India Cards and Payments Market - Size, Share, Development, Growth and Forecast to 2020

Description: Report Coverage

Historical market size for the period 2012-2014 and forecast for the period 2015-2020.
Number of cards in circulation, and value and volume of transactions.
Number of terminal, and value and volume of transactions.
Industry trends, drivers, and opportunities.
Competitive landscape of card issuers for both, debit cards and credit cards.
Major schemes, debit and credit cards by customer segments.

Research Methodology

The study is based on extensive secondary and primary research. The various sources studied during the secondary research include websites of payment/banking/industry associations, industry regulatory bodies, banks, and card issuers. The primary research included in-depth interviews with industry experts and key opinion leaders.

India cards and payments market overview

In terms of number of cards in circulation, the Indian payment cards market is expected to grow at a CAGR of 10% over the period 2015-2020. The growth of cards in circulation in India, can be attributed to expansion of ATMs and POS terminals, growing disposable income and greater acceptance of payment cards in the country.

India GDP per capita increased from INR 80,358.3 in 2012 to INR 98,291.4 in 2014. GDP per capita is likely to increase further over the forecast period to INR 1,89,985.8 by 2020. The increase in GDP per capita income levels is expected to increase the scope of payment cards use over the forecast period.

Debit card dominated the Indian card payments market in terms of number of transactions and value of transactions. Debit card penetration per 100 inhabitants increased from 27 in 2012 to 37 in 2014. The growth of the debit card was fueled by consumer perceptions that they provide control on spending, and is safe to use. Debit cards are used by consumers to shop at retail outlets, withdraw cash from ATMs and make online payments. State Bank of India was the leading bank in terms of the number of debit cards issued in 2014, accounting for around one third of the total number of debit cards issued in India.

Credit cards are primarily used by consumers at POS terminals for retail purchases, rather than for cash withdrawals at ATMs. Visa was the leading scheme in the credit card market in 2014. Charge cards have a very minor share in the payment cards market. Over the period 2012-14 charge cards recorded a CAGR of 4%. In 2014, there were 0.5 million charge cards in India, with only 0.1% share of the total payment card market.

In January 2016, Yes Bank partnered with MasterCard to launch "YES InControl", a technology to control debit card spends. YES InControl will allow YES BANK customers to control their debit card usage. By using the technology, customers can customize the usage parameters and limits for their Yes Bank debit cards for better safety.

Key players in the Indian cards and payments market:

State bank of India
Punjab National Bank
Axis Bank Ltd
HDFC Bank Ltd
ICICI Bank Ltd
Contents:

1. Definitions

2. Research Methodology
   2.1 Research Process
   2.2 Phases Of Research Process
       2.2.1 Cards Market Sizing
       2.2.2 Competitor Analysis
       2.2.3 Market Forecasting
       2.2.4 Quality Control Process

3. Executive Summary

4. Key Industry Drivers

5. Asia-Pacific Payment Card Penetration
   5.1 Asia-Pacific Payment Card Penetration - 2014
   5.2 Asia-Pacific Debit Card Penetration - 2014
   5.3 Asia-Pacific Credit Card Penetration - 2014

6. Payment Channels
   6.1 Market Share Of Payment Channel, In Terms Of Volume

7. Terminal Statistics
   7.1 Number Of Terminals
   7.2 Transactions At Atm Terminals
   7.3 Transactions At Pos Terminals

8. Payment Card Market Analysis
   8.1 Payment Cards Market Size And Forecast (2012-2020)
   8.2 Payment Cards In Circulation (2012-2020)
       8.2.1 Payment Cards In Circulation, By Card Type (2012-2020)
   8.3 Payment Card Transaction Volume And Value (2012-2020)
       8.3.1 Payment Card Transaction Volume, By Card Type (2012-2020)
       8.3.2 Payment Card Transaction Value, By Card Type (2012-2020)

9. Debit Card Market Analysis
   9.1 Debit Cards Market Size And Forecast (2012-2020)
   9.2 Debit Cards In Circulation (2012 - 2020)
   9.3 Debit Cards Transaction Volume At Atm And Pos (2012 - 2020)
   9.4 Debit Cards Transaction Value At Atm And Pos (2012 - 2020)
   9.5 Debit Cards Market Share, By Scheme (2014)
   9.6 Debit Cards Market Share, By Card Issuer (2014)
   9.7 Comparison Of Debit Cards Offered By Various Banks

10. Credit Card Market Analysis
    10.1 Credit Cards Market Size And Forecast (2012-2020)
    10.2 Credit Cards In Circulation (2012 - 2020)
    10.3 Credit Cards Transaction Volume At Atm And Pos (2012 - 2020)
    10.4 Credit Cards Transaction Value At Atm And Pos (2012 - 2020)
    10.5 Credit Cards Market Share, By Scheme (2014)
    10.6 Credit Cards Market Share, By Card Issuer (2014)
    10.7 Comparison Of Credit Cards Offered By Various Banks

11. Charge Card Market Analysis
    11.1 Charge Cards Market Size And Forecast (2012 - 2020)
    11.2 Charge Cards In Circulation (2012 - 2020)
    11.3 Charge Card Transactions At Atm And Pos (2012-2020)
    11.4 Charge Card Market Share, By Scheme (2014)

12. Card Fraud

13. Prepaid Card Market Analysis
    13.1 Prepaid Cards Market Size And Forecast (2012 - 2020)
13.2 Comparison Of Prepaid Cards Offered By Various Banks

14.1 Targeted Customer Segments
14.2 Cards Targeted At High End Consumers
14.3 Cards Targeted At Travelers
14.4 Cards Targeted At Young Population And Students
14.5 Cards Targeted At Female Population
14.6 Cards Targeted At Shoppers
14.7 Cards Targeted At Corporate

15. Competitive Landscape
15.1 Key Industry Players
15.1.1 State Bank Of India
15.1.2 Icici Bank
15.1.3 Punjab National Bank
15.1.4 Hdfc Bank
15.1.5 Axis Bank
15.2 Key Developments In The Market

16. Appendix
16.2 Debit Card Market Size And Forecast, In Usd (2012-2020)
16.3 Credit Card Market Size And Forecast, In Usd (2012-2020)
16.4 Charge Card Market Size And Forecast, In Usd (2012-2020)

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: India Cards and Payments Market - Size, Share, Development, Growth and Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3978089/
Office Code: SC2GBN8L

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) Single User:</td>
<td>☐</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) 1 - 5 Users:</td>
<td>☐</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) Site License:</td>
<td>☐</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) Enterprisewide:</td>
<td>☐</td>
<td>USD 6000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</td>
</tr>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
</tbody>
</table>
| Bank Address   | Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World