

# India Cards and Payments Industry Drivers in Market Outlook to 2017- Identify Key Business Opportunities

PUNE, MAHARASHTRA, INDIA, June 28, 2017 /EINPresswire.com/ --

## Summary

"The Cards and Payments Industry in India: Emerging Trends and Opportunities to 2021", report provides detailed analysis of market trends in the Indian cards and payments industry. It provides values and volumes for a number of key performance indicators in the industry, including credit transfers, direct debit, cash, payment cards and checks during the review period (2012-2016).

The report also analyzes various payment card markets operating in the industry, and provides detailed information on the number of cards in circulation, transaction values and volumes during the review period and over the forecast period (2017-2021). It also offers information on the country's competitive landscape, including the market shares of issuers and schemes.

The report brings together research, modeling, and analysis expertise to allow banks and card issuers to identify segment dynamics and competitive advantages. The report also covers details of regulatory policy and recent changes in the regulatory structure.

The report also provides top-level market analysis, information and insights into the Indian cards and payments industry, including -

- Current and forecast values for each market in the Indian cards and payments industry, including debit, credit and charge cards.
- Detailed insights into payment instruments including credit transfers, direct debit, checks, cash and payment cards. It also, includes an overview of the country's key alternative payment instruments.
- E-commerce market analysis and payment methods.
- Analysis of various market drivers and regulations governing the Indian cards and payments industry.
- Detailed analysis of strategies adopted by banks and other institutions to market debit, credit and charge cards.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1306934-the-cards-and-payments-industry-in-india-emerging-trends-and-opportunities-to-2021>

## Scope

- To tackle the issue of 'black' money and counterfeit currency, the Indian government decided to



cancel the legal tender of the high-denomination INR500 and INR1,000 from midnight of November 2016; these are now being replaced with new notes. These notes account for more than 85% of the total currency in circulation in value terms, and the move has resulted in a shortage of cash as a result of logistical issues in making the new notes available. The shortage of cash is expected to encourage the use of payment card and digital wallets in the country. Furthermore, this will bring overall change in consumers' mindset and payment habits and drive electronic payments.

- Competition in the Indian alternative payments market has increased, with payment service providers (PSPs), banks and mobile operators all offering solutions. For instance, State Bank of India (SBI) launched the State Bank Buddy digital wallet in August 2015; as of March 2016, 4.8 million transactions worth US\$35.1 million (INR2.3 billion) had been made, of which US\$1.8 million (INR114.7 million) were at merchant outlets. Other digital wallets launched by banks were Pockets by ICICI Bank in February 2015, and Lime by Axis Bank in September 2015. PSPs offering payment solutions include Paytm, Oxigen wallet and FreeCharge. India-based mobile operator Bharti Airtel launched its mobile money service, airtel money, in February 2012.

- The emergence of mobile-only banks is likely to accelerate the shift towards electronic payments in India. Singapore-based DBS Bank launched India's first mobile-only bank, digibank, in April 2016; the zero-balance savings account comes with a Visa debit card. Customers are entitled to an unlimited number of cash withdrawals, and are offered cashback and discounts on in-store and online purchases. Customers can open accounts at any of the bank's partner outlets simply by giving Adhar Card details and biometrics for authentication.

#### Key points to buy

- Make strategic business decisions, using top-level historic and forecast market data, related to the Indian cards and payments industry and each market within it.
- Understand the key market trends and growth opportunities in the Indian cards and payments industry.
- Assess the competitive dynamics in the Indian cards and payments industry.
- Gain insights into marketing strategies used for various card types in India.
- Gain insights into key regulations governing the Indian cards and payments industry.

ACCESS REPORT @ <https://www.wiseguyreports.com/reports/1306934-the-cards-and-payments-industry-in-india-emerging-trends-and-opportunities-to-2021>

#### Table of Contents

|                                       |    |
|---------------------------------------|----|
| 1 EXECUTIVE SUMMARY                   | 2  |
| 1.1 Market overview                   | 2  |
| 1.2 Key facts                         | 4  |
| 1.3 Top five industry events          | 5  |
| 2 PAYMENT INSTRUMENTS                 | 11 |
| 2.1 Current payment environment       | 11 |
| 3 E-COMMERCE AND ALTERNATIVE PAYMENTS | 13 |
| 3.1 E-Commerce market analysis        | 13 |
| 3.2 Alternative payment solutions     | 15 |
| 3.2.1 PayPal                          | 15 |

.....CONTINUED

#### List of Tables

Table 1: India - Key Facts, 2016 4

Table 2: Regional Benchmarking of the Indian Payment Cards, 2016 4

Table 3: Paytm Fact Sheet, October 2016 15

Table 4: India - Mode of Entry of Foreign Banks 21

Table 5: India - Debit Cards Comparison and Key Features, 2016 31

.....CONTINUED

#### List of Figures

Figure 1: India - Payment Instrument Shares by Transaction Value (%), 2012 vs 2016 11

Figure 2: India - Payment Instrument Shares by Transaction Volume (%), 2012 vs 2016 12

Figure 3: India - E-Commerce Value, 2012-2021 13

Figure 4: India - E-Commerce Payment Methods, 2016 13

Figure 5: India - Population 22

Figure 6: India - Economic Indicators 23

Figure 7: India - ATMs and POS Terminals 23

.....CONTINUED

FOR ANY QUERY, CONTACT US @ <https://www.wiseguyreports.com/enquiry/1306934-the-cards-and-payments-industry-in-india-emerging-trends-and-opportunities-to-2021>

Norah Trent

Wise Guy Consultants Pvt. Ltd.

+1 (339) 368 6938 (US)/+91 841 198 5042 (IND)

email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.