



# STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

**AN ISO 9001:2015 Certified Company**

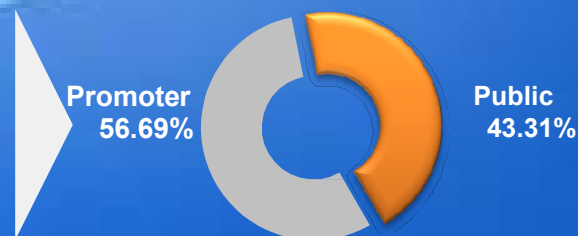
# Company overview

## 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
- +12K Mobile trading Customers

## E-Governance



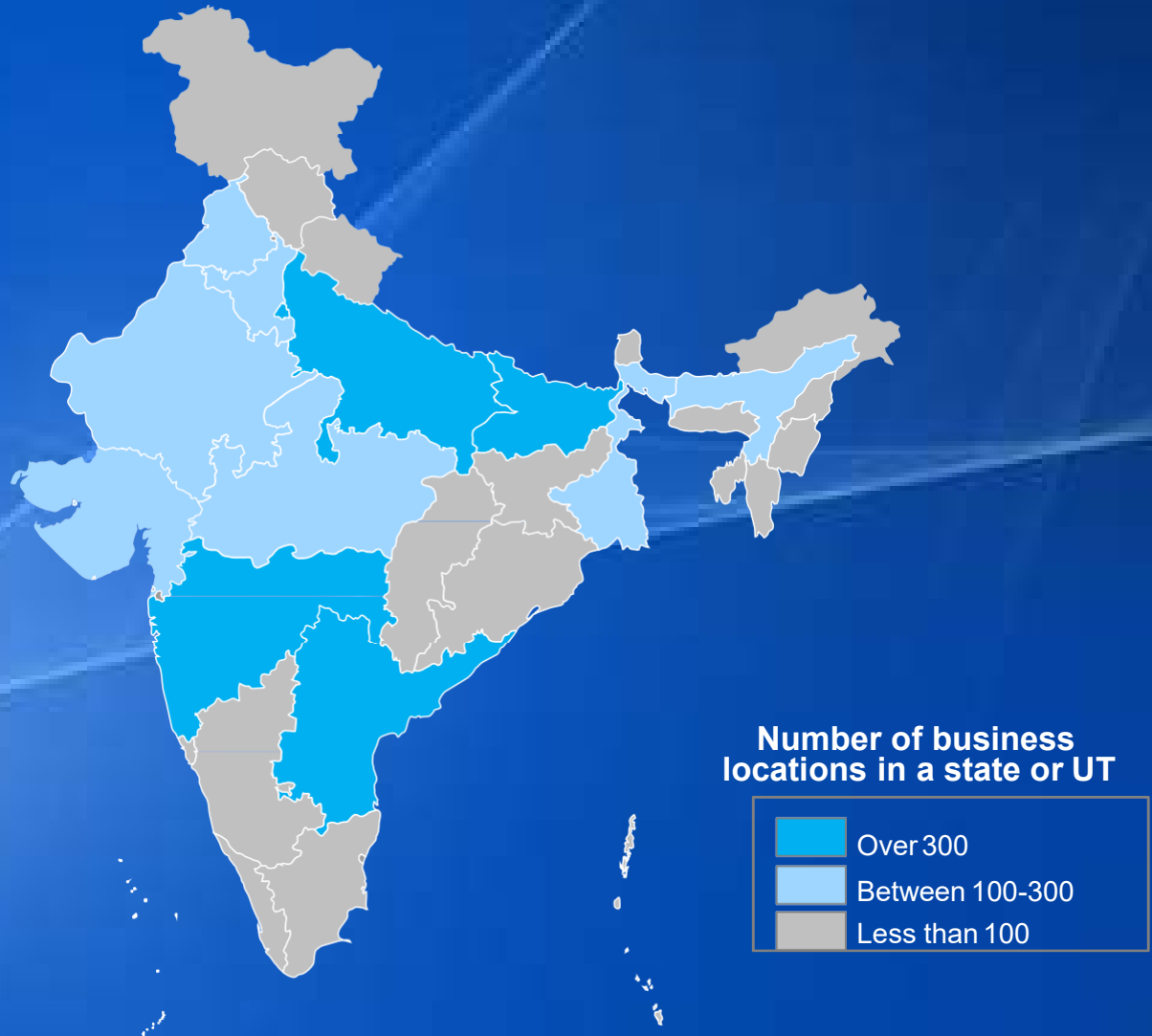
- 34 states and union territories with e-governance presence

