

## **Banks**

India

Sector View: Attractive NIFTY-50: 22,339 March 04, 2024

## The search for improvement in deposit trends continues

Our quarterly deep dive into deposits shows unexpected and unchanged trends in deposit flows across banks, regions and the nature of deposits mobilized. Individual deposits appear to be gaining some traction, but need a few more quarters before we can build on this thesis. Interest rates appear to be getting closer to peak levels, suggesting incremental pressure is lower.

#### Key takeaways on deposit trends

The key takeaways on deposits: (1) the market share split between public banks and private banks is ~60:35 (Exhibit 1); (2) households dominate deposits at ~60% (Exhibit 2); (3) public banks have ~70% share of their deposits coming from households, while for private banks it is 55% (Exhibit 3); (4) there is a marginal shift in government deposits to private banks, while the share in corporate and household remains unchanged (Exhibit 4); (5) private banks have ~85% of their deposits coming from metro/urban regions, while that for public banks it is 70% (Exhibit 5); (6) the share of individual and non-individual deposits is unchanged at ~50% (Exhibit 6). Individual deposits are higher for public and non-individual share is higher for private banks (Exhibits 7, 8 and 9).

#### **CASA** and term deposits

The key takeaways from CASA and term deposits: (1) savings deposits are a lot more diversified than current and term deposits (Exhibit 10); (2) savings growth was slower in urban and metro markets, while current account deposits were weak in all regions and term deposit growth was strong across regions (Exhibit 12); (3) corporate deposits are seeing a bit more shift to term deposits from current account (Exhibit 12); (4) term deposits saw similar growth in individual and non-individuals, with a similar trend across regions (Exhibits 14, 15 and 16). Age profile shows better trends for the age profile >40 years (Exhibit 13); (5) public banks have lost ~200 bps in market share largely to private banks since 4QFY23 (Exhibit 18). This loss is visible in metropolitan regions after 2Q, which could be driven by the merger of HDFC group (Exhibit 19); (6) term deposits for private banks are largely from metro/urban regions (Exhibit 20); (7) individuals have a preference for Rs0.1-1.5 mn, while non-individual is higher at >10 mn ticket size (Exhibits 21, 22 and 23); (8) 65% of the overall deposits contracted are in the 1-3-year buckets (Exhibit 24); (9) 3QFY24 saw further increase in bucket movement in the 7-8% interest rate bucket (Exhibits 26, 27 and 28), with some signs of a slowdown in the non-individual deposit movement.

#### Awaiting firm turnaround in deposit mobilization

The quarterly details that we are reading from these publications don't have a long-term series on all the variables to understand the seasonality or the cyclicality of deposit growth. However, this time, we do see that the quality of deposits is marginally better through the better contribution of individuals, even if it is largely term deposits in nature. We do see competition being fairly strong, with public banks likely to erode their market share slower than what was seen earlier, putting pressure on deposit shifts across players.

**Quick Numbers** 

Deposit share of public banks at  $\sim$ 60% and private banks at  $\sim$ 35%

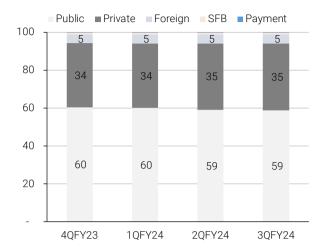
Households dominate deposits at 60%. Of these households, ~30% of savings and ~50% of term deposits come from senior citizens

55% of term deposits are in the 7-8% interest rate bucket

Full sector coverage on KINSITE

#### Steady shift in share from public to private banks is underway

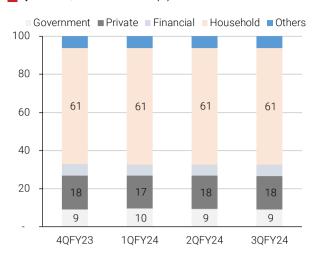
Exhibit 1: Market share of deposits across banks, March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

