



# STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

**AN ISO 9001:2015 Certified Company**



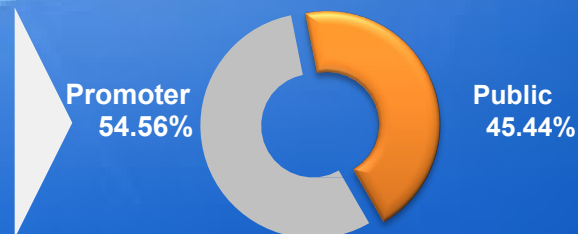
# Company overview

## 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 services, Mutual Funds, NPS, IPOs & Corporate Fixed Deposits, Currency Trading, Commodity Broking, Insurance Distribution & 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  
+10K Mobile trading Customers

## E-Governance



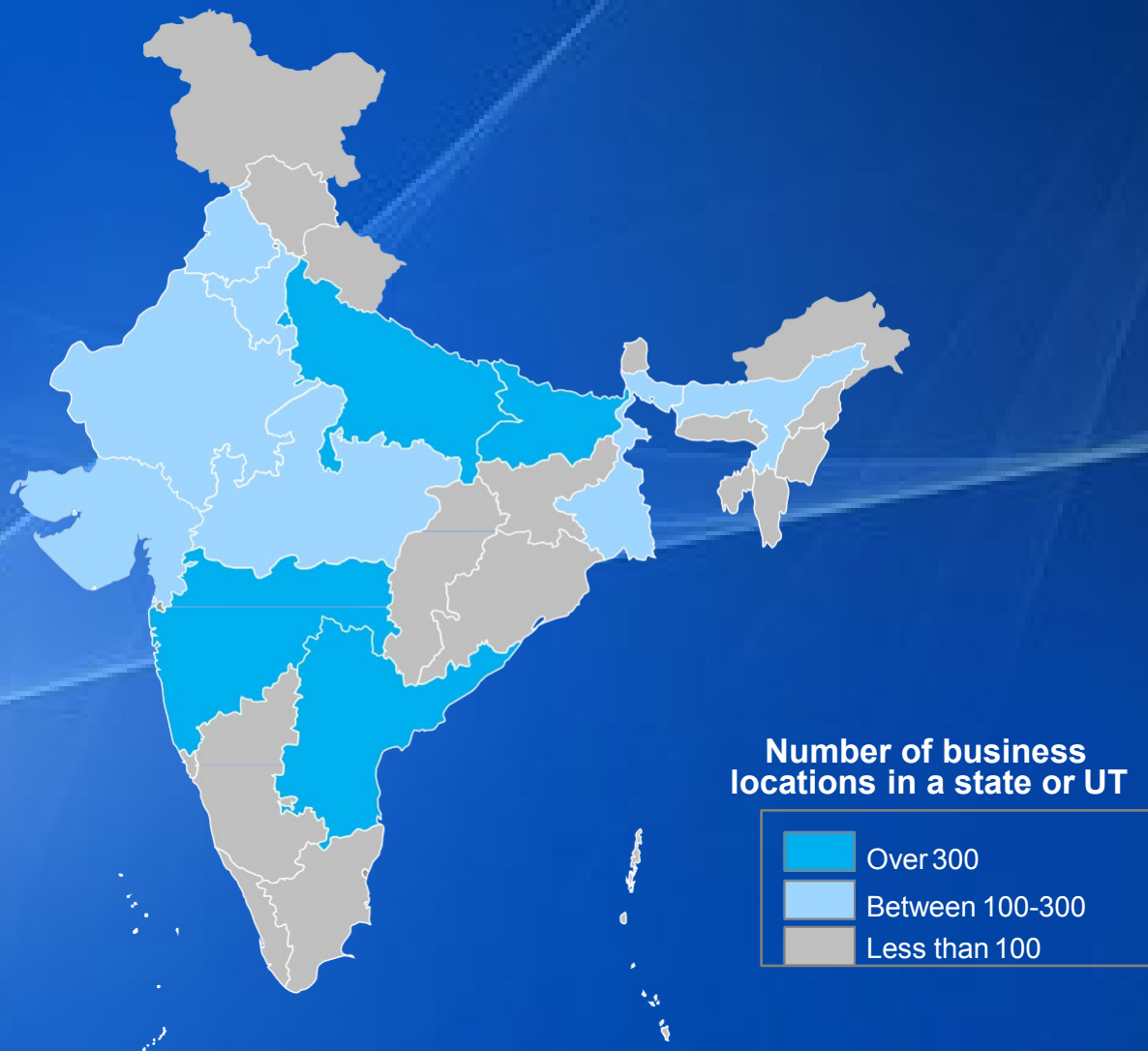
34 states and union territories with e-governance presence

