



## EMERGING TRENDS IN BANKING

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### ABSTRACT

The Banking sector is the largest player, plays a leading role in construction of the economy both of an individual as well the nation. Banks have control over a large part of the supply of money in circulation. Banking Sector is vital for growth, creation of jobs, generation of wealth, eradication of poverty, encouraging entrepreneurial activity and increasing the gross domestic product. Today banking is known for innovative banking. Information technology has given rise to new innovations in the product focus is shifting from mass banking to class banking with the introduction of value added and customized products.. s. The paper attempts to present the emerging trends and that recently emerged in the banking sector with special emphasis on digitization.

**Keywords:** Banking, Digital, Digitization, GDP