#### Households dominate banking deposits at ~60%

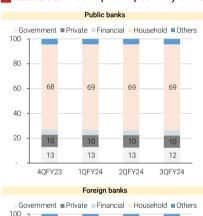
Exhibit 2: Market share of deposits across banks, March fiscal year-ends, 4QFY23-3QFY24 (%)

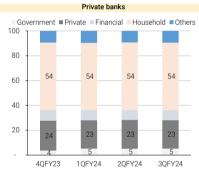


Source: RBI, Kotak Institutional Equities

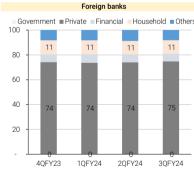
#### Households dominate the overall deposits but growth has been slow

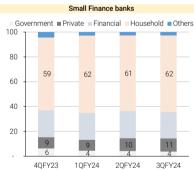
Exhibit 3: Break-up of deposits by ownership across banks, March fiscal year-ends, 4QFY23-3QFY24 (%)

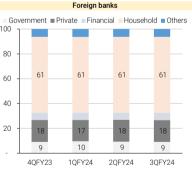








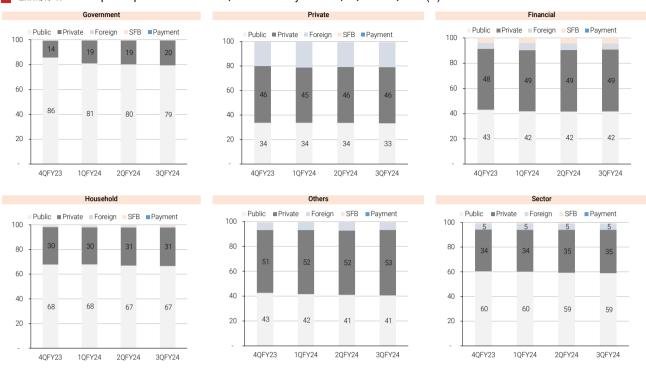






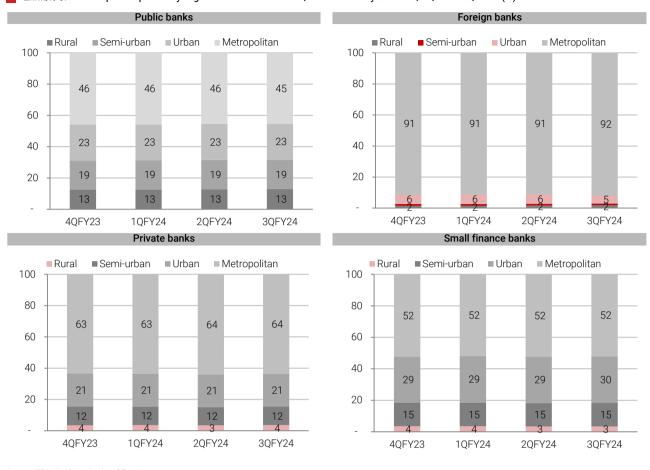
#### ~60% of the overall deposits are with public banks while 35% are with private banks

## Exhibit 4: Break-up of deposits across banks, March fiscal year-ends, 4QFY23-3QFY24 (%)



#### Private banks have ~75% of their deposits coming from metro/urban regions with a higher share from metro regions

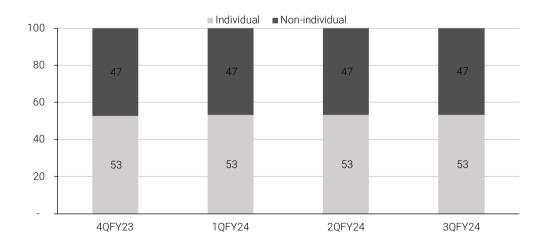
Exhibit 5: Break-up of deposits by regions for various banks, March fiscal year-ends, 4QFY23-3QFY24 (%)



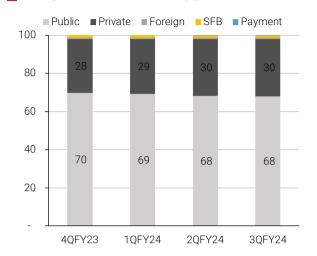
Source: RBI, Kotak Institutional Equities

