

Premium banking services can assist entrepreneurs with solutions to meet their financial needs

Amidst the commitment surrounding the Make in India initiative and the flourishing entrepreneurship spirit in the country, many young and aspiring entrepreneurs are eagerly embracing the journey of establishing and running their businesses.

[By Mr. Joshua Raja R, National Manager-Branch Banking, Ujjivan Small Finance Bank | 13th Feb, 2024](#)



In response to this wave of entrepreneurial enthusiasm, banks are stepping up to support and empower aspiring business leaders with holistic solutions that help address their financial needs in real-time. A recent study highlights that entrepreneurs in semi-urban areas expect more from their banks

Premium banking services to meet financial needs

Premium banking offerings encompass extensive features to facilitate seamless business operations. Entrepreneurs can now access integrated services such as account management and free Cash Management Services service which efficiently help them handle unforeseen financial requests, help them to manage receivables and payables, higher ATM withdrawals, POS transaction limit of Rs. 5 lakh per day and many more.

Dedicated relationship manager

A standout feature of premium banking services is providing a dedicated relationship manager available 24*7. This personalised offering ensures entrepreneurs have a reliable point of contact within the bank—someone who understands their unique business needs and can provide tailored advice and solutions.

Beyond banking Services

The shift towards a cashless approach is evident across segments of businesses, from retail shops to a larger enterprise. To align with this trend, some banks also offer free installation and rental of QR sandboxes, enabling businesses to manage their finances and productivity seamlessly. Further, some banks also provide services which are beyond banking services, like account services, tax payment support, and HR payroll solutions, all consolidated under one account.

In conclusion, as businesses of all scales experience a surge in the current entrepreneurial landscape, banks are proactively tailoring their services to meet the evolving needs. Introducing premium solutions reflects the commitment to fostering a conducive environment for entrepreneurial growth; the bank's offering of premium banking services contributes to the success and sustainability of businesses in the ever-evolving Indian entrepreneurial ecosystem.

-----END-----

Link - <https://timesascent.com/articles/premium-banking-services-can-assist-entrepreneurs-with-solutions-to-meet-their-financial-needs/158323>