## 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



Number of business locations in a state or UT





# 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 12 MILLION+ CUSTOMERS IN*
- *E-GOVERNANCE SERVICES DURING FY20.*





# 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. Ch. Murali Krishna Independent Director
- Shri. B. Krishna Rao Independent Director

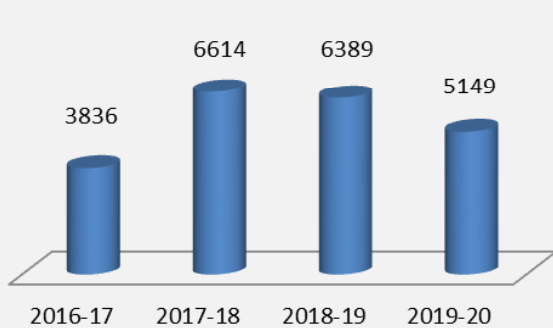


# Key Managerial Personnel

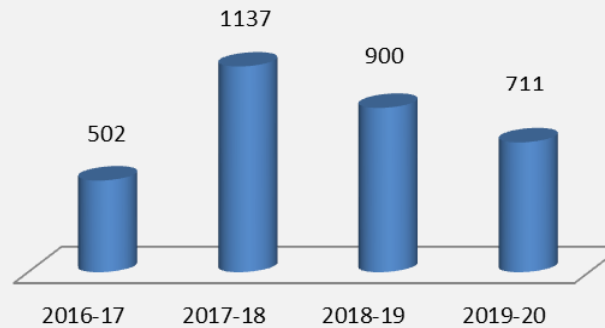
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance & CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager – 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 Sr. Manager – Legal
- Mr. K. Mohana Rao Sr. Manager – Inspection
- Mr. D. Nagaraju Sr. Technical Analyst

# Financial performance at a Glance

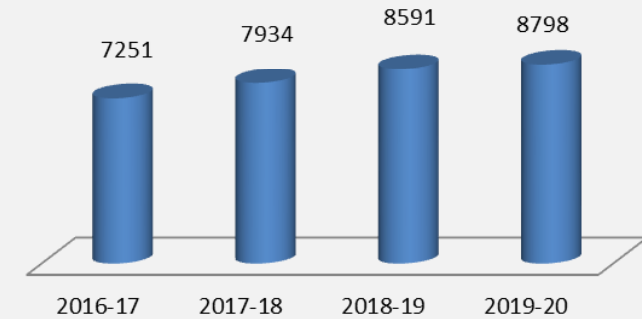
## Revenues (lakhs)



## Profit after Tax (lakhs)



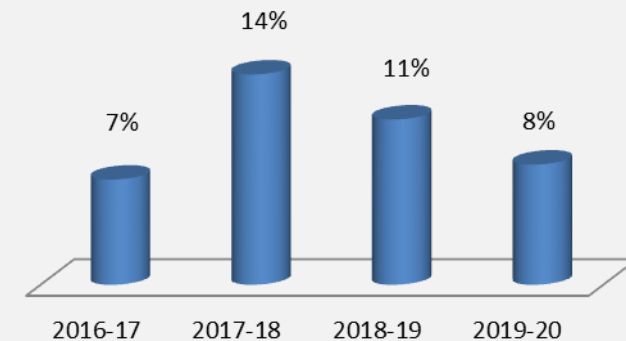
## Net worth (lakhs)