#### The share of individual and non-individual has broadly remained unchanged in the past few quarters

Exhibit 6: Break-up of deposits across banks between individual and non-individual deposits, March fiscal year-ends, 4QFY23-3QFY24 (%)

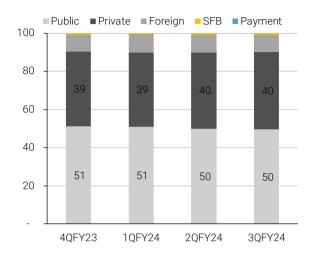


# Exhibit 7: Share of individual deposits across banks, March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

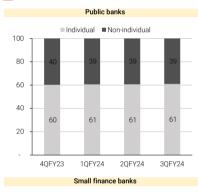
# Exhibit 8: Share of non-individual deposits across banks, March fiscal year-ends, 4QFY23-3QFY24 (%)

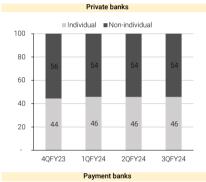


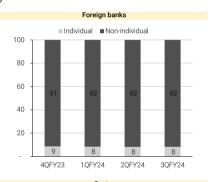
Source: RBI, Kotak Institutional Equities

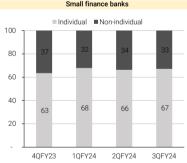
#### Individual deposits are largely with public banks and the shift is lot more gradual in nature

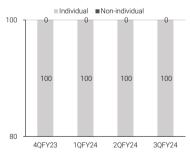
#### Exhibit 9: Break-up of deposits by ownership, March fiscal year-ends, 4QFY23-3QFY24 (%)

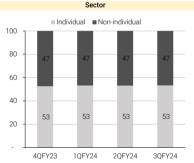






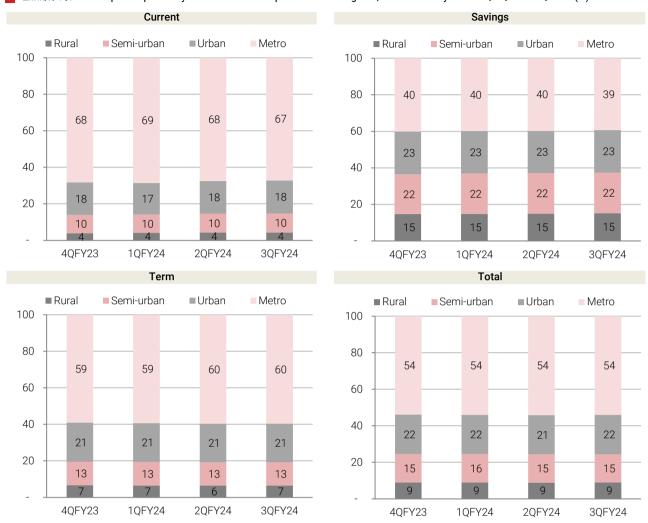






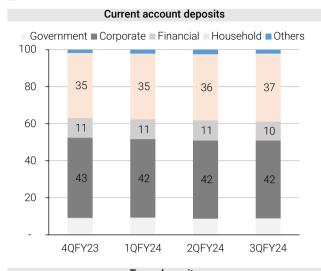
## Savings is lot more distributed as compared to current and term deposits

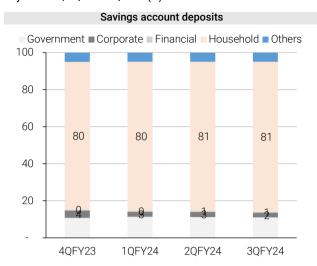
## Exhibit 10: Break-up of deposits by CASA and term deposits across regions, March fiscal year-ends, 4QFY23-3QFY24 (%)

