
- Potential

#### Target spread

 Recommended target spread

## : RM discretion

- Adjustment range for RMs
  - RMcommitment

Realized

Implied

spread for

the bank

spread

# bps

Margin improvement in rate products1



Revenue increase in fee-products1

Need to create a central pricing team backed by analytics and digital tools in hand of RMs

# Reboot corporate RM model

## From...

Thinking deals

Knowledge of technology is nice to have

Retail business from corporate clients is nice to have

Rely on interpersonal skills and acumen of RM

Emphasis on personal relationship and expertise

#### To...

Thinking flows

Solution design and technology expertise is core differentiator

Retail business from corporate client is a core objective

Data driven decision making and performance transparency

Industry specific solutions backed by solid industry knowledge

Next-Gen RM model requires an overhaul in mindset towards advisory relationships, business deepening, and equipping them with technology

# Digital enablement of RMs enhances frontline productivity with higher collaboration, transparency and insights

# Performance dashboard Income achievement. KRAs Standing vs peers Pipeline visibility **Customer** information Customer income Market news Account plans Utilization level **Analytics** Business opportunity Attrition risk Irregular accounts Pending documentation Pricing excellence · Price level, structure and differentiation Check pricing relative to peers

## Product knowledge

- Differentiation
- Features

# Review, Operating rhythm

- Achievement vs KRAs
- Meeting, pipeline, conversion ratio
- Plan vs achieved income
- Relative comparison

## Collaboration

- Sharing leads across team
- Planning cross product team for meetings
- Secured local chat

## **Engaging alerts**

- Meeting reminders
- Service requests
- · Account performance



# Digital tool will offer

- On the go insights
- Rapid information sharing for collaboration
- Transparent performance measurement
- Benchmarking

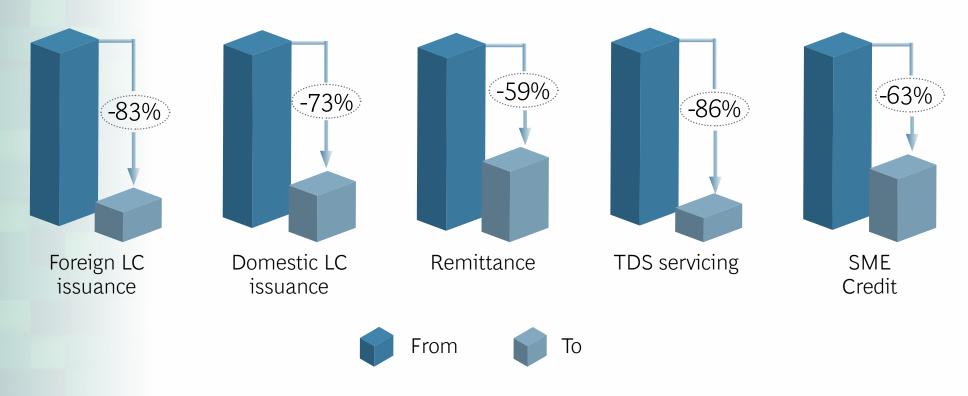
1. BCG experience

Price realization

# Digitization of corporate customer journeys leads to massive TAT reductions coupled with cost reduction and operational risk improvement



# REDUCTION IN TAT ACROSS SELECT PROCESSES SEEN IN CORPORATE BANKS IN INDIA<sup>1</sup>





20%-30%

Improvement in bank efficiency from E2E digitization<sup>1</sup>

Digitization of customer journeys will lead to:

- Reduction in turnaround times
- Reduction in cost
- Reduction in risk

# Artificial Intelligence (AI) based solutions have matured for industrial application in Indian bank environments



# Al based automation in LC issuance at an Indian bank

# Pre-automated processes

## Branch/trade portal



Customer Service Officer

- Customer submits documents
- Basic manual scrutiny via checklist
- Scan docs & send to back office

## Central processing team



5-8<sup>1</sup> mins per case



20-251 mins

## Compliance

- Complete scrutiny done manually
- 50+ compliance rules checked

#### Data Entry

- Manual data entry done in core banking systems
- Up to 60+ fields entered



51 mins per case

#### Authorization

- Verification of data entry
- Final authorization
- SFMS message sent

# Al-automated processes



Branch front-end

- Customer uploads documents on portal
- Documents processed within the branch without back office requirement



Automated with machine Learning

- MI based doc identification
- ML based data extraction
- Automated scrutiny checks