## Earning Per Share



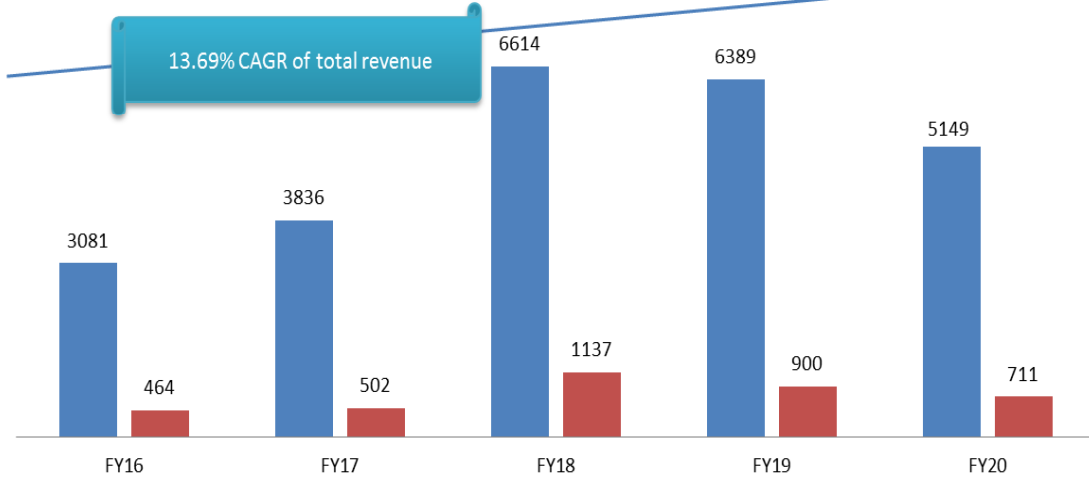
## Return on Equity



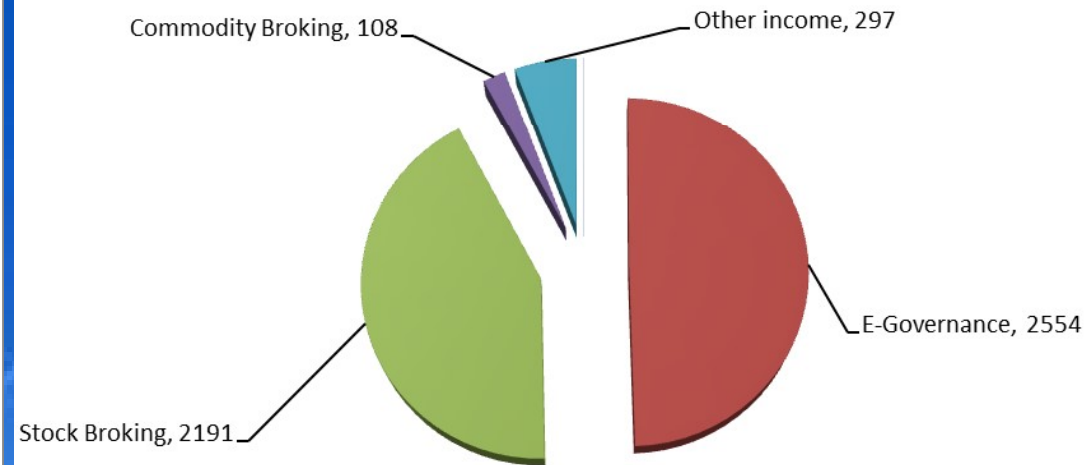


# Financial progress

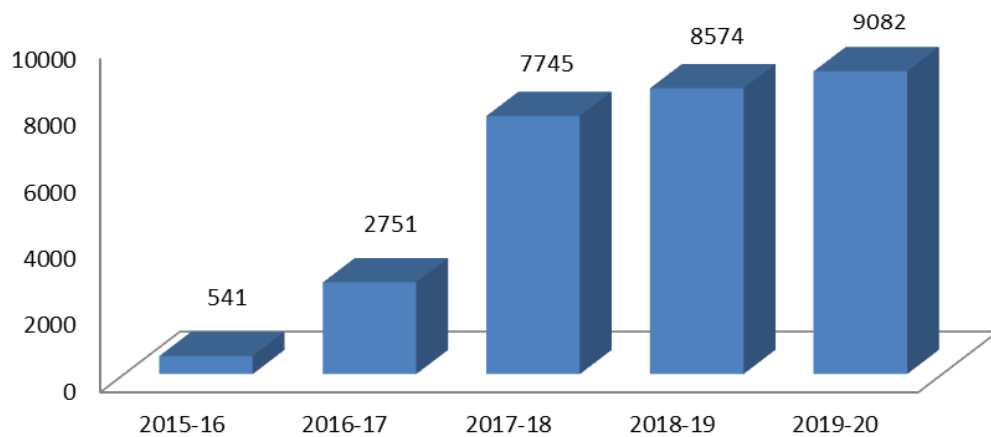
**Consolidated annual revenue and profit (INR Lakhs)**



**FY20 Net Revenue Split by segment**



■ Total revenue ■ Net profit



(Numbers till 31<sup>st</sup> March 2020) ■ No of Centers (Cumulative)

- Continuing shareholder wealth maximization, the company has declared interim dividend (10% in FY21). On an average more than 20% dividend paid since last 13 years
- Significant growth in TIN centers from 10000+ centers in FY20 to 11000+ centers as of September 2020 .
- FY20 fiscal year 50% of Revenue generated via E-Governance business



