



STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

AN ISO 9001:2015 Certified Company



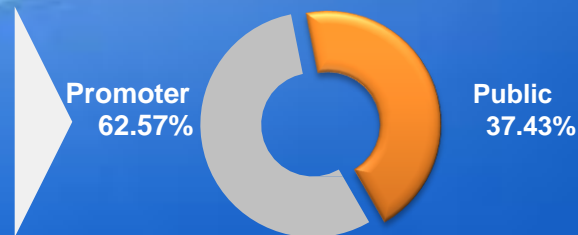
Company overview

Company Snapshot

- Incorporated in 1995, Steel City Securities is a leading Financial Services Company with leadership position in e-governance services pan India.
- We have diversified business portfolio covering Capital Market services, e-Governance (PAN,ETDS,TAN,24G) services, Mutual Funds, NPS, IPOs & Corporate Fixed Deposits, Currency Trading, Commodity Broking, Insurance Distribution, credit card services & NBFC services
- The brand is epitome of “confidence as strong as steel” further strengthened by its ISO 9001:2015 certification



Shareholding pattern as of today





Our Presence

Branch Offices



9 regional offices
+70 owned branches
+1700 trading terminal licences
+15K Mobile trading Customers

E-Governance



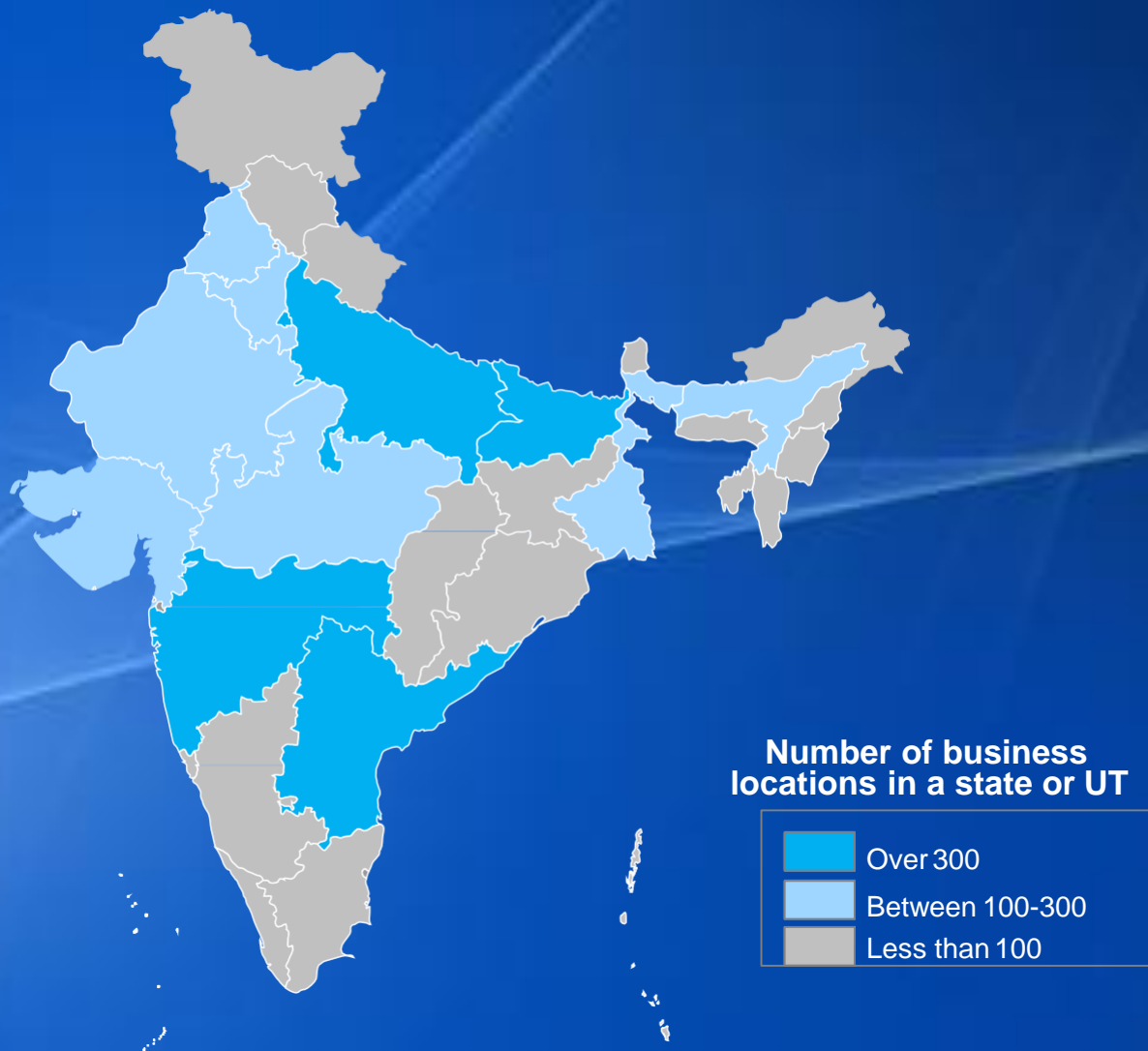
36 states and union territories with e-governance presence

