

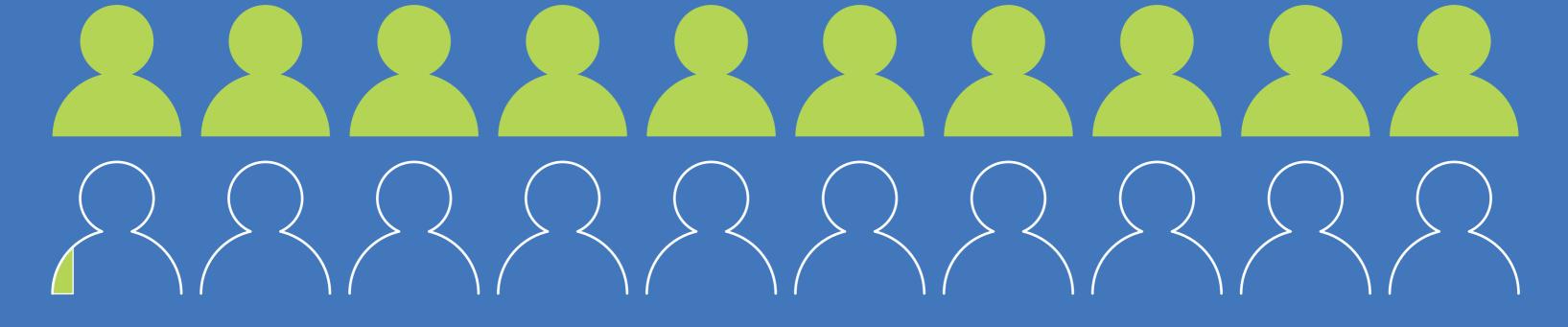
Banking on India

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?

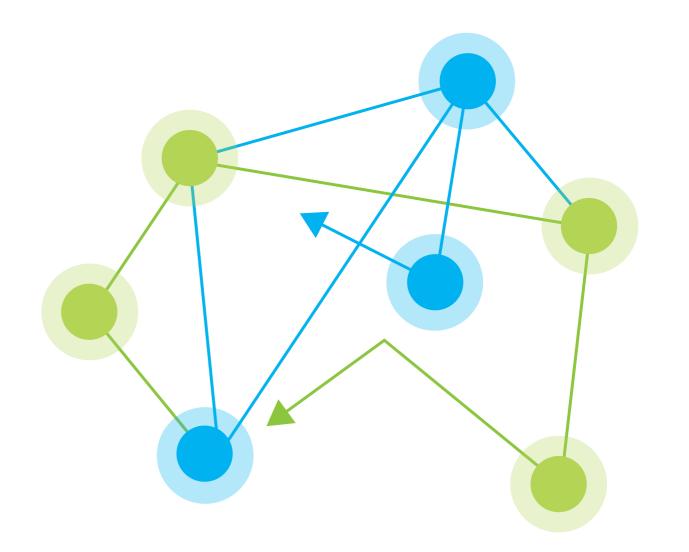


of surveyed executives from Indian banks say that cognitive computing will generate revenue growth



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





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

© Copyright IBM Corporation 2017. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.

Source research study data provided by IBM Institute for Business Value.

GB912432USEN-00