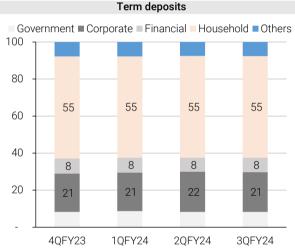


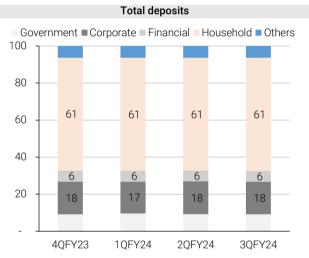
#### A largely unchanged trend on the contribution drivers for CASA deposits in recent quarters

## Exhibit 11: Break-up of CASA by ownership of deposits, March fiscal year-ends, 4QFY23-3QFY24 (%)



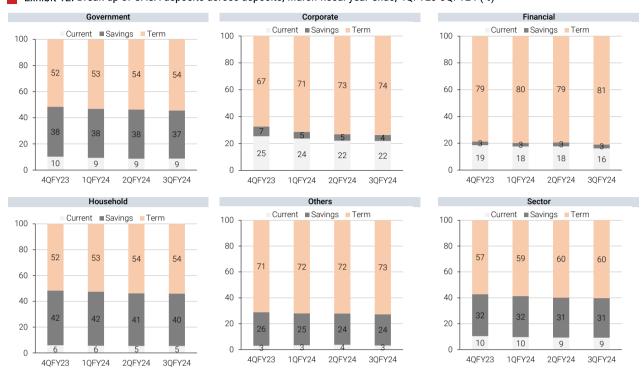






#### The only noticeable segment in shift in savings comes from the corporate sector with a greater preference to shift to term deposits

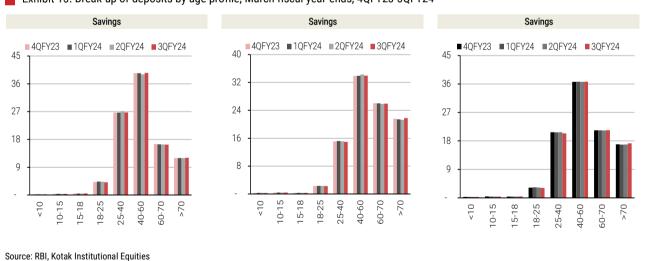
## Exhibit 12: Break-up of CASA deposits across deposits, March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

## Seeing better trends in mobilizing deposits for the age profile 40 and above

## Exhibit 13: Break-up of deposits by age profile, March fiscal year-ends, 4QFY23-3QFY24





## **Term deposits**

The recent RBI update on quarterly deposits on term deposits provides the following updates: (1) public banks have ~60% share in deposits but have lost ~200 bps since 4Q largely to private banks. Private banks have a marginally higher concentration of deposits in metropolitan markets compared to public banks. (2) Deposit mobilization by banks continued to remain skewed in the 1-3-year bucket and it continues to rise consistently. (3) There is ~10% point jump in 7-8% interest rate bucket, suggesting we are moving closer to headline deposit rates. We should see deposit rates closer to peak levels.

#### Underlying trends on term deposits comparable to previous few quarters

Key takeaways on term deposits: (1) the share of individuals in the overall term deposits is marginally lower qoq at ~50% of the overall term deposits; (2) 80% of the overall term deposits comes from urban/metropolitan market; (3) private banks are making steady inroads into term deposits; (4) trend on average ticket size of term deposits and broadly we see an upward bias of ticket size. 80% of the overall term deposits is either in Rs0.1-1.5 mn or >Rs10 mn; (5) as highlighted previously, term deposits are mobilized mostly in the 1-3-year bucket window. The trend of this window being preferred is fairly uniform across regions; (6) 55% of the deposits are in the 7-8% interest rate bucket. Note that the marginal deposit rate for 1 year deposits is in this bucket and the contribution of these deposits is ~65% of the overall term deposits.

