



# Data Taste Revealed

## Economic Research Vertical: Canara Bank: Head Office

### Discussion

Whose , Where & What type of Deposit is being shared by Private Vs. Public Sector Banks?

### Data Source

RBI Statistic Data as on 31<sup>st</sup> March,2025

### Reflections

- ✓ **By Type of Deposit**, Public banks dominate savings but private banks dominate current accounts, term deposits.
- ✓ **By Ownership of Deposit**, Households & government prefer public banks while, Corporates & NRIs prefer private banks.
- ✓ **By Geographical Segregation**, Private Banks lead metros where public banks lead rural/semi-urban, urban.

### Deposit Sharing – What Type ?

Category	Private Sector Banks (%)	Public Sector Banks (%)
Term deposits	61.4	60.9
Savings account	26.1	32.6
Current account	12.5	6.6

### Deposit Sharing : By Whom ?

Ownership Sharing	Private Sector Banks (%)	Public Sector Banks (%)
Households	52.1	67.6
Corporations	32.7	15.6
Non-Residents	9.6	4.2
Government	5.5	12.6

### Deposit Sharing : At What Place ?

Geographic Distribution	Private Sector Banks (%)	Public Sector Banks (%)
Metropolitan	63.9	46.2
Urban	20.8	22.4
Semi-urban rural	15.3	31.3

### Key Takeaway:

Families and Government are still preferring Public Sector Banks due to safety perception and rural penetration. However, Companies and NRI deposit more in private banks due to ease of corporate banking services & better international connectivity.

Public Sector Banks need to modernize services to retain youth/urban customers, while Private Sector Banks must diversify to reduce reliance on volatile corporate/CA deposits. Liberalization and fintech partnerships have pushed private banks ahead in urban segments.

Internal