

Title	Analysis of the Forex market in Tirupur
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The project entitled “Analysis of the Forex market in Tirupur” was undertaken to increase the market share for derivative products of ICICI in Tirupur. ICICI bank is a leader in retail assets products. They are entering in to trade finance, export finance and corporate lending to SME (Small and Medium Enterprises). They wish to explore the market potential for derivative products in Tirupur. In this project descriptive research design is used. The sample size is 100 out of a population of 500 exporters. The study also covered the entire population of 40 banks who service the Forex requirement of exporters in Tirupur. The method of sampling adopted is the simple random probability sampling.

The following statistical tools are used for this research work to extract the information, final interpretation and suggestion for the report.

1. Chi-square Test
2. Weighted average method

## Abstract

The exporters hedge their foreign exchange risks with the help of derivative products provided by banks. The various derivative products analyzed in the study are

- 1) Forward contract
- 2) Option contract
- 3) Future contract

The researcher has estimated the usage of derivative products by exporters and this will help ICICI bank in formulating the strategy for the introduction of Forex derivatives in Tirupur.

The population study of bankers is used to analyze the banks potential for export and import finance. The research includes finding the competitive advantage of different bankers in Tirupur. The researcher has identified the major problems faced by exporters, satisfaction level towards banking service and has suggested the ways to improve the share of derivative for ICICI in SME segment.

## Full Paper:

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