

# Banking on India

Deep customer engagement is the basis of a bank's success

What are India's banking leaders saying about the future of India's banking industry?

53%

of surveyed executives from Indian banks say that cognitive computing will generate revenue growth



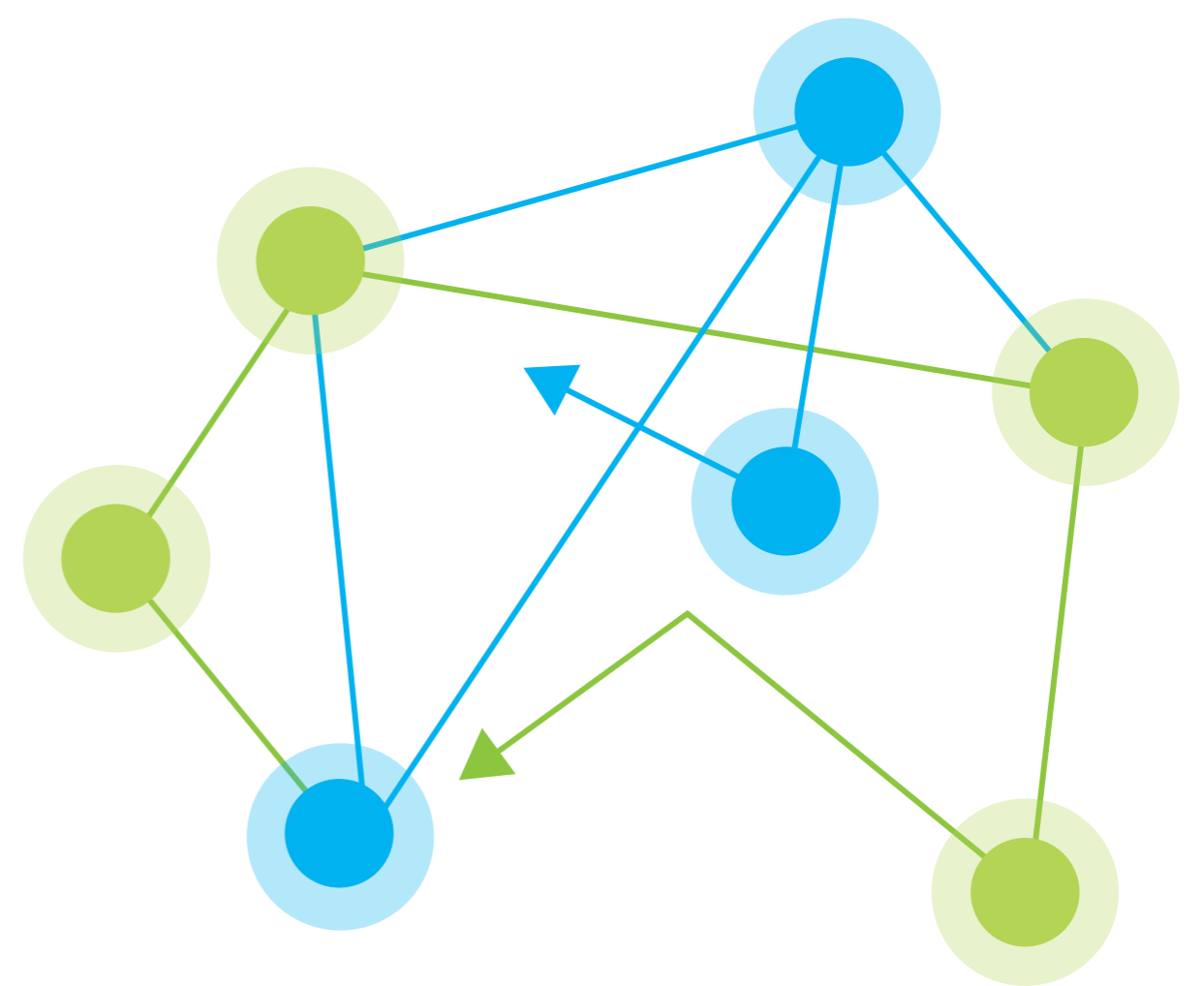
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of surveyed executives from Indian banks say cognitive computing will improve customer engagement

But only

15%

are doing anything about it



Are you part of the top 15% or are you part of the 85%?  
Learn to lead in India's banking industry: [ibm.biz/drindiabank](http://ibm.biz/drindiabank)