

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 24





SERVIC



Our Presence

Branch Offices



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

Number of business locations in a state or UT



1.

L SERVICE

Our Services

Steel City Securities Limited

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

Steel City Commodity (P) Limited

- □ IRDA registered life, non-life and health Insurance distributor **Credit Card issuance for**
- **HDFC**



Steel City Securities Limited □ TIN Facilitation centre (FC) and PAN Centre **POP for NPS CRA** Facilitation centre (FC) □ NSDL-licensed National Insurance Repository (NIR) □ NSDL-licensed ASP (Application Service Provider) for Digital

GST* Suvidha Kendra

Signatures

Steel City Financial Services (P) Limited

□ Housing Loans

□ Project loan financing

E-Governance Services

•PAN CARD •TAN •E-TDS •24G •CRA FC •NPS •GST •SERVED 60MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till March2024.









NATIONAL PENSION SYSTEM



Board of Directors



- Shri. K. Satyanarayana
- Shri. Satish Kumar Arya
- Shri. T. V. Srikanth
- Smt. G. V. Vandana
- Shri. G. Satya Rama Prasad
- Shri. B. Krishna Rao
- Shri. G. Vijaya Kumar
- Shri. E. Sridhar

Executive Chairman Managing Director & CEO Director-IT Non-Executive Director **Independent** Director **Independent Director Independent Director Independent Director**

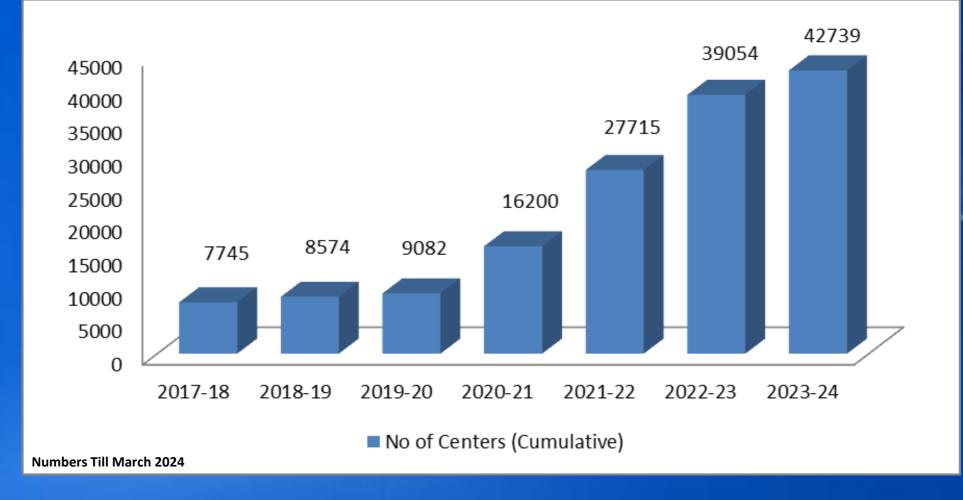


Key Managerial Personnel

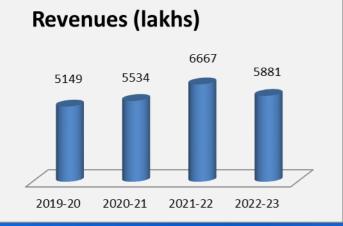
- Dr. P. Madhu
- Mr. N. Ramu
- Mrs. M. Srividya
- Mr. M. Murali
- Mr. V. Srinivas
- Mr. G. Mohana Rao
- Mr. N. Kamal N Reddy
- Mr. KVS Rama Krishna
- Mr. KSV Ramesh Babu
- Mr. Y. Samba Murthy
- Mr. K. Sudhakar
- Mr. K Krishna Prasad
- Mr. K. Mohana Rao
- Mr. D. Nagaraju

