



# STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

**AN ISO / IEC 27001:2013 Certified Company**



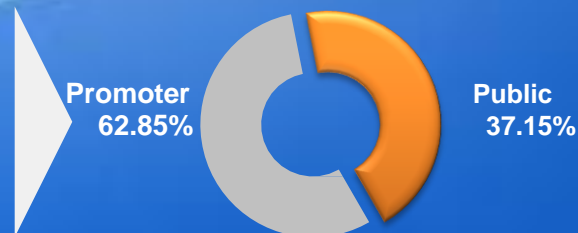
# Company overview

## 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 services such as PAN,ETDS,TAN,24G etc., 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/ IEC 27001:2013 certification



Shareholding pattern  
as of March 22





# Our Presence

## Branch Offices



10 regional offices  
+70 owned branches  
+1700 trading terminal licenses  
+20K Mobile trading Customers

## E-Governance



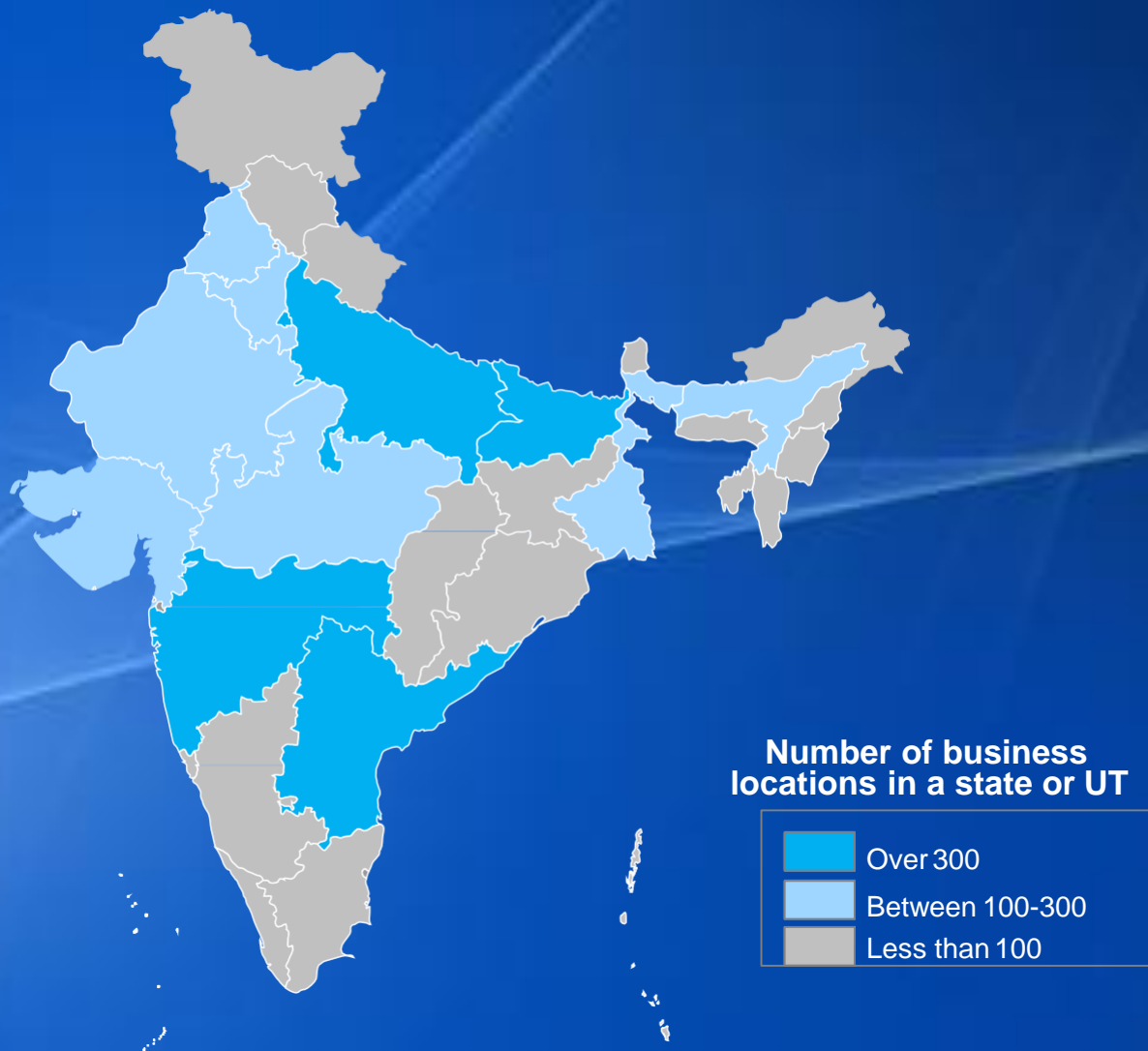
36 states and union territories with e-governance presence