Operating companies



Steel City Commodities (P) Ltd
(Subsidiary of Steel City Securities)
Steel City Financial Services (P) Ltd
(Part of Group company)

Geographical presence of TIN centers





Our Services

Steel City Securities Limited

- Ø Online & Mobile App based capital & Commodity market trading
- Ø Online Currency Trading and Mutual Funds
- Ø NSDL & CDSL Depository Services
- Ø Investment Advisory on Mutual Funds, Bonds, FDR's

Steel City Commodity (P) Limited

- Ø IRDA registered life, non-life and health Insurance distributor
- Ø Credit Card issuance for HDFC
- Ø Digital Signatures



Steel City Securities Limited

- Ø TIN facilitation center (FC) and PAN Centre
- Ø POP for NPS
- Ø NSDL-licensed National Insurance Repository (NIR)
- Ø NSDL-licensed ASP (Application Service Provider) for Digital Signatures
- Ø GST* Suvidha Kendra

Steel City Financial Services (P) Limited

- Ø Housing Loans
- Ø Project loanfinancing

E-Governance Services

- PAN CARD
- TAN
- E-TDS
- 24G
- NPS
- GST

• **SERVED 38 MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till March 2021.**





Board of Directors

- Shri. K. Satyanarayana Executive Chairman
- Shri. Satish Kumar Arya Managing Director
- Shri. T. V. Srikanth Director- IT
- Smt. G. V. Vandana Non- Executive Director
- Shri. M. H. Jagannadha Rao Independent Director
- Shri. G. Satya Rama Prasad Independent Director
- Shri. B. Krishna Rao Independent Director
- Shri. G. Vijaya Kumar Independent Director



Key Managerial Personnel

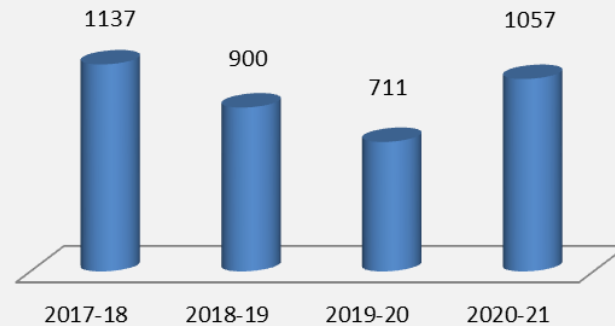
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance & CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager – Finance
- Mr. KVS Rama Krishna Deputy General Manager – e-Governance
- Mr. KSV Ramesh Babu Asst. General Manager - IT
- Mr. Y. Samba Murthy Asst. General Manager - Surveillance
- Mr. K. Sudhakar Asst. General Manager - Surveillance
- Mr. Krishna Prasad Asst. General Manager – Legal
- Mr. K. Mohana Rao Sr. Manager – Inspection
- Mr. D. Nagaraju Sr. Technical Analyst

Financial performance at a Glance

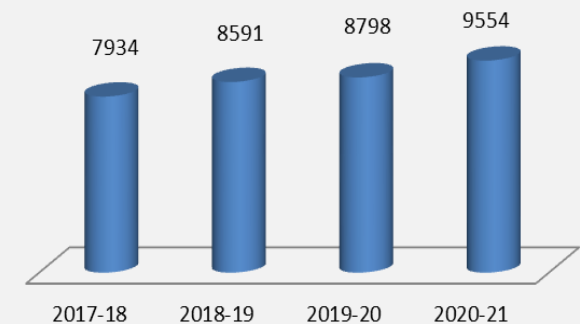
Revenues (lakhs)