## 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



# Our Services

## Steel City Securities Limited

- Ø Online & Mobile App based capital 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 Commodity market trading
- Ø IRDA registered life, non-life and health Insurance distributor



## 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 Project loanfinancing
- Ø Investments
- Ø Housing Loans
- Ø LAS (Loan against Shares)



# 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

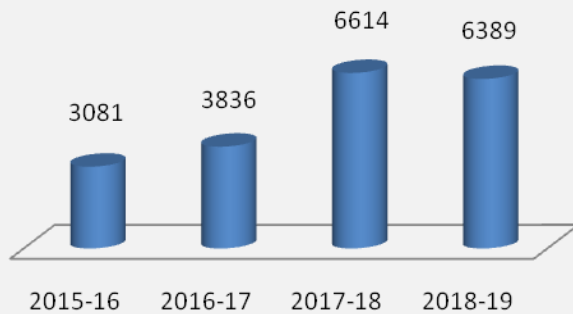


# Key Managerial Personnel

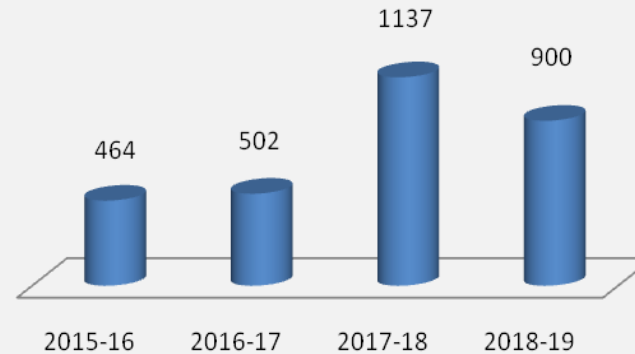
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance and CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager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

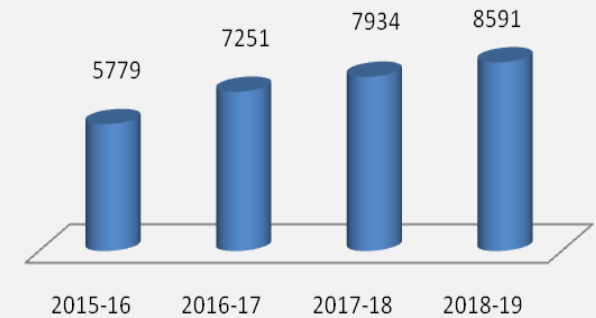
## Revenues (lakhs)



## Profit after Tax (lakhs)



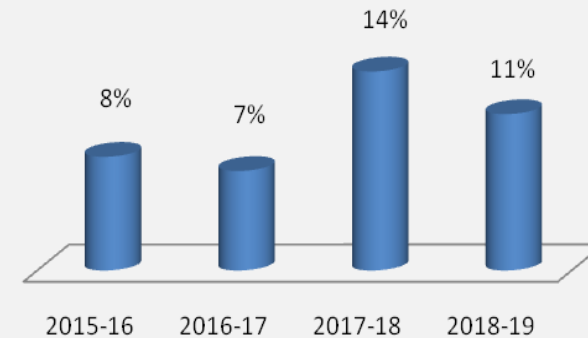
## Net worth (lakhs)