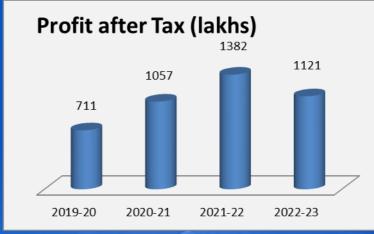
Director – Sales Director Finance & CFO Company Secretary & Compliance Officer General Manager Operations General Manager – IT Sr. Project Leader - Software **Deputy General Manager – Finance Deputy General Manager – Operations Deputy General Manager - IT** Asst. General Manager - Marketing Asst. General Manager - Surveillance Asst. General Manager – Legal Sr. Manager – Inspection Sr. Technical Analyst

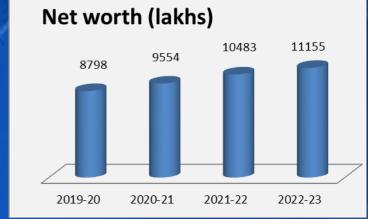
E-Governance Centers



Financial performance at a Glance





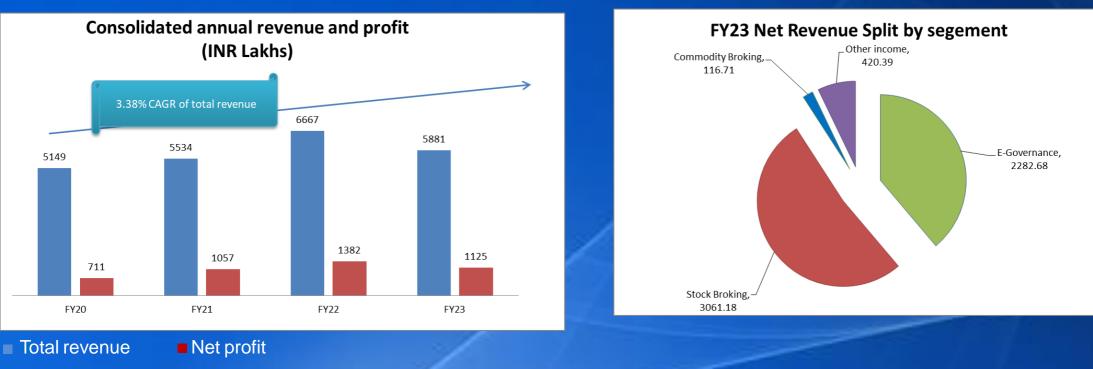








Financial progress



- Continuing shareholder wealth maximization, the company paid a dividend (30% in FY23). On an average more than 20%+ dividend paid since last 15 years
- Significant growth in TIN centers from 27715 centers in March 22 to 42739 centers by end of March 2024.
- E-Gov has delivered excellent results

Financial Metrics

Particulars	Q3 FY24 (In Lakhs)	Q2 FY24 (In Lakhs)	Q3 FY23 (In Lakhs)	Year Ending FY23 (In Lakhs)
Revenue From Operations	1359.34	1525.99	1330.15	5460.57
Other Income	76.74	68.47	95.02	420.9
Total Income	1436.08	1594.66	1425.18	5880.95
Profit for the period	285.45	245.78	374.89	1125.28



e-Governance Immediate goal

Description	Target By March 31 st 2025	
No. of Locations	55,000	
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 neigbouring states

2008 – 2012

2014 -

2020

- 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

2021-

2024

- 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

- 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
- Leading Back office software Techexcel been integrated.
- Integrated with Rupeeseed front end software
- Trading band widths are significantly increased
- Appointed as a CRA FC of Protean e-Gov.



Strategy going forward

Broaden and deepen geographical presence

- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 55,000
 TIN facilities by FY25

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 egovernance segment

Extension of service offerings

Corporate Agent of





e-Governance Products



PAN



TAN





CONSOL Technology, Trust & Reach



NSDL Insurance Repository

A small decision today may go a long way

Hold your all the insurance policies in a single e-insurance Account with NSDL Insurance Reportiony (NIR) so that your loved ones can locate them what most needed.

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Registered Corporate Office



Server Room



e-governance work in process



Thank You