Profit after Tax (lakhs)



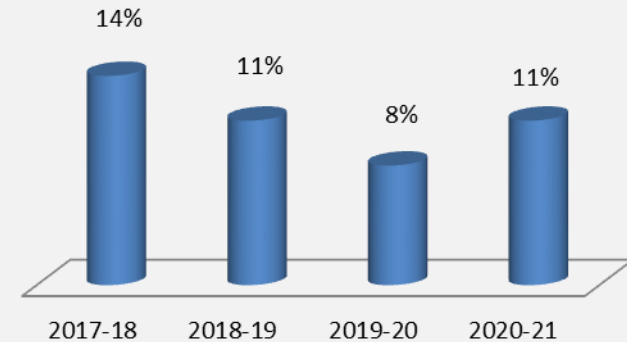
Net worth (lakhs)



Earning Per Share

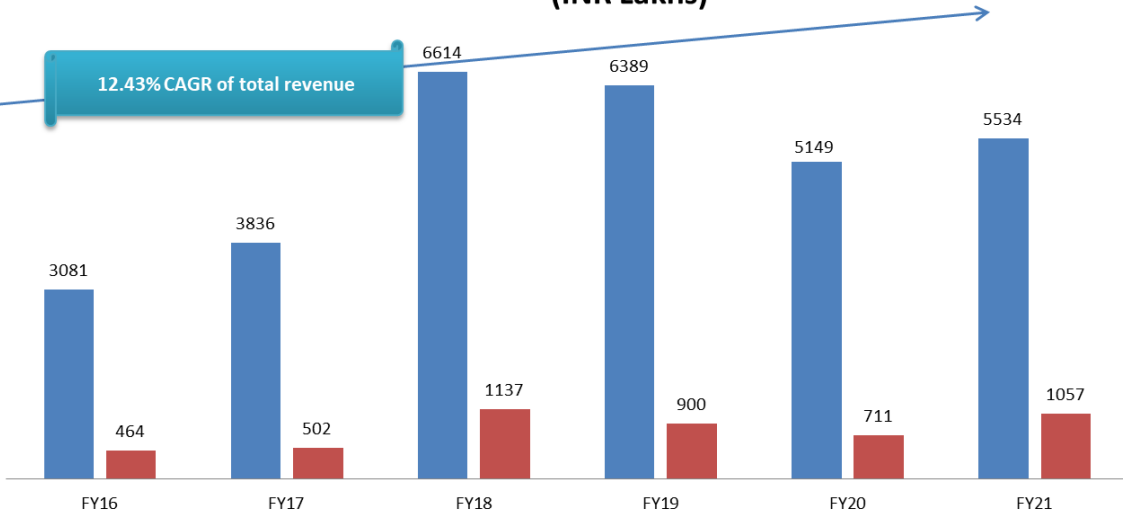


Return on Equity



Financial progress

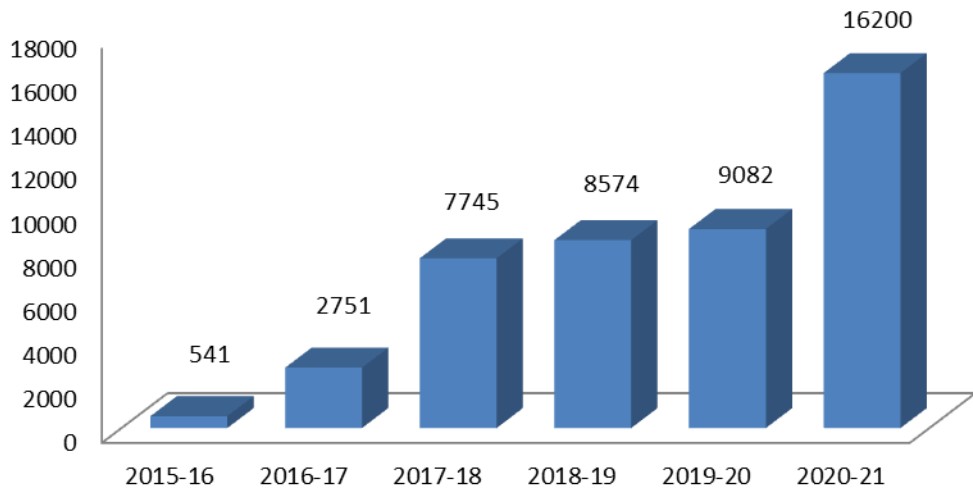
Consolidated annual revenue and profit (INR Lakhs)



