

ICICI Bank Ltd in Financial Cards and Payments (India)

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Abstracts

ICICI Bank Ltd concentrated on expanding its reach and total number of ATMs and branches in order to reach a broader consumer base. At the end of the review period, the bank concentrated on eastern and north-eastern India to expand its reach. The bank plans to continue with this strategy into the forecast period and plans to open new branches in tier-3 cities and rural areas.

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