

EVALUATION OF PROFITABILITY OF PRIVATE SECTOR COMMERCIAL BANKS AFTER ECONOMIC REFORMS

SAYOOJ KUMAR. K. P

Assistant Professor, Department of Economics, Sree Narayana Guru College, Chelannur, Kerala

ABSTRACT

The banking sector in India plays an important role in the development of economy. India has a well-established banking system which includes public commercial banks, private commercial banks, foreign banks, scheduled banks, regional rural bank and cooperative banks. These banks are controlled and regulated by Reserve Bank of India. After the adoption of new economic policy new private commercial banks started their operations in India. The entry of new private sector commercial banks and modern technology has drastically changed the Indian banking sector. Today the new private sector banks provide all types of banking services like, loans and advances, accepting deposits, offer insurance and investment products. The banks like ICICI, HDFC, Axis bank, yes bank and Kodak Mahindra bank are operating in India. This study is an attempt to evaluate the performance of these banks.

KEYWORDS: Private Commercial Banks, Recent Trends, Financial Performance, New Economic Policy, Trend Analysis