## Earning Per Share

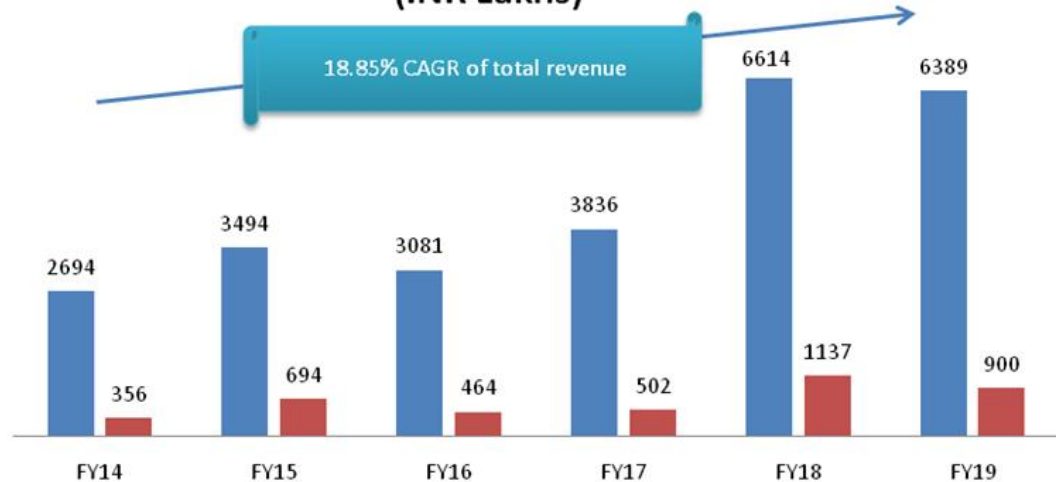


## Return on Equity

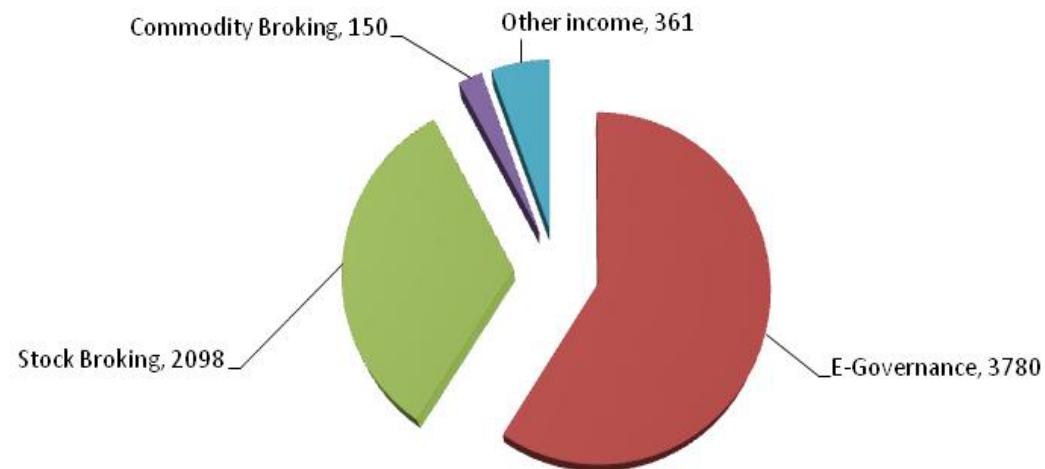


# Financial progress

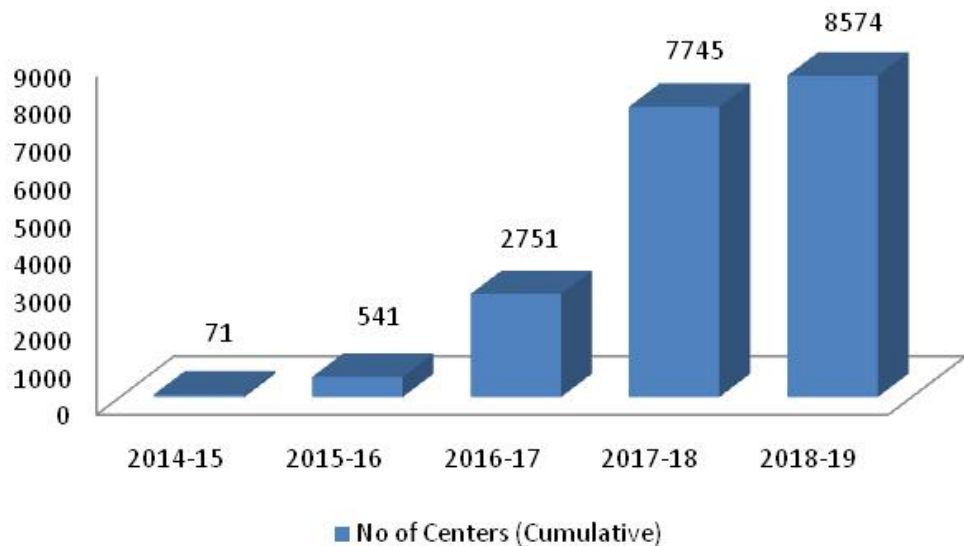
Consolidated annual revenue and profit  
(INR Lakhs)



