

# Assessment of Demand for Digital Financial Services Post Covid – 19 Pandemic in South India

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The assessment of demand for digital financial services post-COVID-19 pandemic in South India reveals a significant surge in adoption. The pandemic accelerated the shift to digital payments, with contactless transactions and online banking becoming the new norm. In South India, particularly in states like Tamil Nadu, Karnataka, and Kerala, the demand for digital financial services has increased exponentially. Factors contributing to this growth include government initiatives, improved internet penetration, and growing awareness about the benefits of digital financial services. This trend is expected to continue, driven by the region's increasing digitization and financial inclusion efforts.

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