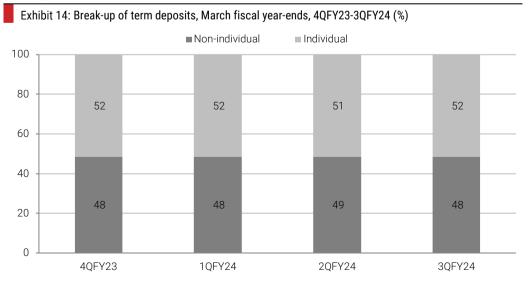
#### Consumer preferences skewed toward specific durations

Consumers continue to exhibit a strong preference to place deposits in the 1-3-year category. As highlighted previously, a part of it can probably be explained by the interest rates offered where the interest rate differential is probably pushing back consumers in placing longer term deposits. Lenders are also lot more comfortable in this bucket given that the linkages to loan yields are getting broken with the introduction of EBLR linked loans. This is the first cycle of the current interest rate regime and we perhaps need a bit longer to understand the implications of the nature of liabilities that is getting originated by banks.

#### Nearing the peak of term deposit re-pricing

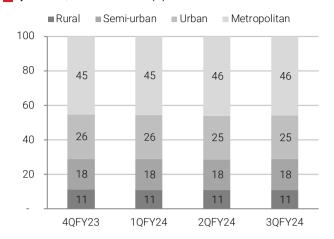
A comparison of current term deposit interest rates and the headline rates offered by banks suggests that we are moving closer to peak deposit rates for the system. It is still not complete and we probably have a couple of quarters before rates have peaked. However, there is likely to intense competition to source deposits, especially that is lot more retail in nature given the linkages to LCR. A higher share of non-individual that is non-operational in nature tends to have negative implications in deploying it. We are likely to see NIM pressure for banks overall but we do believe that we have factored the same in our estimates.

#### A broadly unchanged mix with the share of individuals and non-individuals at ~50% each



## 45% of the term deposits from individuals comes from metropolitan markets

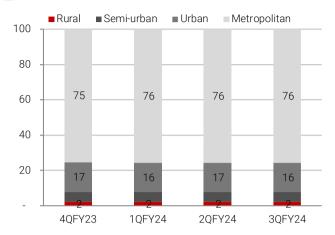
Exhibit 15: Break-up of term deposits (individual), March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

## 75% of term deposits from non-individuals comes from metropolitan markets

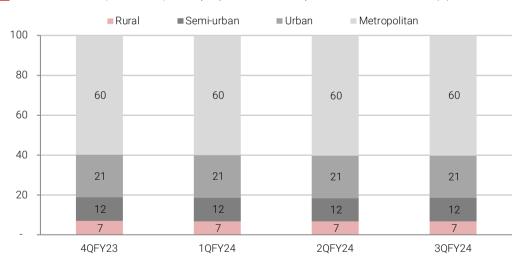
Exhibit 16: Break-up of term deposits (non-individual), March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

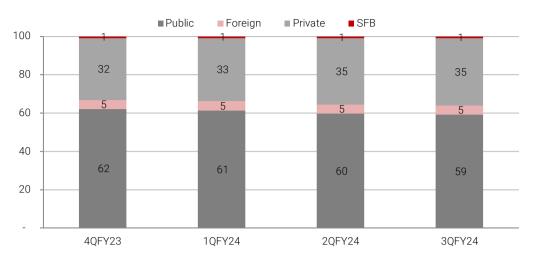
## 60% of the overall term deposits comes from metropolitan and 20% from urban markets

Exhibit 17: Break-up of term deposits by region, March fiscal year-ends, 4QFY23-1QFY24 (%)