## 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 44 MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till March 2022.**







# 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. G. Satya Rama Prasad Independent Director
- Shri. B. Krishna Rao Independent Director
- Shri. G. Vijaya Kumar Independent Director
- Shri. E. Sridhar Independent Director

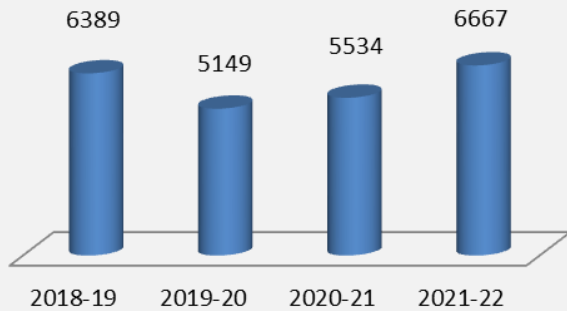


# Key Managerial Personnel

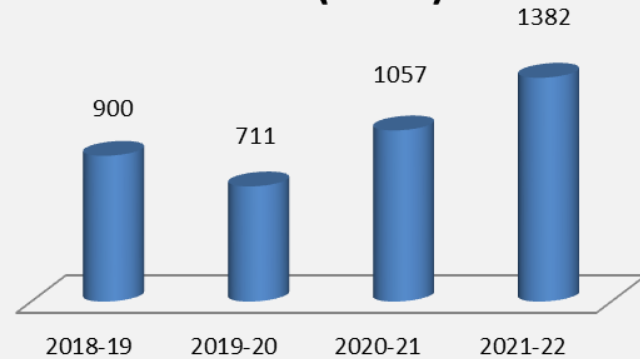
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance & CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal N Reddy Deputy General Manager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

# Financial performance at a Glance

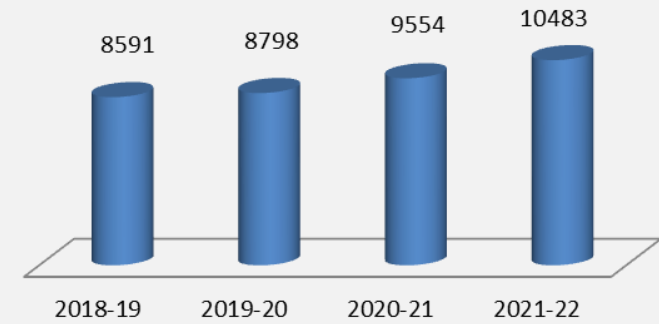
## Revenues (lakhs)



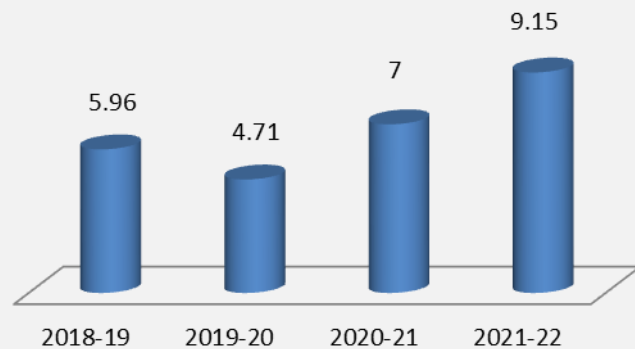
## Profit after Tax (lakhs)