# Financial Metrics

E-Governance  
Growth

₹ 25.54  
Cr

2020

₹ 37.8  
Cr

2019

₹ 32.32  
Cr

2018

42.26%  
Dividend  
Payout

26%  
e-Governance  
EBIT Margins

20.17%  
ROCE

13.05 %  
Broking  
EBIT Margins

41.96%  
Dividend  
Payout

27 %  
e-Governance  
EBIT Margins

16.28%  
ROCE

14.25 %  
Broking  
EBIT Margins

33.25%  
Dividend  
Payout

23.32%  
e-Governance  
EBIT Margins

11.96%  
ROCE

26.38%  
Broking  
EBIT Margins

# Financial Metrics

Particulars	H1 FY21 (In Lacks)	Q2 FY21 (In Lacks)	Q1 FY21 (In Lacks)	H1 FY20 (In Lacks)
Revenue From Operations	2409.7	1398.31	1011.39	2475.82
Other Income	121.83	72.02	49.81	117.95
Total Income	2531.53	1470.33	1061.2	2593.77
Profit after tax	<b>487.87</b>	<b>260.38</b>	<b>227.48</b>	<b>293.95</b>



# e-Governance Immediate goal

Description	Target By March 31 <sup>st</sup> 2021
No. of Locations	14,000
No. of PAN applications Expected per months	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 an 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



- Launched Instant On boarding via Quick EKYC
- Partnered with HDFC leading Credit card provider to distribute credit cards
- Partnered with ICICI prudential and Future Generali to distribute Life and General Insurance
- Digital Signatures

# Strategy going forward



## Broaden and deepen geographical presence

- Discount broking PAN India
- Expansion of Mobile Trading app clients PAN India
- Plans to set up over 14,000 TIN facilities by FY21

- Motor and Health Insurance
- Credit cards business
- Digital Signatures distribution
- 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

The landing page features the Steel City logo at the top, followed by the text 'STEEL CITY smart'. Below this are four service categories in colored boxes: 'Stock Broking' (blue), 'e Governance' (green), 'Mutual Funds' (green), and 'IPO Insurance' (blue).

The login screen has a black header with 'Login' and a phone icon. It features the Steel City logo and 'STEEL CITY smart' text, along with a 'Guest Login' button. Below are input fields for 'User Id' and 'Password', a 'Login' button, and a link to 'Open Now' for users without an account. At the bottom, there are links for 'Forgot Password' and 'Change Password', and a footer stating 'Powered by 63 moons technologies limited'.

The market screen shows the date and time '16 July 2018 12:30:00 PM'. It displays the NIFTY 50 index at 10063.75 (up 43.10, 0.43%) and the SENSEX index at 10063.75 (up 162.36, 0.50%). Below is a table of stock prices with their respective changes.

Symbol	Price	Change
63MOONS <sup>NSE</sup>	63.65	-0.95 (-1.47%)
ACC <sup>MCX</sup>	1738.00	31.65 (1.85%)
AMBUJACEM <sup>MCX</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>MCX</sup>	215.00	-0.35 (-0.13%)
Silver <sup>MCX</sup>	300.15	31.65 (1.85%)

At the bottom, there are tabs for 'Watchlist', 'Toppers', 'Most Active', and 'Indices'.

# Corporate Agent of





# e-Governance Products



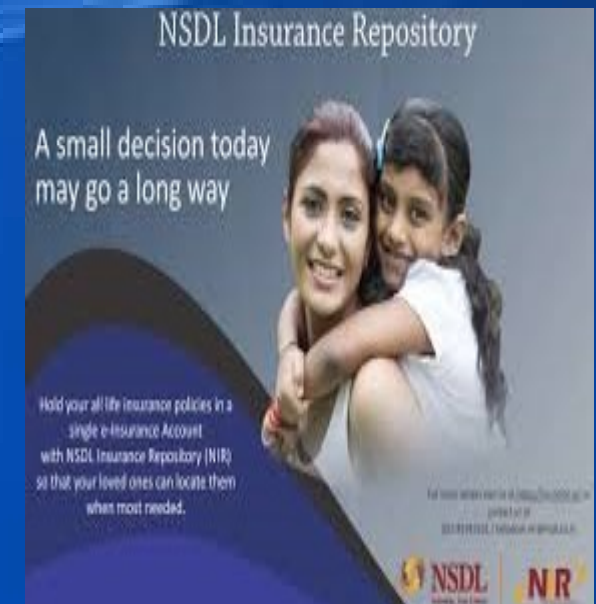
PAN



TAN



e-TDS/TCS





# Registered and Corporate Office



# e-Governance Process



# e-Governance Process



# e-Governance Storage in warehouse



# e-Governance Warehouse





Thank You