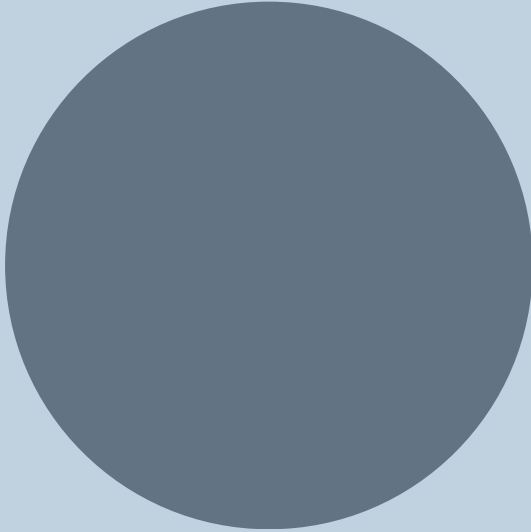
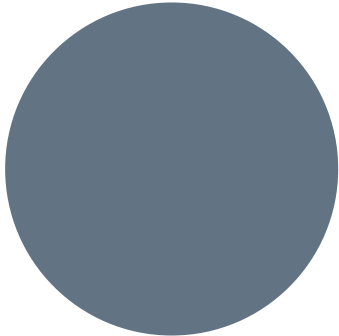


Group Project

7



TEAM ROLE AND RESPONSIBILITIES

INTRODUCTION

- Naga Nandini Morla (2505085)

HISTORY

- Vamsi Rapakav (2514890)

KEY DRIVE OF CHANGES

- Vamsi Rapakav (2514890)

ANALYSIS AND CHALLENGES

- Lokesh Reddy Karangula (2513500)

RISK MITIGATION FOR MARKET CHANGES

- Lokesh Reddy Karangula (2513500)

SWOT ANALYSIS

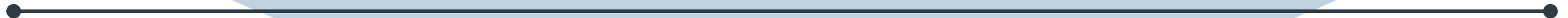
- Aditya Mohod (2503557)

CHANGE MANAGEMENT

- Aditya Mohod (2503557)

CONCLUSION

- Naga Nandini Morla (2505085)



INTRODUCTION



- The Hongkong and Shanghai Banking Corporation
- Founded in 1865 as Global Bank



- Headquartered in London
- Operates in 60+ Countries



- Purpose
- Opening Up a World of Opportunity

HISTORY

1865

Founded in
Hong Kong

1900

Expanded
Operation
Across Asia

1958

International
Growth

1991

Formation of
Hsbc Holdings

2000

Digital Banking
Initiatives

2017

Commitment
to
Sustainability

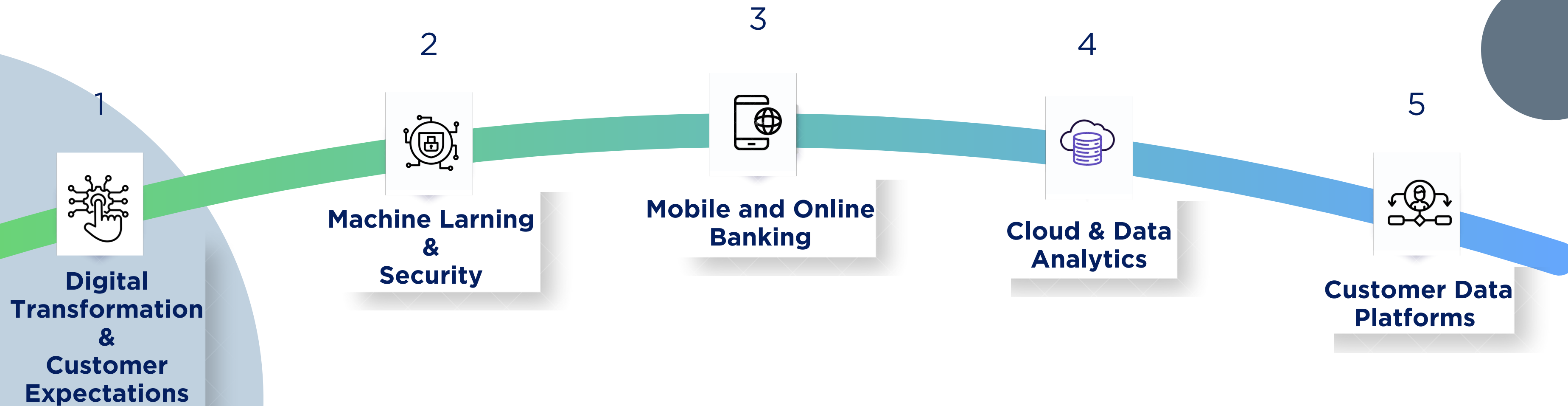
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Present
Global
Leadership

