

#### 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 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 9001:2015 certification



as of today





#### **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



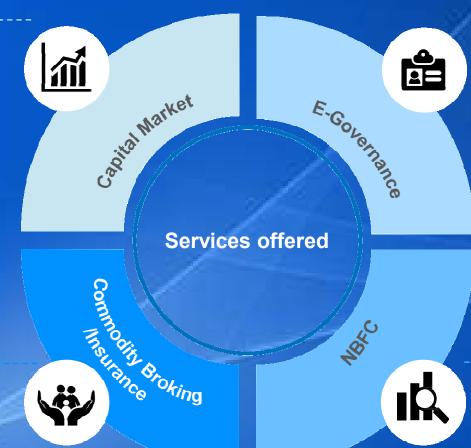
#### **Our Services**

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



ALL SERVICES

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

 $\ensuremath{\varnothing}$  Housing Loans

 $\ensuremath{ \varnothing}$  Project loan financing

#### **E-Governance Services**

•PAN CARD •TAN •E-TDS •24G •NPS •GST

•SERVED 40 MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till October 2021.









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 Director-IT Non-Executive Director Independent** Director **Independent Director Independent Director Independent Director** 



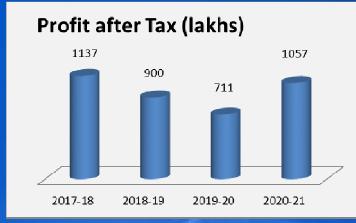
## **Key Managerial Personnel**

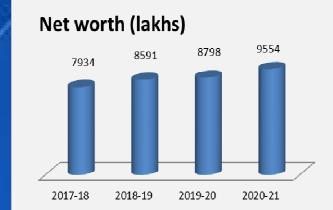
- Dr. P. Madhu
- Mr. N. Ramu
- Mrs. M. Srividya
- Mr. M. Murali
- Mr. V. Srinivas
- Mr. G. Mohana Rao
- Mr. N. Kamal Reddy
- Mr. KVS Rama Krishna
- Mr. KSV Ramesh Babu
- Mr. Y. Samba Murthy
- Mr. K. Sudhakar
- Mr. Krishna Prasad
- Mr. K. Mohana Rao
- Mr. D. Nagaraju

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

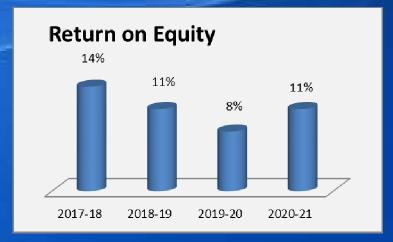
#### Financial performance at a Glance





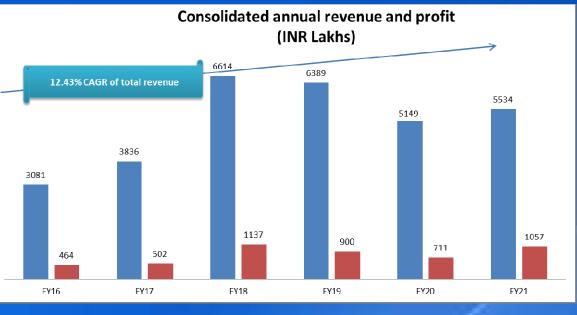




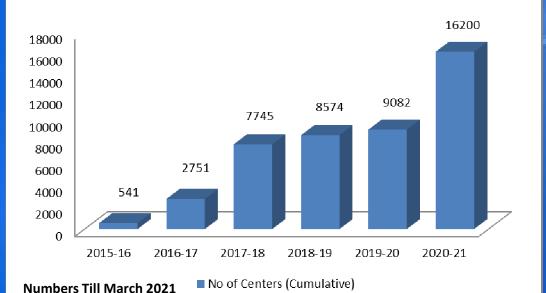




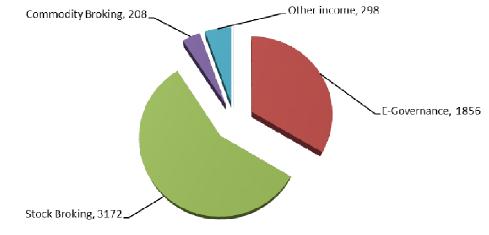
### **Financial progress**



#### Total revenue Net profit



FY21 Net Revenue Split by segement



Continuing shareholder wealth maximization, the company paid a dividend (30% in FY21). On an average more than 20%+ dividend paid since last 14 years