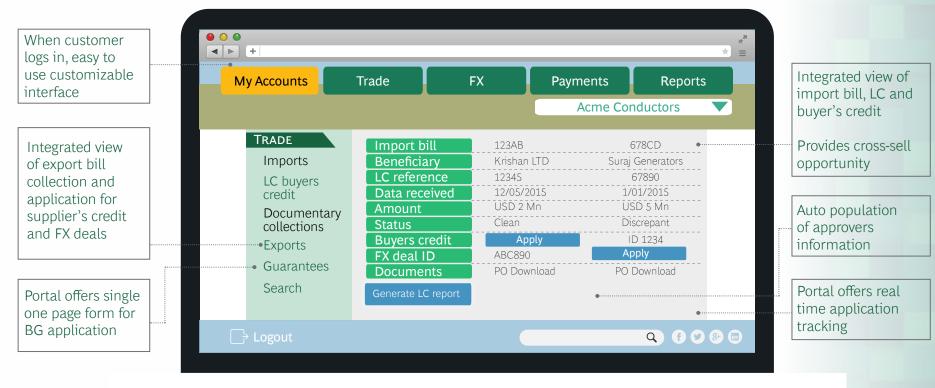


Validation & authorization

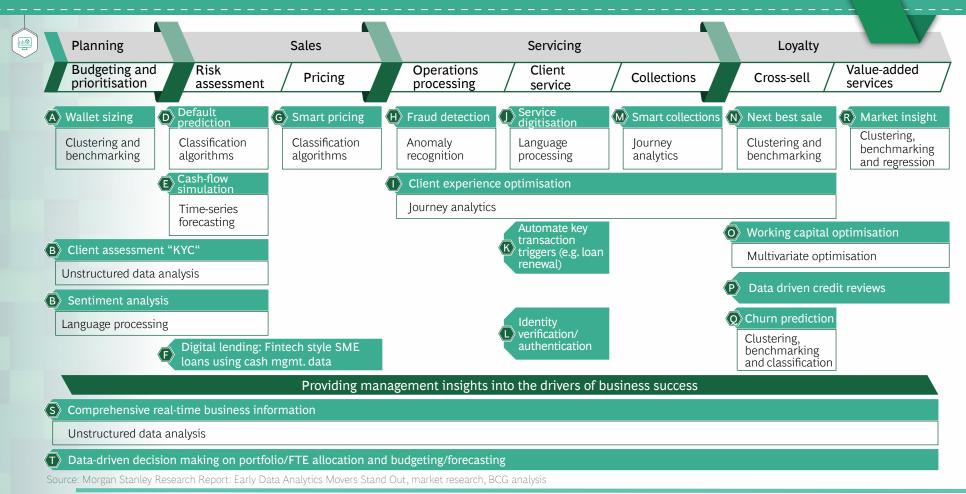
- Validate ML output
- Final authorization
- SFMS message sent

# BCG case experience: Indian client integrating all customer requirements to a single platform





# Spectrum of analytics use in corporate banking can improve ROA by 0.3 - 0.5%



# Fully leveraging data requires corporate banks to setup a dedicated analytics division



#### Data readiness

- Compilation & clean up of existing data
- Set up of one data warehouse
- Ensuring data accuracy, timely refreshing etc.

## Scope and prioritization

- Conversion of business goals into analytics priorities
- Prioritization of use cases basis business impact potential
- Preparation of analytics roadmap

### Analytics ecosystem

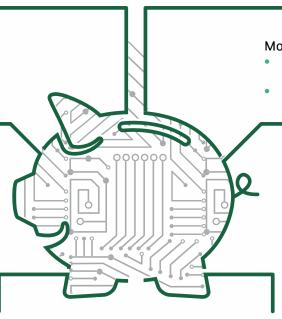
Set up of analytics team

Creation of analytics ecosystem

- System to run codes
- Portal to view triggers or alerts
- Linkages to data warehouse
- Linkages to SMS, email etc.

# Industrialization

- Incorporation of final tested models by IT team into the day-to-day production process
- Regular feedback loop from Business to Analytics



#### Model development and validation

- Data scientists develop, test and calibrate final model(s)
- Model validation based on pilot results to test the effectiveness

## Monitoring and maintenance

Seamless monitoring of analytics performance

- Conversion rates
- Impact on revenue
- Qualitative feedback

Real time incorporation of data inputs from field where applicable

Refining data sets, triggers, system front-end etc.

