

# Analysis of Fixed Deposits in Selected Public Sector Banks

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**Abstract-** Fixed Deposits (FDs) remain one of the most preferred investment avenues for conservative investors in India due to their safety, assured returns, and ease of access through banks. This study focuses on the analysis of fixed deposits in selected public sector banks (PSBs), including the State Bank of India, Punjab National Bank, and Bank of Baroda. The objective is to examine the trends, growth patterns, and customer behavior related to FDs over a specific period. The study also evaluates factors influencing deposit mobilization, such as interest rates, tenure preferences, inflation, and changes in monetary policy. By using comparative and statistical analysis, including trend analysis and percentage growth rates, this research identifies how public trust, government backing, and banking strategies contribute to the growth of FDs in these banks. The study further explores the implications of recent economic reforms and digital banking trends on fixed deposit performance. The findings provide insights into depositor preferences and help in understanding how PSBs can better strategize to attract and retain FD customers. This research can benefit bank managers, policymakers, and investors by providing a clearer picture of the dynamics influencing fixed deposit investment in public sector banks.

**Indexed Terms-** Fixed Deposits, Public Sector Banks, Interest Rates, Deposit Mobilization, Investment Trends, SBI, PNB, Bank of Baroda, Customer Behavior, Economic Analysis

## I. INTRODUCTION

A financial system is a system that allows the exchange of funds between lenders, investors, and borrowers. Financial systems operate at national, global, and firm-specific levels. They consist of complex, closely related services, markets, and institutions used to provide an efficient and regular linkage between investors and depositors. Money, credit, and finance are used as media of exchange in financial systems. They serve as a medium of known

value for which goods and services can be exchanged as an alternative to bartering. A modern financial system may include banks (operated by the government or private sector), financial markets, financial instruments, and financial services. Financial systems allow funds to be allocated, invested, or moved between economic sectors. They enable individuals and companies to share the associated risks.

A financial system can be defined at the global, regional or firm specific level. The firm's financial system is the set of implemented procedures that track the financial activities of the company. On a regional scale, the financial system is the system that enables lenders and borrowers to exchange funds. The global financial system is basically a broader regional system that encompasses all financial institutions, borrowers and lenders within the global economy.

## II. RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Types of Researches: Primary data.

Secondary data

Primary data.

Primary research consists of a collection of original primary data collected by the researcher. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analyzing previously collected primary data.

Sources of Primary data

Primary data is the data collected by the researcher themselves, i.e.

- Interview
- observation
- questionnaires

Secondary data

Secondary data refers to data that was collected by someone other than the user. Common

Column1	Interest rate
30 Days	5.75
90 Days	6.25
6 Months	6.35
1 Year	6.8

sources of secondary

data for social science include censuses, information collected by government departments, organisational records and data that was originally collected for other research purposes. Primary data, by contrast, are collected by the investigator conducting the research.

Sources of secondary data:

Secondary sources are data that already exists internet searches or libraries

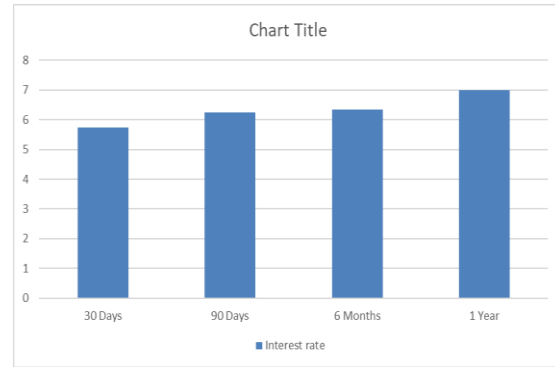
Time period	Interest rate
30 Days	5.75
90 Days	6.25
6 Months	6.35
1 Year	7

progress reports  
& letters  
web  
information

III. DATA ANALYSIS

Table 3.1

Chart 3.1

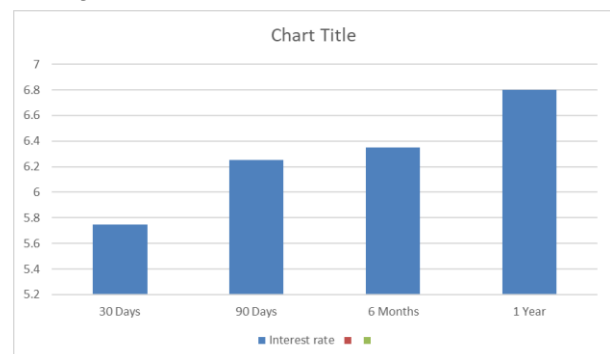


Interpretation:

The above graph shows the interest rates on short-term fixed deposits in Canara bank. These interest rates are depending upon the period of deposit. For 30days the interest rate is 5.75% and for 1 year the interest rate is 7.00%.

Short-term Fixed Deposits in State Bank of India  
Table 3.2 /

Chart 3.2



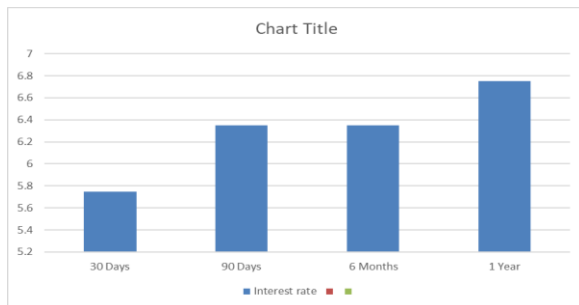
Interpretation:

The above graph shows the interest rates on short-term fixed deposits in State Bank of India. These interest rates are depending upon the period of deposit. When the deposit period increases automatically the interest rates are also increases. For 30days the interest rate is 5.75% and for 1 year the interest rate is 6.8%.

Short-term Fixed Deposits in Punjab National Bank  
Table 4.3

Column1	Interest rate
30 Days	5.75
90 Days	6.35
6 Months	6.35
1 Year	6.75

Chart 4.3



#### Interpretation:

The above graph shows the interest rates on short-term fixed deposits in Punjab National Bank. These interest rates are depending upon the period of deposit. For 30days the interest rate is 5.75% and for 1 year the interest rate is 6.75%.

#### CONCLUSION

The selected public sector banks are improving day-by-day because of its customized products and services provided to satisfy its customers.

In view of the above observation, the selected public sector banks are in good position regarding to the fixed deposits. In building up effective and efficient public banks at the district level, state level and national levels, maximum emphasis has to be laid on the involvement of professional managers through professional training. The selected public sector

banks are playing a vital role in benefiting the FD holders and on other hand they are making their own strategies to survive in competitive environment along with compliance of the existing rules and regulations.

#### REFERENCES

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