FY19 Net Revenue Split by segment



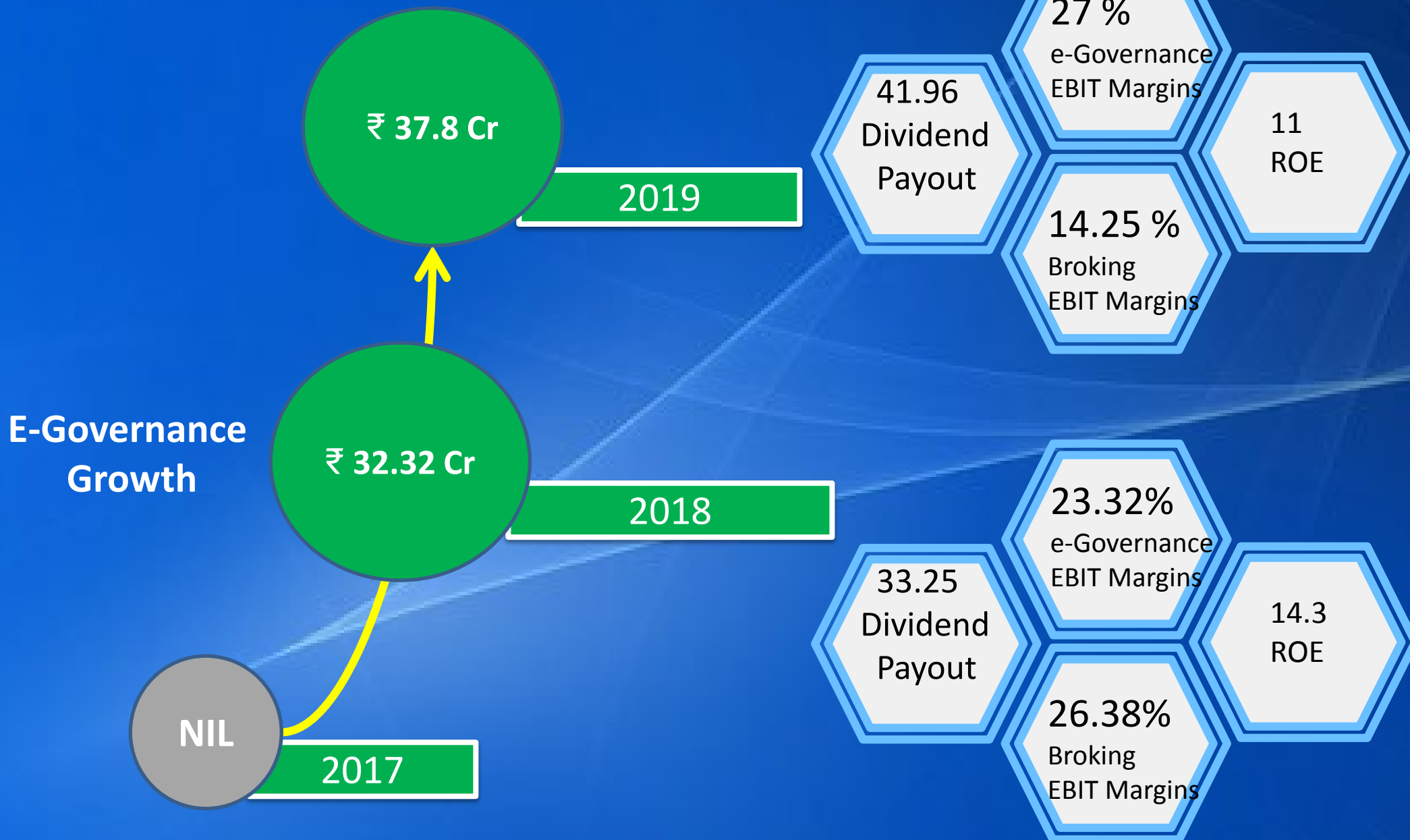
■ Total revenue ■ Net profit



- Continuing shareholder wealth maximization, the company paid a dividend (25% in FY19)
- Commission increased owing to growth in TIN centers from 7745 centers in FY18 to 8574 centers by March, 2019.
- FY19 fiscal year 59% of Revenue generated via E-Governance business

