

BRAND TROUBLE

THE NEWS

In India, RBS is acquiring the wholesale, retail and private banking businesses of ABN Amro. RBS wants to operate the private banking business under the RBS Coutts brand.

But RBI is not in favour of the banking business being operated under two different brands as it amounts to backdoor entry of Coutts and Co.

THE BACKGROUND

RBS, Fortis Group and Banco Santander acquired ABN Amro Bank's assets in October 2007.

THE IMPLICATION

Delay in approval will set back ABN Amro's rebranding exercise in India.