# Globally, banks are implementing digitally enabled credit processes for corporate clients













# **Common** platform

- Shared interface between customers and relationship managers/ credit analysts
- Document management



Greater transparency and efficiency

# Automated credit services

- Based on fully automatically available data
- High discriminatory power
- Early detection of bad events



Proactive client treatment and steamlined sales

## Portfolio management

- Real-time information and data
- Possibility to drill down
- Balance sheet and capital management
- Pricing and risk management



Optimal allocation of funds and monitoring of business as a whole

# Digital credit paper

- Auto populated credit paper
- E-signature on document
- Automated document handling

# Automation of back office

- Automated processes
- High speed processing of new credits
- Use of robotics where automation not possible



Increased convenience and higher processing speed



Faster response by bank, especially shorter time-to-yes





Time to yes1

6x faster

Default detection<sup>1</sup>

30% cheaper

Monitoring cost reduction<sup>1</sup>



# Mantras to reduce security breaches and frauds







## People/Organization

The weakest link is people and culture, not technology. Sensitize employees against security breaches and provide support in raising concerns



#### **Process**

Establish a clear escalation matrix, a whistle blowing process and help secure suppliers



### **Technology**

Normally, pre-existing inexpensive technology already acquired by banks is sufficient to boost security significantly



## Recovery plan

Have a well-practiced plan for disaster recovery



# Culture in the organization

Security is like safety, quality, ethics, and compliance — it must be integrated into how employees think – it should be a part of the corporate culture

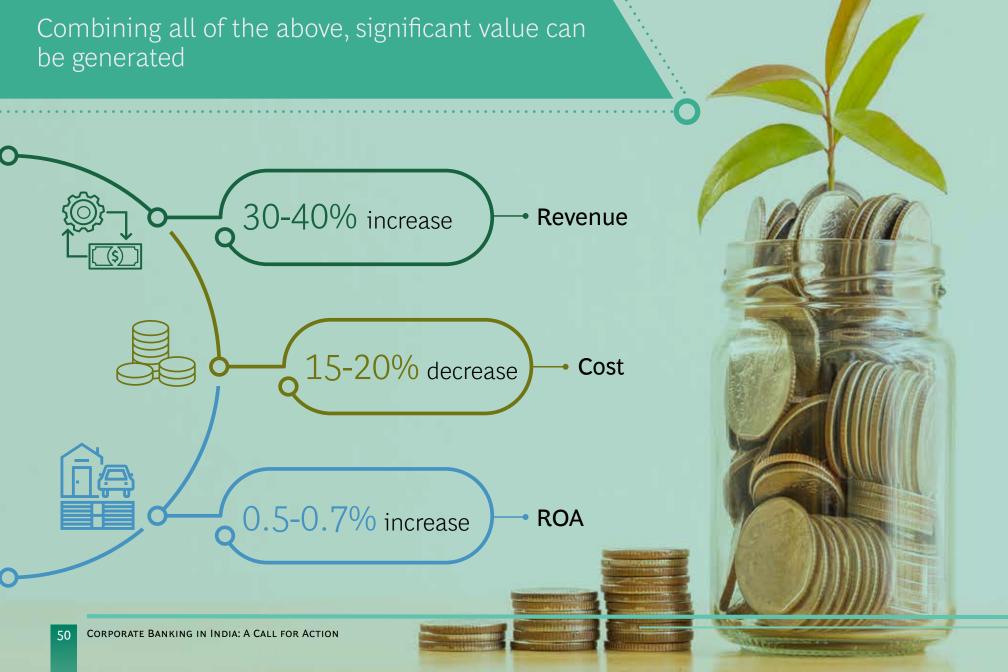


# Digitization as a part of corporate strategy

Security is a business enabler for growth and innovation – digitization can significantly reduce frauds

# Implication for Indian banks to win in this market

Create industry specialization Develop industry specialisation through customized offerings, RMs as advisors and risk policies specific to sectors Unlock full potential of pricing Plug pricing leakages by moving to a market based target pricing model and setting up a centralized pricing team backed by analytics Reboot corporate RM model Change in RM mind-set to think flows & cross sell, and digital enablement to improve collaboration, transparency and insight Digitize corporate customer journeys End-to-end digitization of corporate customer journeys using AI and ML to reduce TAT, lower costs and improve operational risk Fully exploit power of analytics Usage of analytics across the entire value chain of wholesale banking, e.g. cross-sell, smart pricing and credit underwriting Innovative ways of doing credit Leverage digital and analytics in credit underwriting and early warning systems for lowering TAT, costs and better experience Organization enablement against Enforcement of fraud detection and mitigation policies, along security breaches with people enablement, in order to reduce cyber crimes



To realize the opportunity in the Indian corporate banking market, future winners should up their game and fundamentally reimagine the way they operate.



# FOR FURTHER READING

The Boston Consulting Group publishes reports, articles and books on related topics that may be of interest to senior executives. Recent examples include those listed here

Global Corporate Banking 2018: Unlocking Success Through Digital A report by The Boston Consulting Group, March 2018

Reinventing Banking for the Digital Age An article by The Boston Consulting Group, February 2018

Global Risk 2018: Future-Proofing the Bank Risk Agenda A report by The Boston Consulting Grou

A report by The Boston Consulting Group, February 2018

How Pricing Can Solve European Banking's Earning Crisis

An article by The Boston Consulting Group, February 2018

How Banks Can Thrive as Digital Payments Grow

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