

PERSONAL LOAN SEARCH TRENDS REPORT FY'23 INDIA

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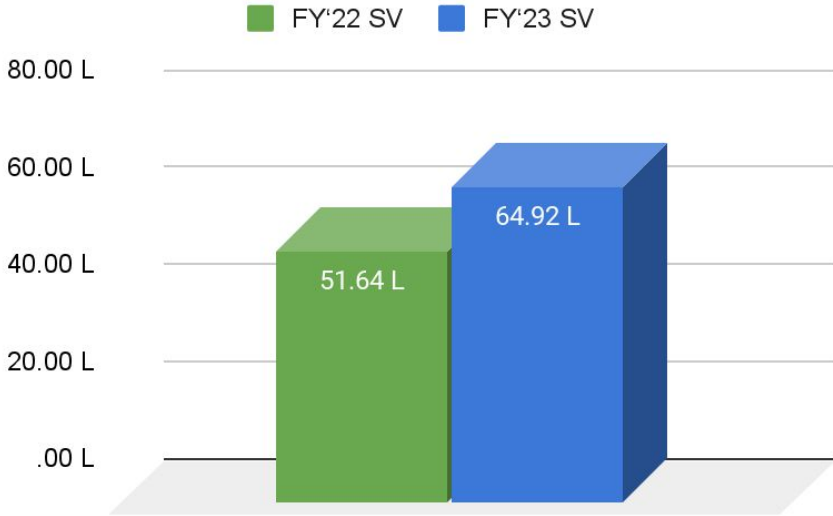
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Executive Summary

- In India, most Personal Loan journeys for people **begin with a Google search.**
- People run queries on **Personal Loan providers**, compare & contemplate plans, and make decisions; which is why a clear understanding of **search behavior** is necessary for a **strong path to better digital marketing.**
- Our *Personal Loan Search Trends Report* **examines how customer behavior is evolving** and how your brand can leverage these trends to create a stronger digital presence.
- We investigate over 18,000 keywords to evaluate the **brand and non-brand keywords, types & volumes of queries, opportunities for growth**, and so much more.
- We also include a list of **top-performing Personal Loan providers** who dominate Google Search.

Personal Loan Search Trends



Category	Search Volume FY'22	Search Volume FY'23	% Growth
Personal Loan	51.64 L	64.92 L	25.73%

Search Volume by Query Type

Type of Query	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	25.89 L	32.04 L	23.76%	49.36%
Non-Brand	25.74 L	32.87 L	27.71%	50.64%
Total	51.64 L	64.92 L	25.73%	100.00%

Top 10 Brands by Search Volume



Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
HDFC Bank	701.95 K	751.90 K	7.12%	23.46%
SBI	579.18 K	564.56 K	-2.52%	17.62%
Bank of Baroda	97.46 K	252.04 K	158.61%	7.87%
ICICI Bank	173.66 K	194.95 K	12.26%	6.08%
Axis Bank	154.16 K	160.43 K	4.07%	5.01%
Bajaj Finserv	130.28 K	124.30 K	-4.59%	3.88%
Kotak Mahindra Bank	70.19 K	116.68 K	66.23%	3.64%
MoneyView	44.16 K	107.44 K	143.30%	3.35%
PNB	43.29 K	73.50 K	69.79%	2.29%
TATA Capital	31.84 K	53.51 K	68.06%	1.67%

Next 10 Brands by Search Volume



Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
IDFC Bank	32.98 K	48.13 K	45.94%	1.50%
Indiabulls Dhani	46.28 K	40.13 K	-13.29%	1.25%
CashBean	19.26 K	31.75 K	64.85%	0.99%
PaySense	23.66 K	31.57 K	33.43%	0.99%
Kissh	20.62 K	28.96 K	40.45%	0.90%
Bank of India	19.88 K	26.45 K	33.05%	0.83%
Home Credit	30.54 K	25.45 K	-16.67%	0.79%
Muthoot Finance	19.49 K	24.17 K	24.01%	0.75%
Shriram Finance	16.22 K	22.97 K	41.62%	0.72%
L&T Finance	7.81 K	21.21 K	171.57%	0.66%
Others (167)	326.36 K	504.38 K	54.55%	15.74%
Total	2589.27 K	3204.48 K	23.76%	100.00%