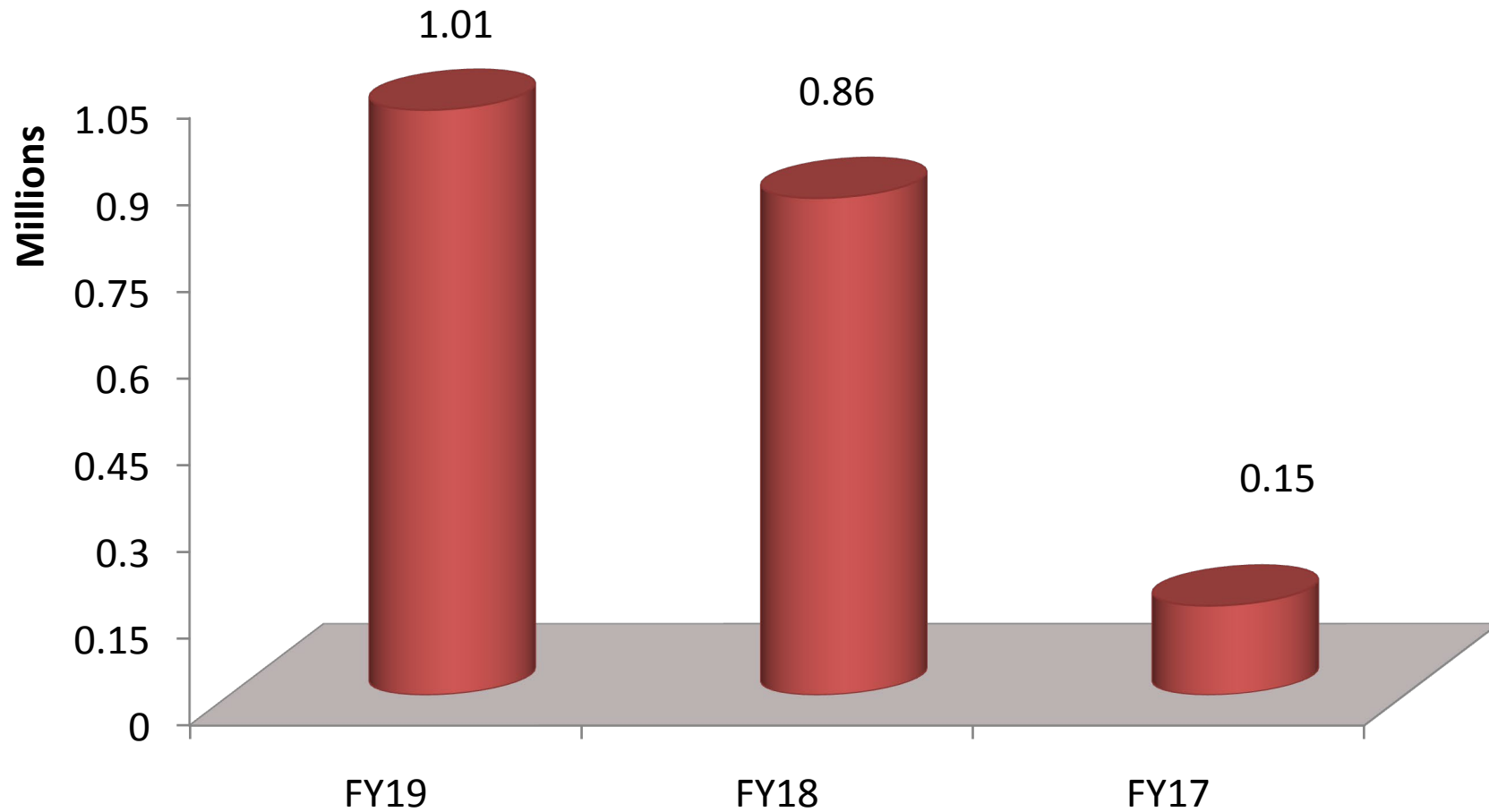


# Financial Metrics



# E-Governance YOY Performance

**YOY GROWTH : AVERAGE PAN APPLICATIONS PER MONTH**





# e-Governance Immediate goal

| Description                                | Target<br>By March 31 <sup>st</sup> 2020 |
|--|--|
| No. of Locations                           | 11,000                                   |
| No. of PAN applications Expected per month | 1.5 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
- On boarding made easy through EKYC




# Strategy going forward



## Broaden and deepen geographical presence

- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 11,000 TIN facilities by FY20

- 
- ## Extension of service offerings
- Expansion of Mobile Trading app clients PAN India
  - Motor and Health Insurance
