

# RETAIL BANKING

## •Definition Of Retail Banking

- Retail banking refers to banking in which Banking institutions execute transactions directly with consumers rather than Corporates or other Banks—Wikipedia.
- Typical mass market banking in which individual customers use local Branches of large Banks.
- Banking services for individual customers.
- Pure retail banking is general conceived to be the provision of mass market banking services to private individuals.It has been expanded over the years to include in many cases services provided to small and medium sized businesses.

## Commercial Bank