Search Volume by **Category**

Type of Query	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Personal Loan	46.53 L	58.07 L	24.81%	89.44%
Instant Personal Loan	4.75 L	6.29 L	32.48%	9.69%
Personal Loan with Low Credit Score	0.36 L	0.56 L	55.57%	0.87%
Total	51.64 L	64.92 L	25.73%	100.00%

Top 10 Keywords

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth
personal loans	301.00 K	368.00 K	22.26%
pl loan emi calculator	165.00 K	165.00 K	0.00%
sbi personal loan	90.50 K	90.50 K	0.00%
sbi online personal loan	90.50 K	90.50 K	0.00%
personal loans calculator	74.00 K	90.50 K	22.30%
sbi loan personal loan interest rate	74.00 K	74.00 K	0.00%
personal loan bob bank	27.10 K	74.00 K	173.06%
interest for personal loan	74.00 K	74.00 K	0.00%
hdfc personal loan	90.50 K	74.00 K	-18.23%
bank of baroda personal loan	27.10 K	74.00 K	173.06%
Others	1560.57 K	2112.99 K	35.40%
Total	2574.27 K	3287.49 K	27.71%

Top 10 Personal Loan Buckets

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
EMI	607.30 K	612.45 K	0.85%	9.43%
Interest Rate	487.94 K	543.28 K	11.34%	8.37%
Calculator	334.31 K	377.20 K	12.83%	5.81%
Online	231.41 K	282.25 K	21.97%	4.35%
Cibil Score	36.09 K	56.17 K	55.64%	0.87%
Documentation	34.40 K	38.04 K	10.58%	0.59%
Preclosure	14.63 K	16.30 K	11.41%	0.25%
Offer	7.40 K	7.69 K	3.92%	0.12%
Unsecured	7.45 K	7.50 K	0.67%	0.12%
Tax	3.13 K	4.34 K	38.66%	0.07%
Others	3399.48 K	4546.75 K	33.75%	70.04%
Total	5163.54 K	6491.97 K	25.73%	100.00%

Others keywords sample:

- *processing fee for personal loan*
- *noc for personal loan*

Top Purposes for Personal Loans

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Emergency	6.25 K	9.67 K	54.72%	47.40%
Home	8.83 K	8.58 K	-2.83%	42.06%
Vehicle	0.61 K	0.88 K	44.26%	4.31%
Marriage	0.44 K	0.51 K	15.91%	2.50%
Debt	0.28 K	0.39 K	39.29%	1.91%
Education	0.11 K	0.17 K	54.55%	0.83%
Vacation	0.08 K	0.14 K	75.00%	0.69%
Gadgets	0.06 K	0.06 K	0.00%	0.29%
Total	16.66 K	20.40 K	22.45%	100.00%

City-Wise Search Volumes

Cities	Search Volume in FY' 22	Search Volume FY'23	% Growth	Market Share
Top 6 Cities	15.77 L	18.44 L	16.99%	28.41%
Next 10 Cities	6.84 L	7.70 L	12.50%	11.86%
Others	29.03 L	38.78 L	33.59%	59.73%
Total	51.64 L	64.92 L	25.73%	100.00%

Top 6 Cities

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Bengaluru	3.34 L	4.38 L	31.19%	23.74%
Hyderabad	3.12 L	3.34 L	7.03%	18.11%
Delhi	2.96 L	3.34 L	12.93%	18.10%
Chennai	2.41 L	2.71 L	12.48%	14.67%
Mumbai	2.23 L	2.59 L	16.23%	14.06%
Pune	1.72 L	2.09 L	21.74%	11.33%
Total	15.77 L	18.44 L	16.99%	100.00%

