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## ICICI BANK SWOT & PESTLE ANALYSIS

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**Company Name :** ICICI Bank

**Company Sector :** Banking and Financial Services

**Operating Geography :** India, Asia, Global

**About the Company :** ICICI Bank was founded in 1994 by ICICI limited whose shareholding I reduced to 46% when the bank got public in 1998. It is India's largest private sector bank which offers a variety of banking products and financial services to the corporates and retail consumers. Currently, it has a network of 4,850 branches and 13,942 ATM's across India. Also, it has a global presence in 18 countries including India.

**Revenue :**Rs. 98.01 billion as on 31 March 2017.

## SWOT Analysis :

The SWOT Analysis for ICICI Bank is given below:

Strengths	Weaknesses
1.Collaborations 2.Strong Organisation culture 3.Smooth banking for NRI 4.Management of their Treasury Operations 5.Industry specific solutions	1.Increasing NPAs 2.Higher service charge
Opportunities	Threats
1.Using Robotics 2.Strategic Investment in Rural and semi-urban areas to growth	1.Cyber threats 2.Competitors planning to expand in rural market

## PESTLE Analysis :

The PESTLE Analysis for ICICI Bank is given below:

Political	Economical
1.Financial Inclusion Policies by Indian Government	1.Uncertain Fed Rates 2.Reduction in Manufacturing
Social	Technological
1.Growth in awareness of banks among the rural people 2.Increase in participation of women	1.Leveraging 'Chatbots' and 'Smartkeys' to retain the customers 2.Blockchain
Legal	Environmental
1.Sexual harassment at workplace 2.Whistle blower policy	1.Green and Safe Building

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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