

# A Study on Predicting the Stock Prices of Banking and Non- Banking Financial Institutions

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## ABSTRACT

This study examines the prediction of stock prices for Indian banking and non-banking financial companies (NBFCs) from 2015 to 2024 using ARMA models. It analyses ten leading institutions—five banks such as SBI and HDFC, and five NBFCs including Muthoot Finance and Kotak Mahindra—to evaluate the ARMA model's effectiveness in capturing stock price behaviour. After testing for stationarity with the Augmented Dickey-Fuller test and selecting optimal ARMA structures, forecasts were generated to assess trend alignment and accuracy. Results show that banking stocks exhibited more stable and predictable patterns, with strong autoregressive components in institutions like SBI and HDFC. In contrast, NBFC stocks were generally more volatile, leading to inconsistent forecasting results, though Muthoot Finance stood out by aligning well with its historical growth trends. The study acknowledges limitations of the ARMA model, particularly its assumption of linearity and inability to incorporate external shocks or market sentiments. Nevertheless, it highlights ARMA's value as a foundational forecasting tool and recommends future research integrating macroeconomic variables to enhance prediction, ultimately supporting more informed investment decisions in the Indian financial sector.

**Key words:** stock prices of banking and non-banking of financial institution.

## INTRODUCTION:

The stock market mirrors a nation's economic health, with the banking and NBFC sectors in India playing vital roles in credit distribution and financial inclusion. Over the past decade, these sectors have expanded rapidly, driven by reforms, technology, and shifting consumer demands. Predicting stock prices here is critical yet challenging, as prices respond to macroeconomic trends, regulatory shifts, investor sentiment, and geopolitical risks. This project employs ARMA models—a straightforward, statistically robust time series method—to forecast stock prices, emphasizing interpretability and suitability for linear, stationary data. It analyses monthly data from 2015 to 2024 for five banks and five NBFCs, testing for stationarity via the ADF test before building ARMA models. The study compares price dynamics across sectors, revealing generally stable trends for banks like SBI and HDFC, versus higher volatility in NBFCs such as Muthoot Finance and IIFL. These differences underscore the need for sector-specific models. Overall, this sets the stage for evaluating ARMA's effectiveness in navigating the complexities of forecasting stock prices in India's dynamic financial landscape.

## Review of Literature

Joshi & Patel (2017): This study applied correlation and factor analysis to assess the key determinants of stock prices in financial firms. Asset quality and return on equity (ROE) emerged as significant factors influencing investor sentiment and valuation. The researchers highlighted that strong ROE and healthy assets provide confidence to investors and result in higher stock valuations. They

also found that these factors are more influential in long-term investment decisions. The study thus supports the use of multivariate statistical tools in stock price analysis.

Sharma and Mehta (2016): Sharma and Mehta demonstrated the efficacy of using ARMA models for stock price forecasting based on financial ratios. Their research indicated that historical ratios like debt-equity and return on assets can provide insights into future price movements. The ARMA models captured underlying time dependencies in financial variables. They concluded that statistical forecasting methods, when combined with financial metrics, enhance prediction accuracy. The study supports the integration of quantitative and qualitative data for better market analysis.

Verma & Arora (2021) Found that lagged stock prices significantly influence current banking stock movements in India. Showed strong momentum effects, especially in well-capitalized banks, supporting short-term trend forecasting using ARMA models.

Nair & Thomas (2022) Explored investor perceptions of NBFC stocks, revealing they are viewed as high-risk, high-reward, leading to increased trading activity and volatility. Suggested behavioural factors play a bigger role in NBFC stock price movements than in traditional banking stocks.

Mukherjee et al. (2023) Advocated for sector-specific ARMA/ARIMA models, noting that banks and NBFCs have distinct volatility patterns. Recommended frequent updates to model parameters to better capture evolving market behaviours.

Real-Time Data & High-Frequency Forecasting 2024–25 research emphasizes using high-frequency intraday data (minute-to-minute) and alternative sources like sentiment indicators, to refine short-term forecasts. These models often feature automatic recalibration and model drift detection mechanisms.

#### **OBJECTIVES OF THE STUDY:**

- To find out which factors affect stock prices the most.
- To compare stock behaviour between banks and NBFCs.
- To predict the stock price for the future of BANKING & NON-BANKING financial institutions.
- To recommend the best industry to the investor for making the investment decision.

The model does not include external factors like interest rates or economic policies.

