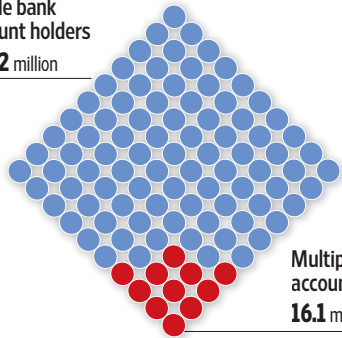


Bank coverage of India's paid workforce

To provide the numerical context of the bank coverage of India's paid workforce, Mint used data and analysis from the Invest India Incomes and Savings Survey 2007, produced by IIMS Dataworks. The survey provides the first 360-degree view of the financial behaviour and future investment intentions of the Indian workforce. According to the survey, there are 321 million paid workers in India. Mint featured key findings from the survey through July last year in a series called "India Unveiled". This time, IIMS Dataworks has sliced its data by states to provide insights on financial behaviour of Indians across states. Through the next month, Mint will run articles based on this data. To see all coverage based on the survey, go to: <http://www.livemint.com/indiaunveiled>

Bank customers who have accounts with more than one bank

Single bank account holders
128.2 million

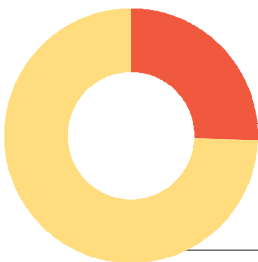


Multiple bank account holders
16.1 million

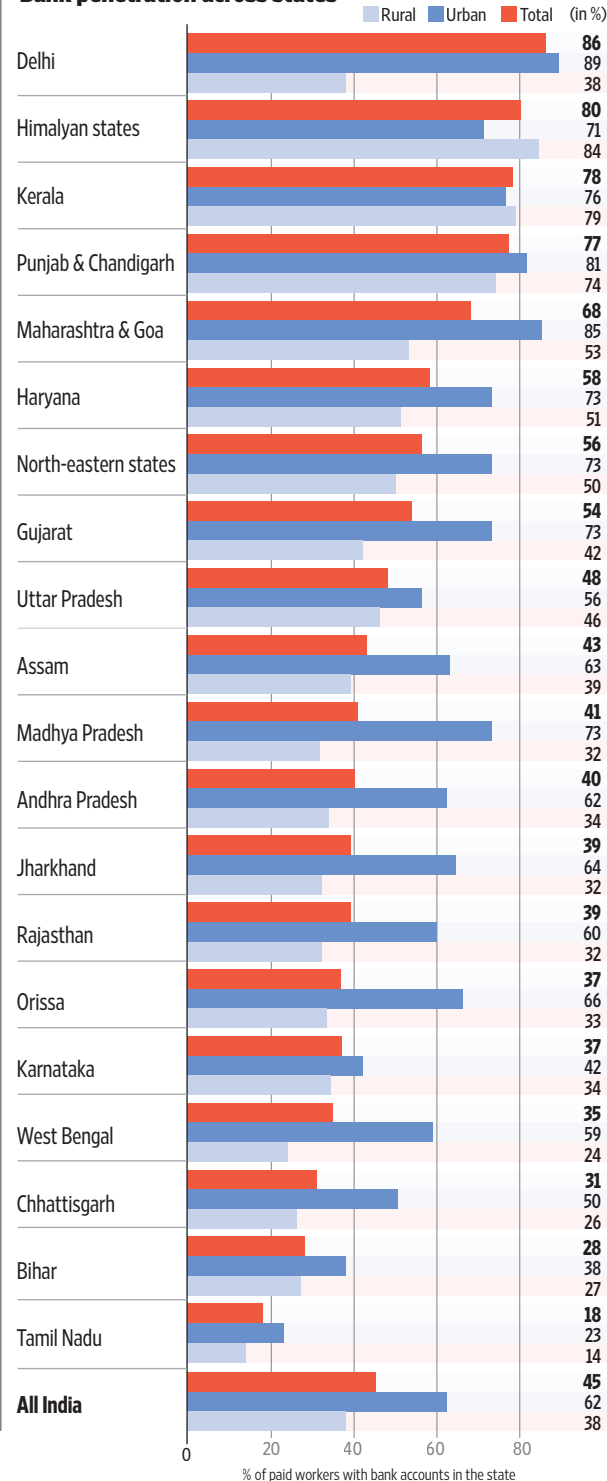
Distribution of multiple bank account holders

Have accounts in both public and private sector banks
4.1 million

Have accounts in either private sector or public sector banks
12 million

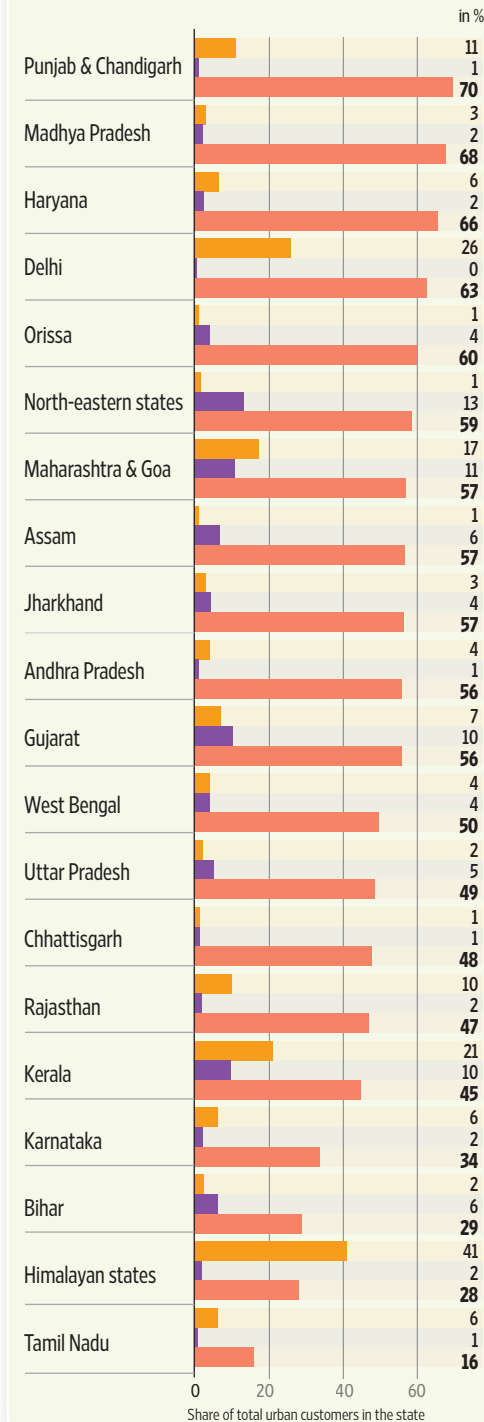


Bank penetration across states



Bank shares

Urban customers



Rural customers