#### Public banks have lost ~200bps in market share largely to private banks since 4QFY23

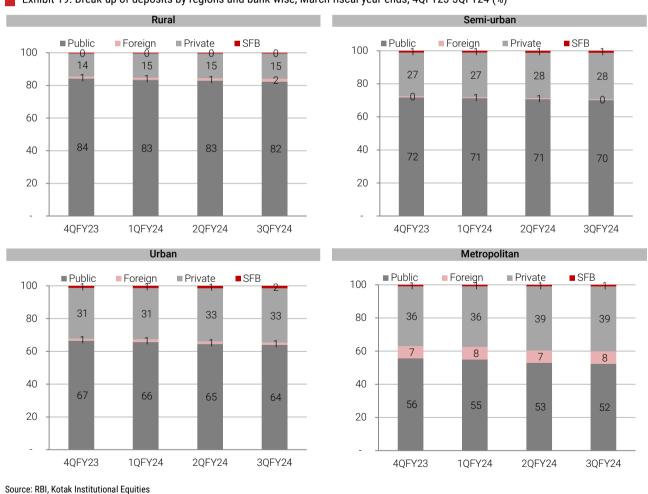
Exhibit 18: Market share break-up of deposits across banks, March fiscal year-ends, 4QFY23-3QFY24



Source: RBI, Kotak Institutional Equities

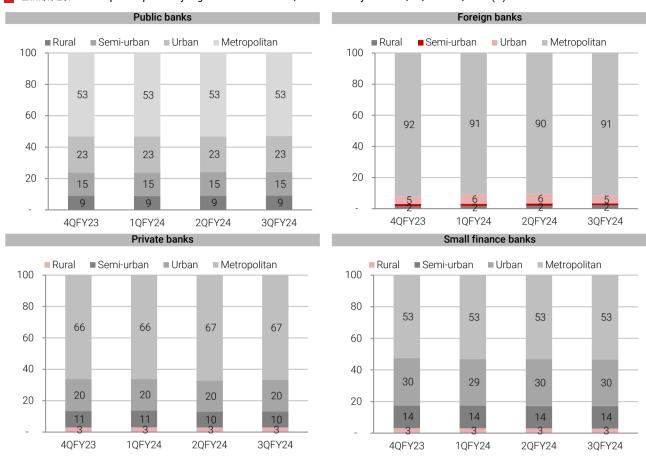
#### Private banks have a much larger presence in urban and metropolitan markets compared to public banks

Exhibit 19: Break-up of deposits by regions and bank-wise, March fiscal year-ends, 4QFY23-3QFY24 (%)



#### Public banks have a marginally better deposit mix compared to private banks

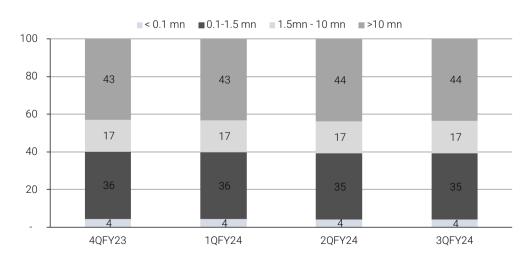
Exhibit 20: Break-up of deposits by regions and bank-wise, March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

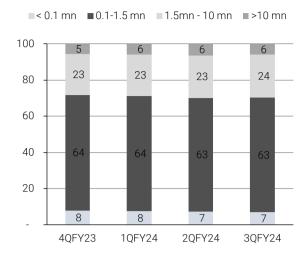
#### Individuals have a higher preference for Rs0.1-1.5 mn while non-individual is higher at >10 mn ticket size





#### 60% of the deposits is in the Rs1.5-10 mn ticket size

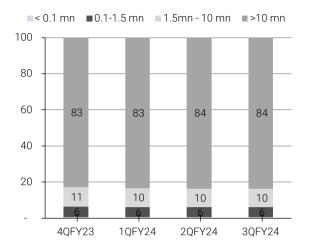
Exhibit 22: Break-up of term deposits (individual), March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

#### 85% of term deposits from non-individuals is higher ticket size

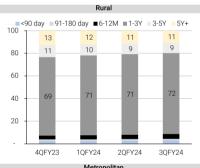
Exhibit 23: Break-up of term deposits (non-individual), March fiscal year-ends, 4QFY23-3QFY24 (%)