#### **RESEARCH AND METHODOLOGY**

The study collected historical stock price data of Muthoot Money Bank from 2015 to 2024 using secondary sources such as NSE and Money control. To prepare the data for time series analysis, it was tested for stationarity with the Augmented Dickey-Fuller (ADF) test, and non-stationary series were differenced. An ARMA model was then developed using the differenced stock prices, selecting appropriate autoregressive (AR) and moving average (MA) lags based on their statistical significance. The model was employed to forecast future stock prices from 2025 to 2030, projecting a steady upward trend that reflects strong company fundamentals and positive market sentiment. Finally, model evaluation indicated high accuracy, with significant coefficients and no autocorrelation in residuals, confirming its suitability for investment analysis and strategic planning.

This study was conducted based on the secondary data collected from DSE'S websites. Only companies associated with the financial sector (banking & non-banking financial institution) were selected for study. A total of 10 financial companies (5 banking & 5 non-banking financial institution) were selected and their data on variables were collected from 2015 to 2024.

## PREDICTING THE STOCK PRICES OF MULTIPLE REGRESSION ANALYSIS FOR BANKING

### 1.STATE BANK OF INDIA (SBI):

Table: UNTITLED - Workfile: SBI,142:Untitled\					
View Proc Object Print Name Edit +/- CellFmt Grid +/- Title Comments +/-					
Augmented Dickey-Fuller Unit Root Test on PRICE					
Null Hypothesis: PRICE has a unit root					
Exogenous: Constant					
Lag Length: 0 (Automatic - based on SIC, maxlag=12)					
L-Statistic Prob.*					
Augmented Dickey-Fuller test statistic	0.163912		0.9692		
Test critical values	1% level	-3.486064			
	5% level	-2.855863			
	10% level	-2.579616			
*MacKinnon (1996) one-sided p-values.					
Augmented Dickey-Fuller Test Equation					
Dependent Variable: D(PRICE)					
Method: Least Squares					
Date: 06/10/25 Time: 19:04					
Sample (adjusted): 2015M02 2024M12					
Included observations: 119 after adjustments					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	
PRICE(-1)	0.002943	0.017345	0.163912	0.8701	
C	2.985840	7.397380	0.403635	0.6872	
R-squared	0.000230				4.084034
Adjusted R-squared	0.000315				34.06515
S.E. of regression	34.20849				9.99572
Sum squared resid	136899.9				9.996080
Log likelihood	-588.2026				9.938339
F-statistic	0.028867				2.138659
Prob(F-statistic)	0.870083				

The test statistic (0.1639) is greater than all the critical values (less negative) The p-value (0.9692) is much greater than 0.05, meaning we fail to reject the null hypothesis.

### CORRELATION:

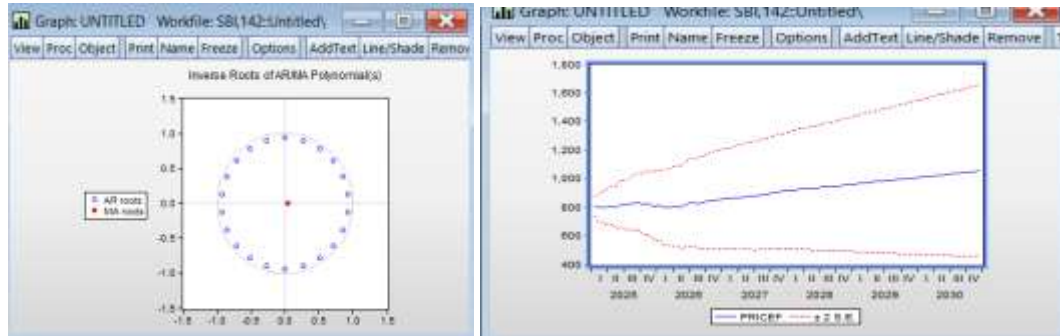
Date: 06/10/25 Time: 19:05						
Sample: 2015M01 2020M12						
Included observations: 120						
Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob.	
1	0.962	0.962	113.81	0.000		
2	0.921	-0.053	219.07	0.000		
3	0.881	-0.012	316.19	0.000		
4	0.840	-0.033	405.24	0.000		
5	0.799	-0.016	485.61	0.000		
6	0.752	-0.118	559.20	0.000		
7	0.708	0.030	624.14	0.000		
8	0.661	-0.075	681.24	0.000		
9	0.614	-0.016	730.99	0.000		
10	0.575	0.064	774.95	0.000		
11	0.535	-0.024	813.38	0.000		
12	0.507	0.128	848.22	0.000		
13	0.482	0.019	880.02	0.000		
14	0.468	0.099	909.97	0.000		
15	0.449	-0.045	938.08	0.000		
16	0.430	-0.024	964.15	0.000		
17	0.416	0.008	988.79	0.000		
18	0.395	-0.117	1011.2	0.000		
19	0.375	-0.005	1031.6	0.000		
20	0.356	-0.032	1050.0	0.000		
21	0.332	-0.026	1068.3	0.000		
22	0.316	0.072	1081.2	0.000		
23	0.306	0.139	1095.3	0.000		
24	0.297	-0.165	1107.9	0.000		
25	0.260	-0.058	1118.2	0.000		
26	0.235	0.022	1126.8	0.000		
27	0.217	-0.045	1133.8	0.000		
28	0.190	0.029	1139.6	0.000		
29	0.168	-0.051	1144.2	0.000		
30	0.149	0.023	1147.8	0.000		
31	0.137	0.071	1150.9	0.000		
32	0.120	-0.054	1153.3	0.000		
33	0.103	-0.016	1155.1	0.000		
34	0.084	-0.047	1158.3	0.000		
35	0.060	-0.080	1163.9	0.000		
36	0.035	-0.077	1167.1	0.000		