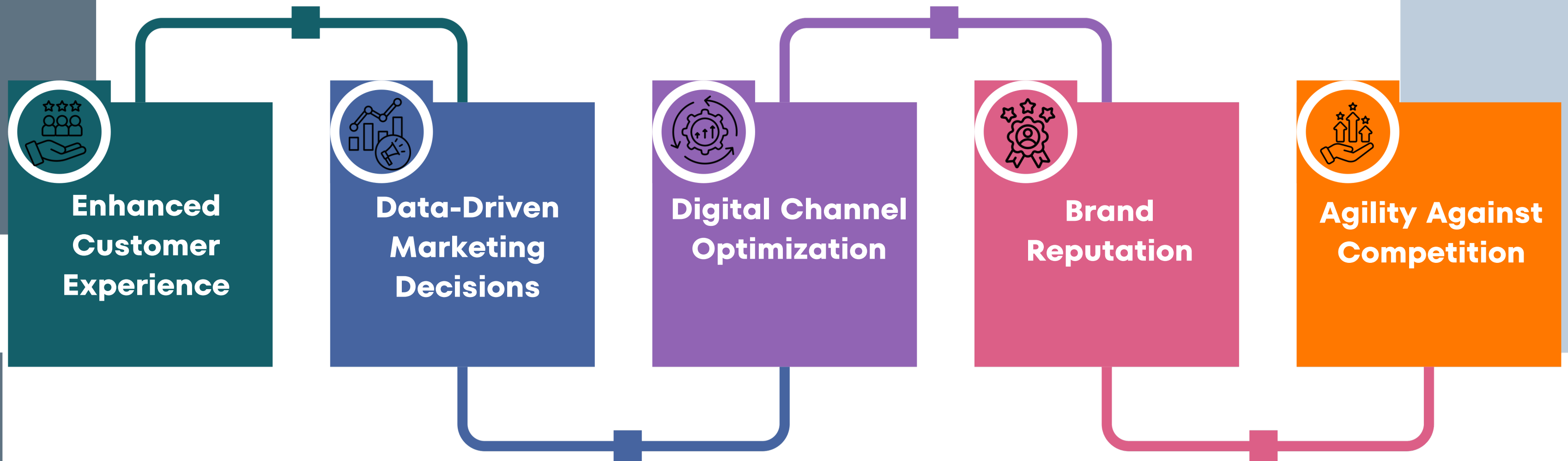


KEY DRIVE OF CHANGES

ISSUE FACED IN TECHNOLOGY



IMPORTANCE OF TECHNOLOGY ISSUES FOR HSBC'S MARKETING DEPARTMENT



ANALYSIS OF HSBC



CORE ISSUES

**Technological
Transformation**

**HSBC Faces Challenges
With Its Outdated Legacy
Systems, Cyber Security
and the Increasing
Demand for Digital
Banking Services**