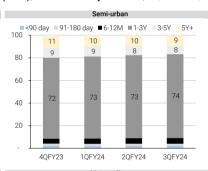


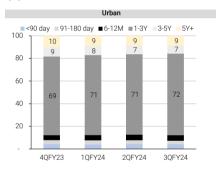
Source: RBI, Kotak Institutional Equities

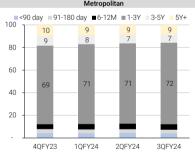
#### 65% of the overall deposits contracted are in the 1-3-year buckets

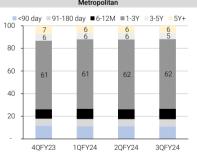
Exhibit 24: Break-up of deposits by tenor (total), March fiscal year-ends, 4QFY23-3QFY24 (%)





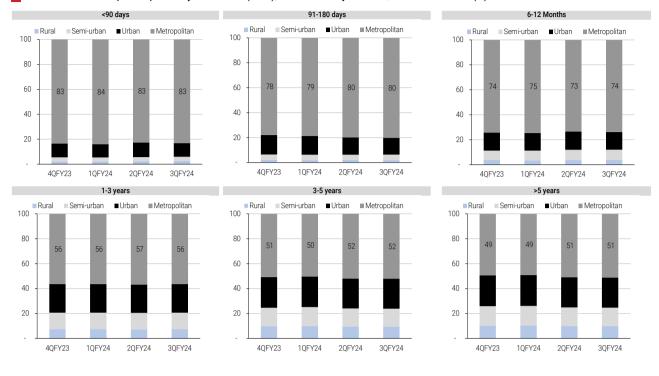






#### Term deposit book contracted in metro markets tends to have a shorter duration compared to rural and semi-urban markets

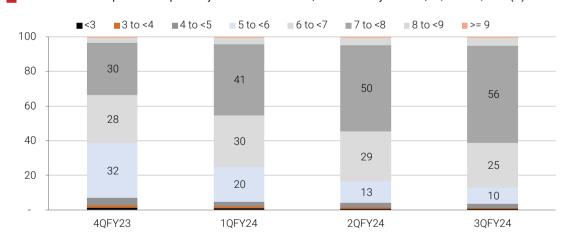
#### Exhibit 25: Break-up of deposits by ticket size (total), March fiscal year-ends, 4QFY23-3QFY24 (%)



Source: RBI, Kotak Institutional Equities

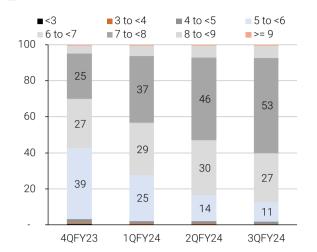
#### 3QFY24 saw further increase in bucket movement in the 7-8% interest rate bucket

Exhibit 26: Break-up of term deposits by interest rate buckets, March fiscal year-ends, 4QFY23-1QFY24 (%)



#### 45% of book is 7% or higher for individual deposits

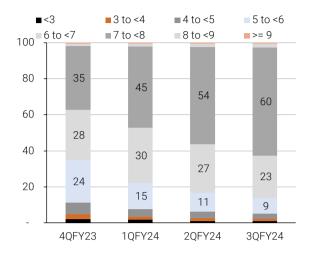
Exhibit 27: Break-up of term deposits for (individuals), March fiscal year-ends, 4QFY23-1QFY24 (%)



Source: RBI, Kotak Institutional Equities

#### ~50% of book is 7% or higher for non-individual deposits

Exhibit 28: Break-up of term deposits for (non-individuals), March fiscal year-ends, 4QFY23-1QFY24 (%)



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**REDUCE.** We expect this stock to deliver -5-+5% returns over the next 12 months.

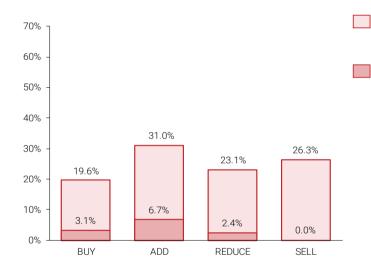
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Source: Kotak Institutional Equities

As of December 31, 2023

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