Next 10 Cities

Cities	Search Volume FY'22	Search Volume FY '23	% Growth	Market Share
Coimbatore	0.86 L	1.01 L	18.06%	13.18%
Jaipur	0.87 L	1.01 L	16.25%	13.16%
Lucknow	0.80 L	0.91 L	15.03%	11.88%
Indore	0.70 L	0.80 L	14.38%	10.44%
Surat	0.67 L	0.80 L	20.50%	10.44%
Nagpur	0.67 L	0.77 L	16.38%	10.05%
Visakhapatnam	0.70 L	0.67 L	-4.74%	8.66%
Ludhiana	0.55 L	0.60 L	9.38%	7.78%
Vadodara	0.53 L	0.60 L	12.33%	7.78%
Bhopal	0.50 L	0.51 L	1.74%	6.62%
Total	6.84 L	7.70 L	12.50%	100.00%

“Near-Me” Searches

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	0.06 K	0.11 K	83.33%	0.38%
Non-Brand	24.87 K	29.01 K	16.65%	99.62%
Total	24.93 K	29.12 K	16.81%	100.00%

The contribution from non-brand keywords, when the term “near me” is included, was higher in FY'23.

Brand keywords include:

- *TATA Capital personal loan near me*
- *Muthoot Finance personal loan near me*

Non Brand keywords include:

- *same day personal loans near me*
- *personal loans near me*

Search Volumes for Personal Loan App

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	1.09 L	2.38 L	118.28%	28.00%
Non-Brand	3.12 L	6.11 L	95.79%	72.00%
Total	4.21 L	8.48 L	101.61%	100.00%

The contribution from non-brand keywords when the term “app” is included is higher in FY'23.

Brand keywords include:

- *sbi personal loan app*
- *home credit personal loan app*

While Non-Brand keywords include:

- *personal loan apps*
- *best personal loan app*

Vernacular Search Volumes

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	2.18 K	2.74 K	25.69%	4.68%
Non-Brand	52.62 K	55.81 K	6.06%	95.32%
Total	54.80 K	58.55 K	6.84%	100.00%

The contribution from non-brand keywords when the term “app” is included is higher in FY '23.

Brand keywords include:

- टाटा कैपिटल पर्सनल लोन
- कोटक महिंद्रा बैंक पर्सनल लोन

Non-Brand keywords include:

- पर्सनल लोन
- पर्सनल लोन अप्लाई





Loan Budget Search Volumes

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth
50000 loan on aadhar card	2.90 K	6.60 K	127.59%
i need 50000 rupees loan urgently	3.60 K	6.60 K	83.33%
urgent loan 10000	3.60 K	4.40 K	22.22%
pan card loan 50 000	2.90 K	3.60 K	24.14%
20 000 loan without documents	2.90 K	2.90 K	0.00%
Others	79.32 K	109.86 K	38.50%
Total	95.22 K	133.96 K	40.68%

Others keywords sample:

- *sbi instant loan 50000*
- *bajaj finance 50000 loan interest rate*
- *50000 loan on aadhar card*
- *i need 50000 rupees loan urgently*

Top 5 Brands with Highest Share of Voice (SOV) on Google

	Top Brands	Top 5 SOV
	Bajaj Finserv	39.50%
	HDFC Bank	37.12%
	IIFL	32.72%
	ICICI Bank	16.04%
	SBI	14.22%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Key Insights

- The overall Search Volume of 'Personal Loan' related keywords has **grown by 27.18%** in FY'23
- **Bank of Baroda, L&T Finance** and **Moneyview** have demonstrated greater than 140% yearly growth in brand search volumes
- **Kotak Mahindra Bank, PNB, TATA Capital,** and **CashBean** have demonstrated a greater than 50% growth rate in brand search volumes
- **Purpose-driven searches** for **"Emergency Loan"** and **"Home Loan"** have the highest search volumes
- Searches for **"Instant Personal Loan"** increased by **32.48%** in FY'23
- The **highest volume of searches** for "personal loan" came from **Bengaluru**

Data-Collection Process

- The research was conducted for FY-22 & FY-23 using Google's Keyword Planner
- The data reflects Pan-India search volumes only, except where city-level data is shown
- Search volumes on Google Web Search for app-related keywords and not Playstore have been taken into account
- Search volumes for vernacular languages - where available - only reflect data for the Hindi language

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