Table: UNTITLED - Workfile: SBI,142:Untitled\					
View Proc Object Print Name Edit +/- CellFmt Grid +/- Title Comments +/-					
Dependent Variable: D(PRICE)					
Method: ARMA Maximum Likelihood (OPG - BHHH)					
Date: 06/11/25 Time: 09:46					
Sample: 2015M02 2024M12					
Included observations: 119					
Convergence achieved after 30 iterations					
Coefficient covariance computed using outer product of gradients					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	4.036055	2.402399	1.680011	0.0957	
AR(22)	-0.232491	0.108547	-2.141844	0.0343	
MA(1)	-0.044299	0.117560	-0.376823	0.7070	
SIGMASQ	1082.679	119.3053	9.074863	0.0000	
R-squared	0.059099				4.084034
Adjusted R-squared	0.034554				34.06515
S.E. of regression	33.47145				9.902588
Sum squared resid	128838.8				9.996003
Log likelihood	-585.2040				9.940521
F-statistic	2.407748				1.977875
Prob(F-statistic)	0.070770				
Inverted AR Roots	93-.13i	93+.13i	85-.39i	85+.39i	
	.71+.61i	.71-.61i	.51-.79i	.51+.79i	
	.26-.90i	.26+.90i	.00+.84i	.00-.84i	
	.26-.90i	.26+.90i	.51+.79i	.51-.79i	
	.71+.61i	.71-.61i	.85-.39i	.85+.39i	
Inverted MA Roots	-.93+.13i	-.93-.13i			
	.04				

The model is applied to the monthly change in PRICE, not the original price (since PRICE was non-stationary). AR (22) is significant (p-value = 0.0343), meaning that the change in price is influenced by its value 22 months ago. MA (1) is not significant (p-value = 0.7070), so the 1-month moving average term doesn't add much value.

## ARAMA STRUCTURE:

## FORECASTING:



## PREDICTING GRAPH:



The model expects SBI's price to keep rising steadily in the future. However, the forecast looks smoother and less volatile than actual past prices, which means the model may not fully capture market fluctuations. From the chart, we observe that SBI's price has shown a strong upward trend historically, with notable fluctuations and a steep rise between periods 20 to 25.