BREAKING DOWN THE ISSUE

Cyber - Security Risk

High Cost

VS

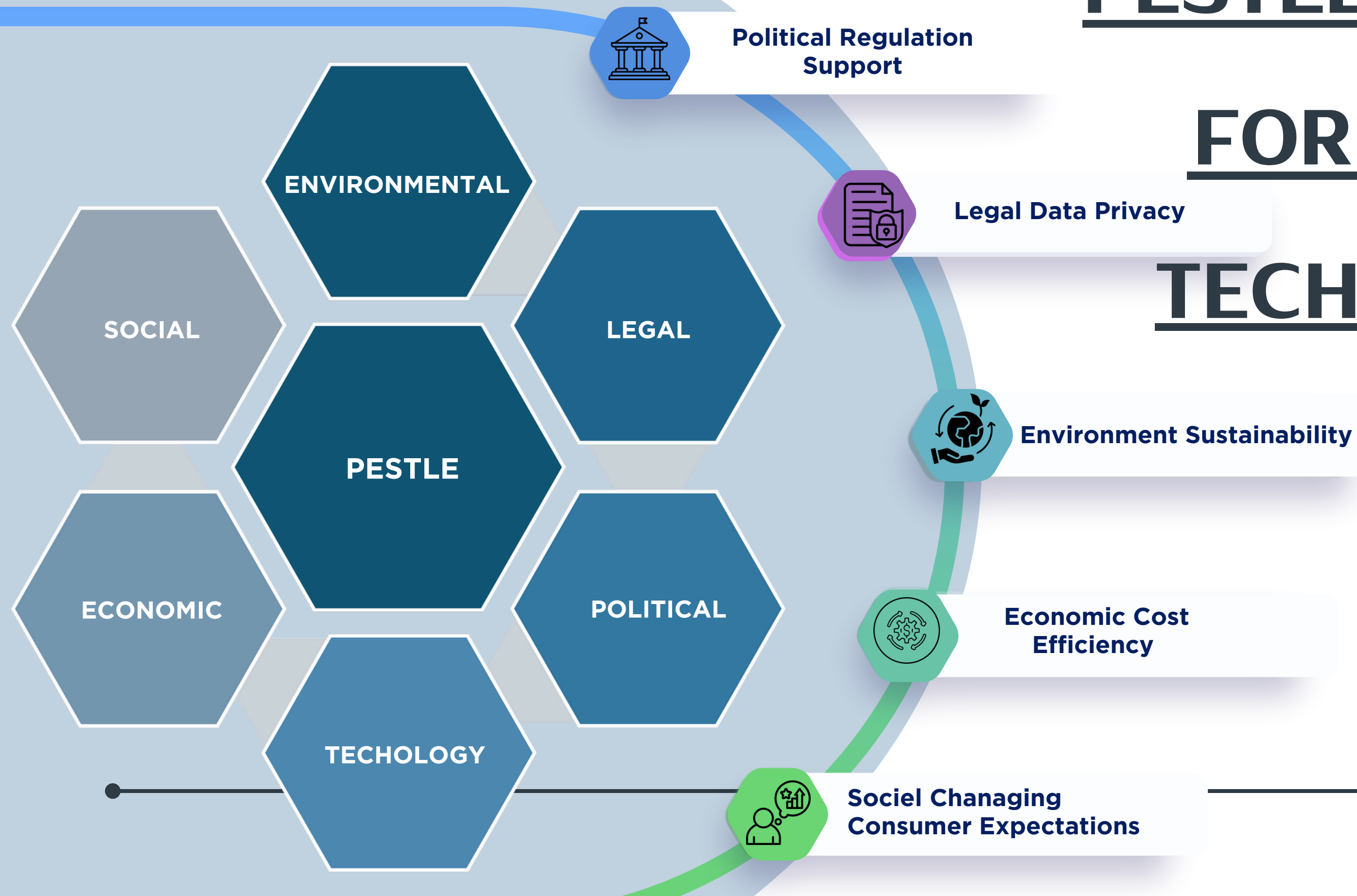
Employee Resistance to Change

Legacy Integration System

PESTLE ANALYSIS

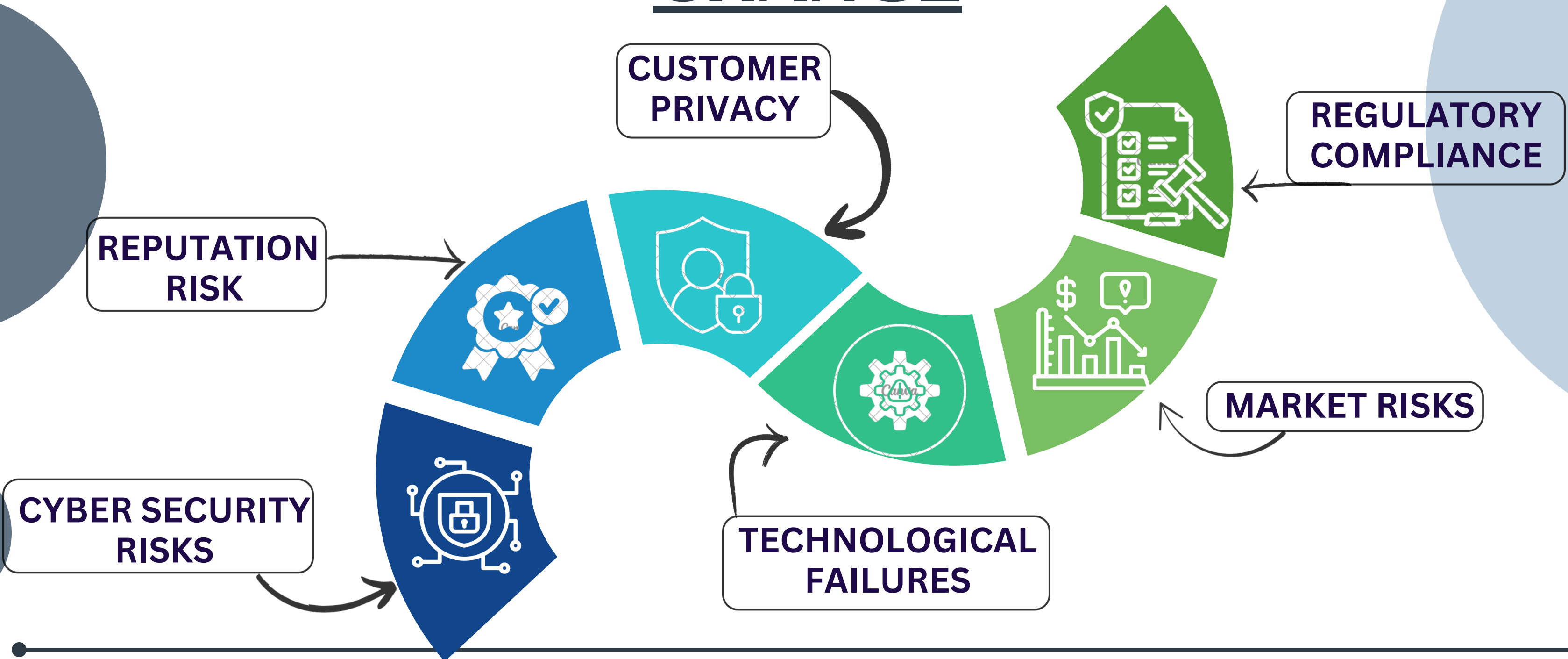
FOR HSBC'S

TECHNOLOGY



RISK MITIGATION IN HSBC'S MARKETIN

CHANGE



SWOT ANALYSIS FOR HSBC'S MARKETING

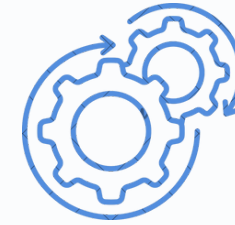
CHANGE

BRAND RECOGNITION



- Financial stability
- Range of Global Presence

COMPLEX OF OPERATION



- Legacy Software
- Public Perception Issues

TECHNOLOGY ADVANCEMENT



- Increasing in Emerging Markets
- Sustainability Plan

ECONOMIC VARIABILITY



- Change in Regulatory System
- Strong Competitors
- Cybersecurity Risk

CRITICAL EVALUATION OF HSBC'S APPROACH CHANGE MANAGEMENT & MANAGEMENT MODELS

CUSTOMER DEMANDS

TECHNOLOGY CHANGES

REGULATORY COMPLINCE

HIGH IMPLEMENTATION COSTS

LEGACY SYSTEMS

INTEGRATION COMPLEXITY

EMPLOYEE RESISTANCE

LEWIN'S CHANGE MODEL FOR HSBC

UNFREEZE

- **Awareness
Communication**

CHANGE

- **Implementation
Training**

FREEZE

- **Monitoring
Cultural
Integration**

STRENGTHS AND WEAKNESSES OF HS **CHANGE MANAGEMENT APPROACH**

