

# The rise of the Indo Crescent

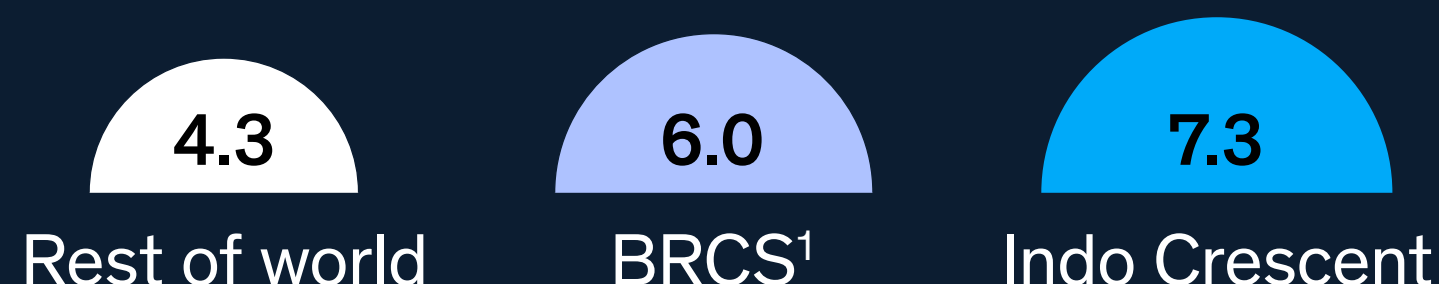
A new growth engine has emerged along the coastline of the Indian Ocean

## Why the Indo Crescent is fertile ground for banks

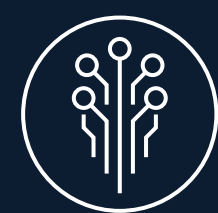


Indo-Crescent economies are expected to grow faster than other regions

GDP growth, 2021-30, % per year



Banking penetration in Indo-Crescent countries is lower than in the rest of the world (4% vs 7%), leaving more room to grow



Indo-Crescent banks can rapidly advance their technology, leapfrogging earlier innovations due to widespread availability of mobile devices

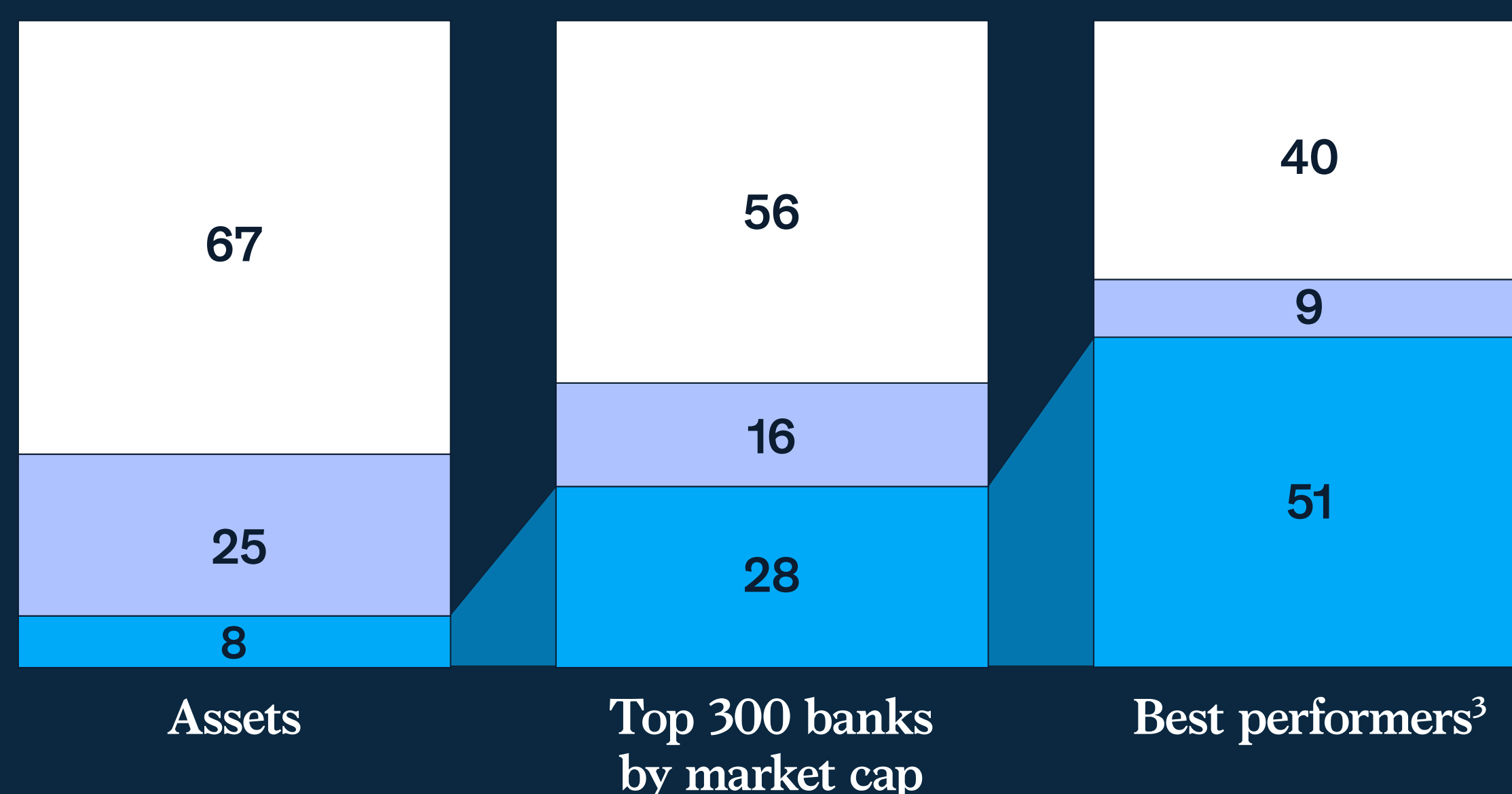


¹ Brazil, Russia, China, South Africa.

While Indo-Crescent banks hold less than 10% of global assets, they claim an outsize share in top performance rankings.

## Distribution of assets² and banks by geography, %

● Rest of world ● BRCS ● Indo Crescent



### How Indo-Crescent banks are taking the lead



Pursuing digital innovation to establish technological superiority



Building digital ecosystems to offer beyond-banking services



Achieving next-gen cost efficiency while being thoughtful about risk

² Total banking assets distributed by geography.

³ "Best performers" are a subset of the top 300 banks. They represent the upper quartile of P/E and P/BV ratios.

Source: McKinsey Panorama

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