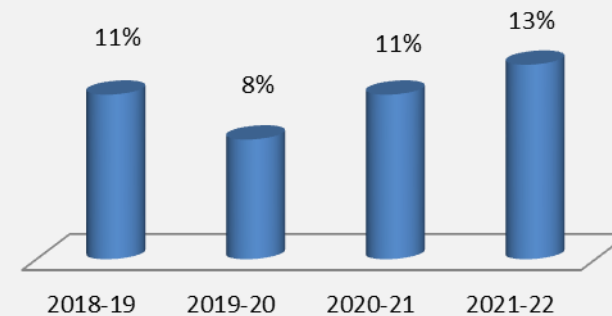
## Net worth (lakhs)



## Earning Per Share



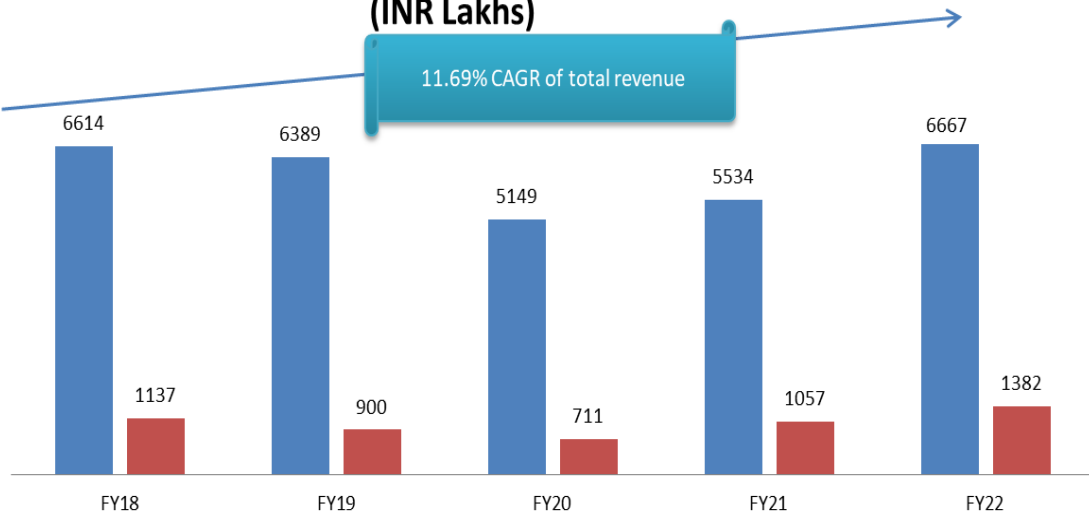
## Return on Equity





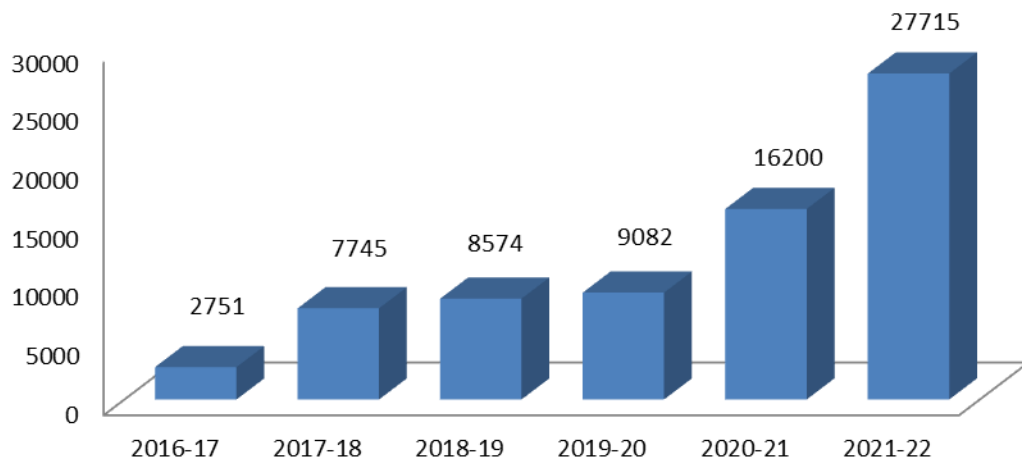
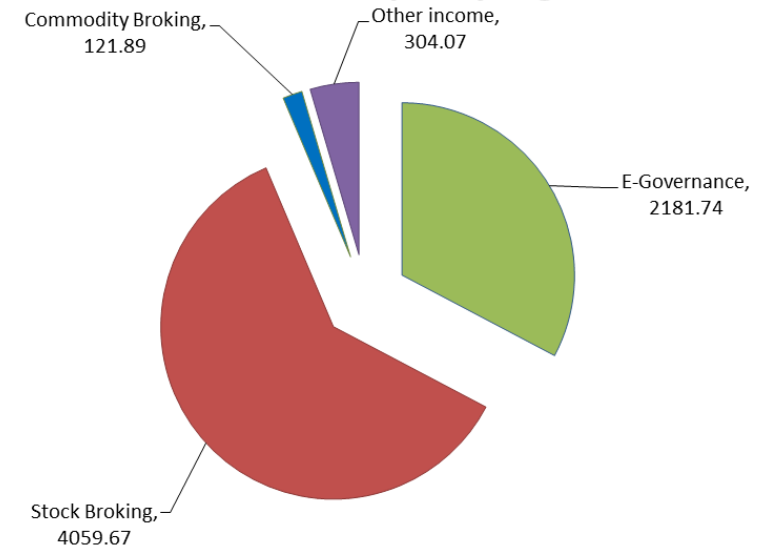
# Financial progress

**Consolidated annual revenue and profit**  
(INR Lakhs)



■ Total revenue ■ Net profit

**FY22 Net Revenue Split by segment**



■ No of Centers (Cumulative)

Numbers Till March 2022

- Continuing shareholder wealth maximization, the company paid a dividend (30% in FY21). On an average more than 20%+ dividend paid since last 15 years
- Significant growth in TIN centers from 16200 centers in March 21 to 27000 centers by end of March 2022.
- E-Gov has delivered excellent results

# Financial Metrics

Particulars	Q4 FY22 (In Lakhs)	Q3 FY22 (In Lakhs)	Q4 FY21 (In Lakhs)	Year Ending FY22 (In Lakhs)	Year Ending FY21 (In Lakhs)
Revenue From Operations	1638.45	1714.31	1488.98	6363.30	5240.18
Other Income	108.48	65.56	82.47	304.07	293.6
Total Income	1746.93	1779.87	1571.45	6667.37	5533.78
Profit for the period	<b>343.53</b>	<b>388.87</b>	<b>318.04</b>	<b>1381.88</b>	<b>1057.45</b>



# e-Governance Immediate goal

Description	Target By March 31 <sup>st</sup> 2023
No. of Locations	35,000
No. of PAN applications Expected per month	1 Mn
No. of TDS Files Expected per month	1,00,000



# Journey till date



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



- 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



- 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



- 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




- 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




- 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
- Leading Back office software Techexcel been integrated.

# Strategy going forward



## Broaden and deepen geographical presence

- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 35,000 TIN facilities by FY23

- 
- 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](#)

Powered by 63 moons technologies limited

**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 <sup>NSE</sup>	63.65	-0.95 (-1.47%)
ACC <sup>NSE</sup>	1738.00	31.65 (1.85%)
AMBUJACEM <sup>NSE</sup>	264.55	-0.35 (-0.13%)
AXISBANL	529.05	-0.95 (-1.47%)
BHARTIARTL <sup>NCDX</sup>	414.75	31.65 (1.85%)
BHEL <sup>NMCE</sup>	142.55	-0.35 (-0.13%)
BPCL <sup>NSE</sup>	474.00	-0.95 (-1.47%)
CAIRN <sup>NSE</sup>	125.00	31.65 (1.85%)
Gold <sup>NSE</sup>	215.00	-0.35 (-0.13%)
Silver <sup>NSE</sup>	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





Our New Proposed Corporate Office



# e-Governance Process





# e-Governance Process



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# e-Governance Storage in warehouse





# e-Governance Warehouse





Thank You