FY21 Net Revenue Split by segment



■ Total revenue ■ Net profit



Numbers Till March 2021 ■ No of Centers (Cumulative)

- Continuing shareholder wealth maximization, the company paid a dividend (20% in FY21). On an average more than 20% dividend paid since last 14 years
- Significant growth in TIN centers from 9082 centers in FY20 to 16200 centers by March, 2021.
- Despite of Covid lock down situations, E-Gov has delivered excellent results

Financial Metrics

Particulars	Year Ending FY21 (In Lacks)	Year Ending FY20 (In Lacks)
Revenue From Operations	5236.09	4852.3
Other Income	297.69	296.95
Total Income	5533.78	5149.26
Profit after tax	1057.45	711.44



e-Governance Immediate goal

Description	Target By March 31 st 2022
No. of Locations	20,000
No. of PAN applications Expected per month	1 Mn
No. of TDS Files Expected per month	1,00,000



Journey till date



1995

Company was incorporated as a share broking facilities through VSATs at Andhra Pradesh and other neighbouring states



**2008 –
2012**

- Entered currency derivative Market Segment with membership of NSE and MCX-SX.
- Become authorized person of PFRDA to promote NPS (National Pension scheme) as well as a corporate agent with all leading life, health and general insurance companies



**2017-
2018**

- Listed in NSE Emerge Platform and appointed as a GST Suvidha Provider
- Appointed as ASP (Application Service Provider) for Digital Signatures
- Crossed milestone of 8000+ TIN centers
- Entered as a continuant (4.27%) in NIFTY SME Emerge Index



**2000 –
2004**

- Became member of BSE with 25 BOLT terminals.
- Approved as depository participant of National Security Depository (NSE) and Central Depository Services Limited (BSE)
- Steel City Commodities became member of NCDEX and MCX with initial support of 75 terminals



**2014 –
2020**


- Appointed as a TIN FC of NSDL e-Governance.
- Appointed as a enrollment agency (EA) for UIDAI
- Achieved Maximum no of PAN applications in a month (1.35Mn) in March 2019
- Mobile trading via Steel city Smart app launched successfully
- Partnered with ICICI prudential and Future Generali to distribute Life and General Insurance



2021


- Launched Instant On boarding via Quick EKYC
- Increased pace of Mobile trading by our clients
- Started constructing Corporate Office Building
- Partnered with HDFC leading Credit card provider to distribute credit cards

Strategy going forward



Broaden and deepen geographical presence

- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 20,000 TIN facilities by FY22

- 
- Expansion of Mobile Trading app clients PAN India
 - Motor and Health Insurance
 - Credit cards business expansion
 - Increasing NPS client base
 - Integration of TIN centers for rendering financial services while leveraging e-governance database to tap new customer base
 - Augmenting product line under e-governance segment

Extension of service offerings



Smart Trading App – STEEL CITY

STEEL CITY smart

- Stock Broking
- e Governance
- Mutual Funds
- IPO Insurance

STEEL CITY smart Guest Login

User Id

Password

Login

Don't have an account? [Open Now](#)

[Forgot Password](#) [Change Password](#)

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Market

16 July 2018 12:30:00 PM

NIFTY 50: 10063.75 (43.10 (0.43%))

SENSEX: 10063.75 (162.36 (0.50%))

VD_DEFAULT :

63MOONS ^{NSE}	63.65	-0.95 (-1.47%)
ACC ^{NSE}	1738.00	31.65 (1.85%)
AMBUJACEM ^{NSE}	264.55	-0.35 (-0.13%)
AXISBANL	529.05	-0.95 (-1.47%)
BHARTIARTL ^{NCDX}	414.75	31.65 (1.85%)
BHEL ^{NMCE}	142.55	-0.35 (-0.13%)
BPCL ^{NSE}	474.00	-0.95 (-1.47%)
CAIRN ^{NSE}	125.00	31.65 (1.85%)
Gold ^{NMCE}	215.00	-0.35 (-0.13%)
Silver ^{NMCE}	300.15	31.65 (1.85%)

Watchlist | Toppers | Most Active | Indices

Corporate Agent of



e-Governance Products



PAN



TAN



e-TDS/TCS



Registered and Corporate Office



e-Governance Process



e-Governance Process



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e-Governance Storage in warehouse



e-Governance Warehouse





Thank You