## PREDICTING THE STOCK PRICES OF NON- BANKING FINANCIAL INSTITUTION

### 1.MUTHOOT FINANCES BANK:

#### UNIT ROOT TEST:

Table: UNTITLED Workfile: MUTH+1:Untitled\					
Augmented Dickey-Fuller Unit Root Test on D(PRICE)					
	A	B	C	D	E
1	Null Hypothesis: D(PRICE) has a unit root				
2	Exogenous: Constant				
3	Lag Length: 0 (Automatic - based on SIC, maxlag=12)				
4				t-Statistic	Prob.*
5	Augmented Dickey-Fuller test statistic				
6	Test critical values:				
7	5% level				
8	10% level				
9	*MacKinnon (1996) one-sided p-values.				
10	Augmented Dickey-Fuller Test Equation				
11	Dependent Variable: D(PRICE,2)				
12	Method: Least Squares				
13	Date: 06/11/25 Time: 10:43				
14	Sample (adjusted): 2015M03 2024M12				
15	Included observations: 118 after adjustments				
16	Variable	Coefficient	Std. Error	t-Statistic	Prob.
17	D(PRICE(-1))	-1.065920	0.095178	-11.19942	0.0000
18	C	17.03859	7.716898	2.207958	0.0292
19	R-squared	0.519524			1.528814
20	Adjusted R-squared	0.515382			118.4863
21	S.E. of regression	82.49370			11.07988
22	Sum squared resid	789213.0			11.72664
23	Log likelihood	-687.1131			11.65895
24	F-statistic	126.4270			1.948069
25	Prob(F-statistic)	0.000000			

Since the test statistic (-11.19942) is much lower than all the critical values, and the p-value is 0.0000, We reject the null hypothesis that there is a unit root (non-stationarity).



## CORRELATION:

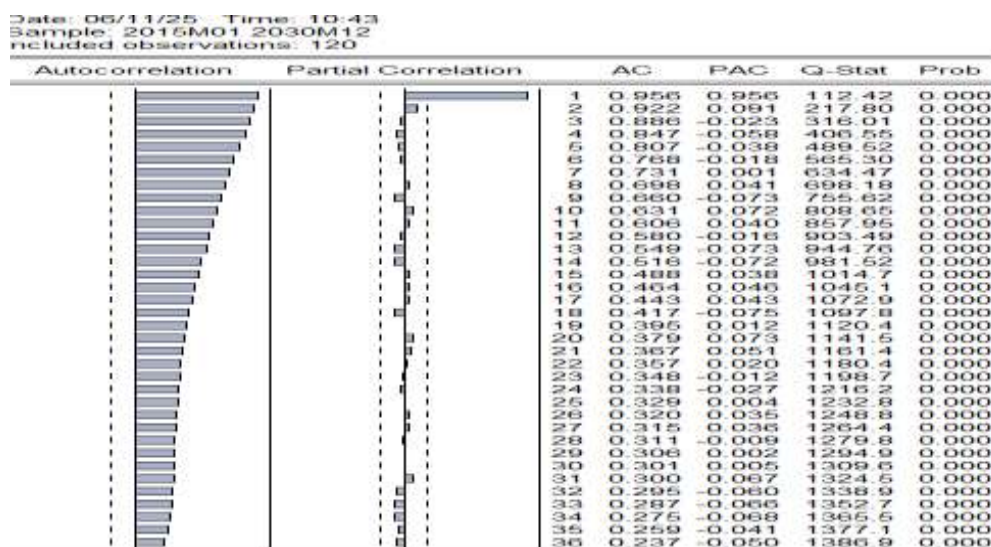
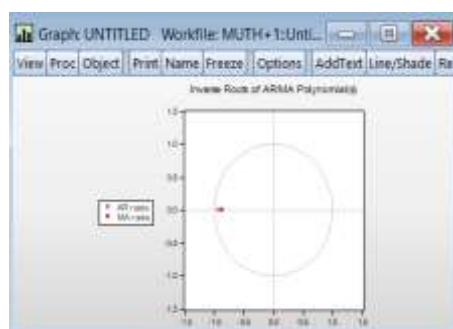


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The ADF test statistic (-11.19942) is much lower than all critical values The p-value is 0.0000, which is less than 0.05, indicating strong evidence against the null hypothesis this means the differenced price series is stationary (i.e., it does not have a unit root anymore). This is essential for using ARIMA models in forecasting because they require the data to be stationary.

## ARAMA STRUCTURE:

## FORECASTING:



## PREDATING GRAPH:



The model forecasts a stable and strong rise in stock price from 2025 to 2030. The forecasted trend aligns well with historical growth patterns, indicating model reliability. No major fluctuation is shown in the forecasted period, implying market stability or steady company performance. Useful for investment planning or risk management, assuming economic and company conditions remain stable.

## FINDINGS:

### (SBI) STATE BANK OF INDIA (BANKING & FINANCIAL INSTITUTION):

The original stock price was non-stationary, but the differenced series was suitable for ARMA modelling. AR (22) was statistically significant, showing that past prices (22 months prior) influence current price changes. The MA (1) term was not significant, contributing little to model accuracy.