  - 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, there 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 header with 'Login' and a phone icon. It displays the Steel City logo and 'STEEL CITY smart' with a 'Guest Login' button. Below are input fields for 'User Id' and 'Password', a 'Login' button, and a link 'Don't have an account? Open Now'. At the bottom, there are links for 'Forgot Password' and 'Change Password' with a toggle switch, and the text 'Powered by 63 moons technologies limited'.

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

| Symbol                      | Price   | Change         |
|-----------------------------|---------|----------------|
| 63MOONS <sup>BSE</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>NCDEX</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

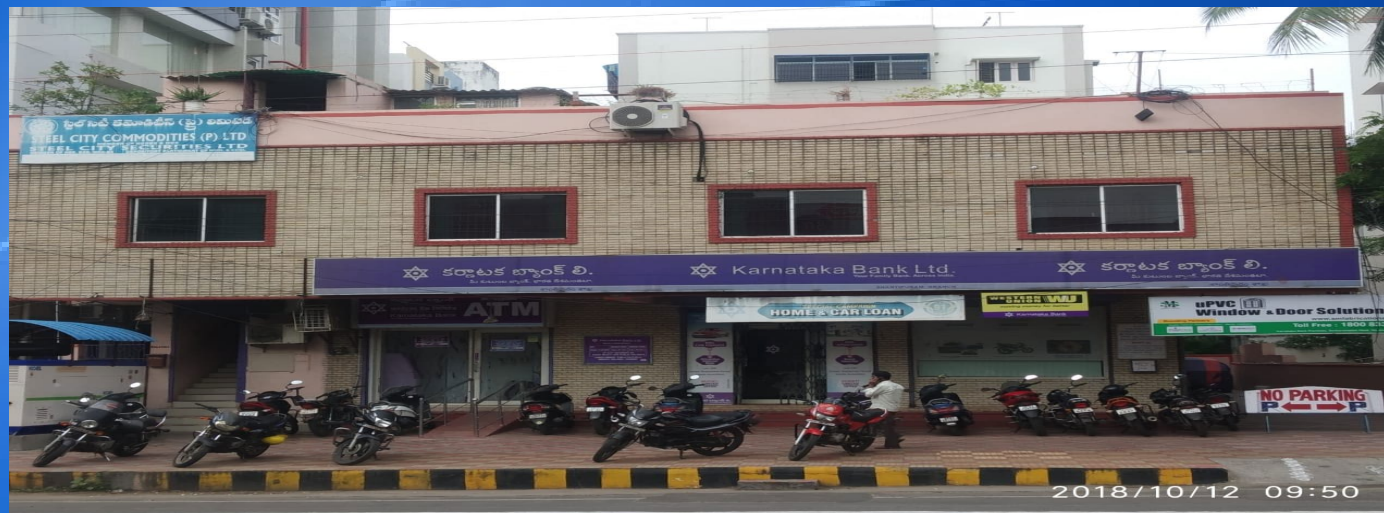


e-TDS/TCS





# Registered and Corporate Office



# e-Governance Process



# e-Governance Process



# e-Governance Storage in warehouse



# e-Governance Warehouse





Thank You