STRENGTH

**Leadership
Support**

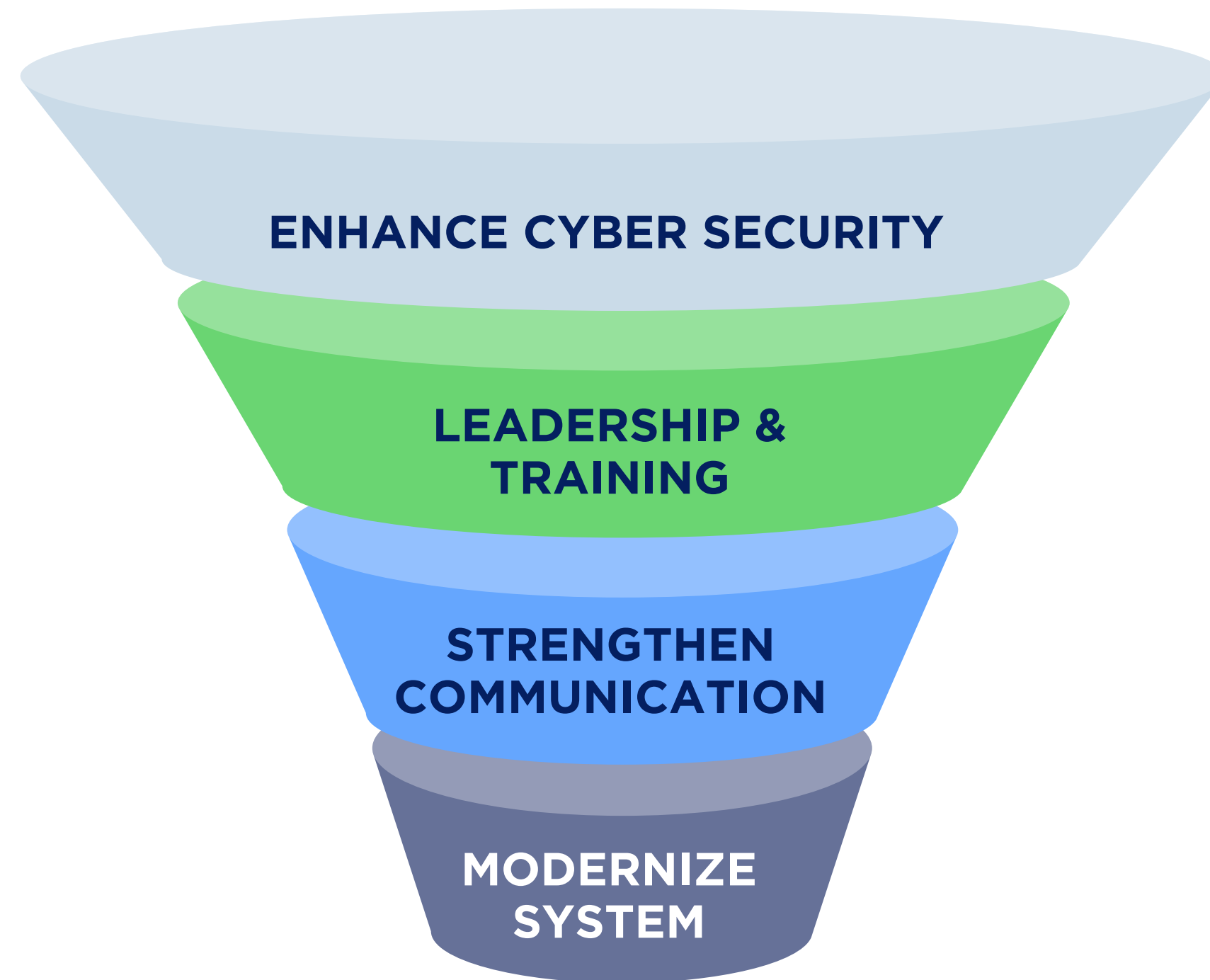
**Financial
Resource**

WEAKNESS

**Legacy
System**

**Organizational
Structure**

RECOMMENDATIONS



CONCLUSION

HSBC's remarkable journey from its founding in 1865 to becoming one of the world's leading financial institutions demonstrates its enduring commitment to innovation, resilience, and global growth.

By prioritizing technology, people, and purpose, HSBC continues to open up a world of opportunity for its customers, employees, and stakeholders across the globe.

Today, HSBC faces both opportunities and challenges as it embraces digital transformation. The integration of advanced technologies such as cloud computing, machine learning, and data analytics has enhanced customer experiences and improved operational efficiency

Through effective change management, particularly following Lewin's model, HSBC has shown the importance of strong leadership, clear communication, and comprehensive employee training in navigating organizational transformation.

REFERENCE

Media releases” page: <https://www.hsbc.com/news-and-views/news/media-releases>— official HSBC page for announcements and technology strategy

- “Driving digital progress” article: <https://www.hsbc.com/news-and-views/news/hsbc-news-archive/driving-digital-progress>— highlights HSBC’s tech-investment (e.g., USD 5.8 billion) and digital platform build-out.
- HSBC history timeline: <https://www.about.hsbc.co.uk/history-timeline>— useful for the chronology slide.

For HDFC Bank (for comparison)

- HDFC Bank press-release page: <https://www.hdfcbank.com/personal/about-us/news-room/press-release> ^{OBJ} — various announcements including digital initiatives.
 - “HDFC Bank partners with Microsoft” article: <https://news.microsoft.com/source/asia/2023/01/03/hdfc-bank-partners-with-microsoft-as-part-of-its-digital-transformation-journey/> ^{OBJ} — shows HDFC’s tech transformation.
 - “HDFC Bank Digital Transformation Analysis Report 2025”: <https://www.globenewswire.com/news-release/2025/08/08/3129977/28124/en/HDFC-Bank-Digital-Transformation-Analysis-Report-2025-Accelerators-Incubators-and-Innovation-Programs.html> ^{OBJ} — deep dive into tech initiatives.
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Thank
You