### AXIS BANK (BANKING & FINANCIAL INSTITUTION):

The differenced stock price series was confirmed to be stationary through the ADF test ( $p$ -value = 0.0000). The ARMA model had a very low explanatory power ( $R^2 = 0.0116$ ), indicating it explains only about 1.2% of the variation in the price. Adjusted  $R^2$  was negative, suggesting overfitting or inclusion of unnecessary parameters.

### HDFC BANK (BANKING & FINANCIAL INSTITUTION):

The first-differenced stock price series is stationary, as confirmed by the ADF test ( $p < 0.05$ ). The ARIMA (17,1,1) model used is statistically valid but shows limited explanatory power. The MA (1) term is significant, helping to adjust for short-term fluctuations.

### NON -BANKING FINANCIAL INSTITUTION:

#### MUTHOOT FINANCE (NON-BANKING FINANCIAL INSTITUTION):

The stock price became stationary after differencing (ADF test  $p$ -value = 0.0000). The ARMA model forecasted a strong and stable upward trend from 2025 to 2030. The model aligns well with historical performance and shows no major fluctuations, indicating reliable company fundamentals.

#### IIFL Finance (NON-BANKING FINANCIAL INSTITUTION):

The differenced series is stationary and well-suited for ARMA modelling ( $R^2 = 0.559294$ ). The model captured historical volatility well but showed a drop in predicted prices toward the end of the forecast period. The trend was upward but highly volatile, suggesting sensitivity to market conditions.

**KOTAKMAHINDRA FINANCE (NON-BANKING FINANCIAL INSTITUTION):**

The model had very poor fit, with no significant AR or MA terms.  $R^2$  was extremely low, and AR (26) suggests overfitting. Forecast shows smooth growth, but it lacks real predictive strength due to weak model structure.

**SUGGESTIONS:****BANKING STOCK PRICES****STATE BANK OF INDIA (SBI) (BANKING & FINANCIAL INSTITUTION):**

Focus on improving digital banking services to attract tech-savvy users. Use data-driven tools to predict stock movements more accurately. Maintain stable performance to keep stock prices less volatile.

**AXIS BANK (BANKING & FINANCIAL INSTITUTION):**

Since the model showed low predictability, the bank should communicate financial results clearly to improve investor trust. Improve public awareness of growth strategies to boost investor sentiment. Consider reducing exposure to volatile sectors to stabilize stock performance.

**HDFC BANK (BANKING & FINANCIAL INSTITUTION):**

HDFC has a strong forecast model -continue its consistent financial performance. Include more external macroeconomic variables (like inflation, interest rates) in analysis for better forecasting. Maintain a diversified loan portfolio to manage risks effectively.

**NON-BANKING FINANCIAL COMPANIES (NBFCs)****MUTHOOT FINANCE (NON-BANKING FINANCIAL INSTITUTION):**

Continue strengthening the gold loan segment, which gives steady performance. Expand to rural and tier-2 cities. For untapped market potential. Invest more in digital loan services and customer support tools.

**IIFL FINANCE (NON-BANKING FINANCIAL INSTITUTION):**

Address stock price volatility by stabilizing income sources. Communicate long-term plans to investors to reduce market uncertainty. Improve credit risk analysis systems to minimize future losses.

**KOTAK MAHINDRA FINANCE (NON-BANKING FINANCIAL INSTITUTION):**

Model showed poor accuracy -simplify ARMA structure and avoid overfitting. Use hybrid models or include external variables (e.g. economic indicators) for better prediction. Focus on transparent reporting and improving public investor relations.

**CONCLUSION:**

This study explored the use of ARMA models to forecast stock prices of Indian financial institutions, covering both banks and NBFCs from 2015 to 2024. The results showed that ARMA models work well for short-term predictions in relatively stable stocks, such as banks, which exhibit more predictable patterns due to regulatory consistency. However, the models struggled with highly volatile or nonlinear data, often seen in NBFCs. While companies like Muthoot Finance could still be effectively modelled with proper data treatment, stocks such as Kotak Mahindra and Balaji Finance showed weaker forecasting results, underlining the need for customized approaches. The study also highlighted ARMA's limitations in capturing sudden economic shocks or sentiment-driven price changes. Despite these constraints, the research underscores the value of time series analysis in financial forecasting and sets a foundation for future work using hybrid, AI-driven, or multi-variable models, ultimately aiding investors and analysts in navigating India's dynamic financial markets.

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