- Significant growth in TIN centers from 16200 centers in March 21 to 21000 centers by end of October 2021.
- Despite of Covid lock down situations, E-Gov has delivered excellent results

#### **Financial Metrics**

Particulars	H1 FY22 (In Lakhs)	Q2 FY22 (In Lakhs)	Q1 FY22 (In Lakhs)	H1 FY21 (In Lakhs)
Revenue From Operations	3010.54	1656.83	1353.71	2409.7
Other Income	130.03	64.94	65.09	121.83
Total Income	3140.57	1721.77	1418.8	2531.53
Profit for the period	649.47	377.84	271.62	487.87



# e-Governance Immediate goal

Description	Target By March 31 <sup>st</sup> 2022	
No. of Locations	30,000	
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

- Listed in NSE Emerge Platform and appointed as a GST Suvidha Provider
- Appointed as ASP (Application Service Provider) for Digital Signatures

2017-

2018

2021

- Crossed milestone of 8000+ TIN centers
- Entered as a continuant (4.27%) in NIFTY SME Emerge Index

- Appro
   partici
- 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
- 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 30,000
   TIN facilities by FY22

Expansion of Mobile Trading app clients PAN India

- Motor and Health Insurance
- > Credit cards business expansion
- > Increasing NPS client base

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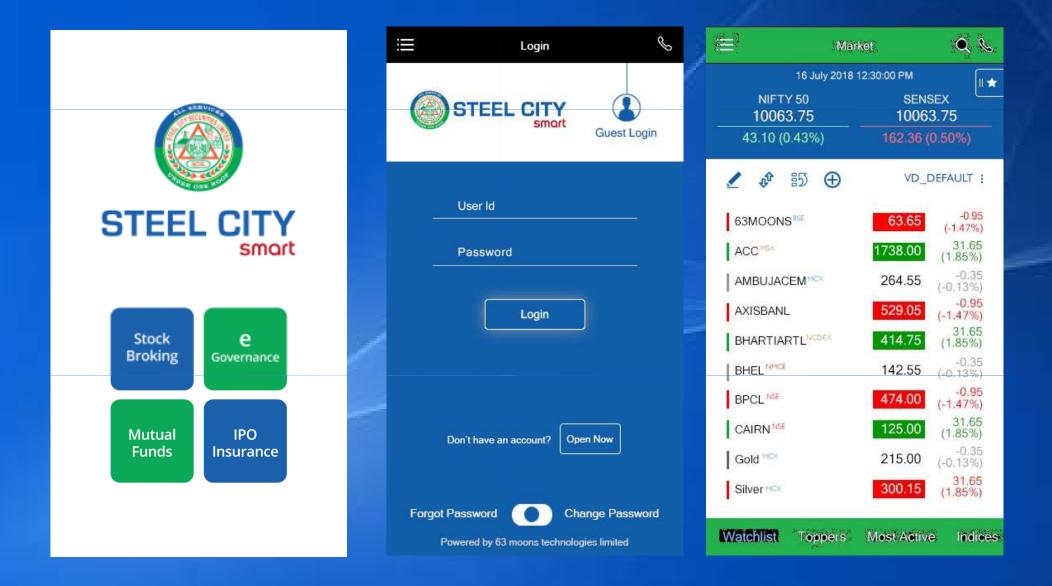
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- Integration of TIN centers for rendering financial services while leveraging e-governance database to tap new customer base
- Augmenting product line under egovernance segment

Extension of service offerings



# Smart Trading App – STEEL CITY



#### **Corporate Agent of**





#### e-Governance Products



#### PAN







CONSOL Technology, Trust & Reach



NSDL Insurance Repository

A small decision today may go a long way

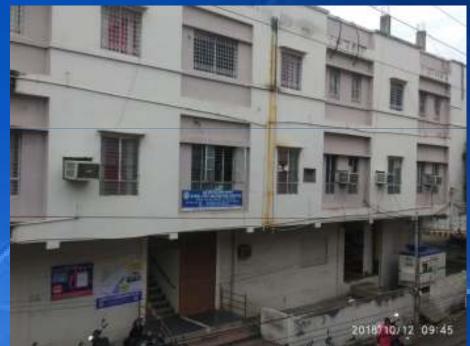
Hold your all the insurance policies in a single or insurance Account with NSDL insurance Paperskory (NIR) so that your level ones can locate them when most revolved.

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## **Registered and Corporate Office**









#### e-Governance Process





#### e-Governance Process



#### e-Governance Storage in warehouse













# Thank You