



# STEEL CITY SECURITIES LIMITED

Smart Trade | Smart Money

AN ISO 9001:2015 Certified Company

# Company overview

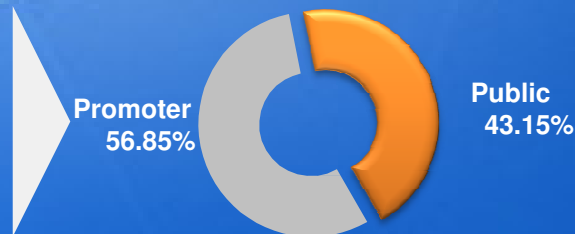


## Company Snapshot

- ❑ Incorporated in 1995, Steel City Securities is a leading Financial Services Company in Southern India with leadership position in e-governance services pan India.
- ❑ We are pioneers in introducing the “Franchisee model” to extend business potential in urban and rural areas of Southern States.
- ❑ The brand is epitome of “confidence as strong as steel” further strengthened by its ISO 9001:2015 certification
- ❑ Maintains Disaster Recovery Site (DRS) for backup services



Shareholding pattern  
as of 31 March 2018



# Our Presence

## Branch Offices



9 regional offices  
+72 owned branches  
+1600 trading terminal licences

## E-Governance



34 states and union territories with e-governance presence

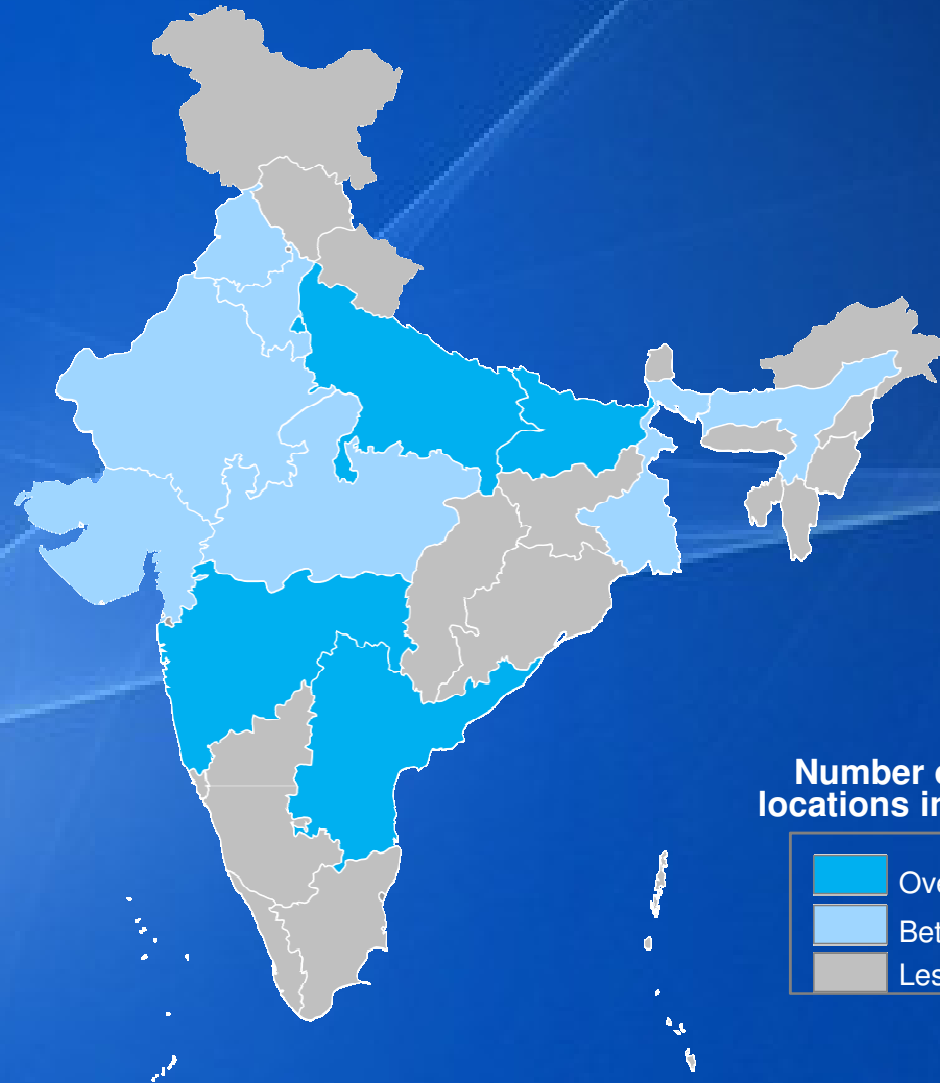
## Operating companies



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 capital market trading
- Ø Online Currency Trading and Mutual Funds
- Ø Investment Advisory on Mutual Funds, Bonds, FDR's

## Steel City Commodity (P) Limited

- Ø Commodity market trading
- Ø IRDA registered life and non-life Insurance distributor



## Steel City Securities Limited

- Ø TIN facilitation center (FC) and PAN Centre
- Ø UID Enrolment (Aadhar)
- 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 financing
- Ø Investments
- Ø Housing Finance
- 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

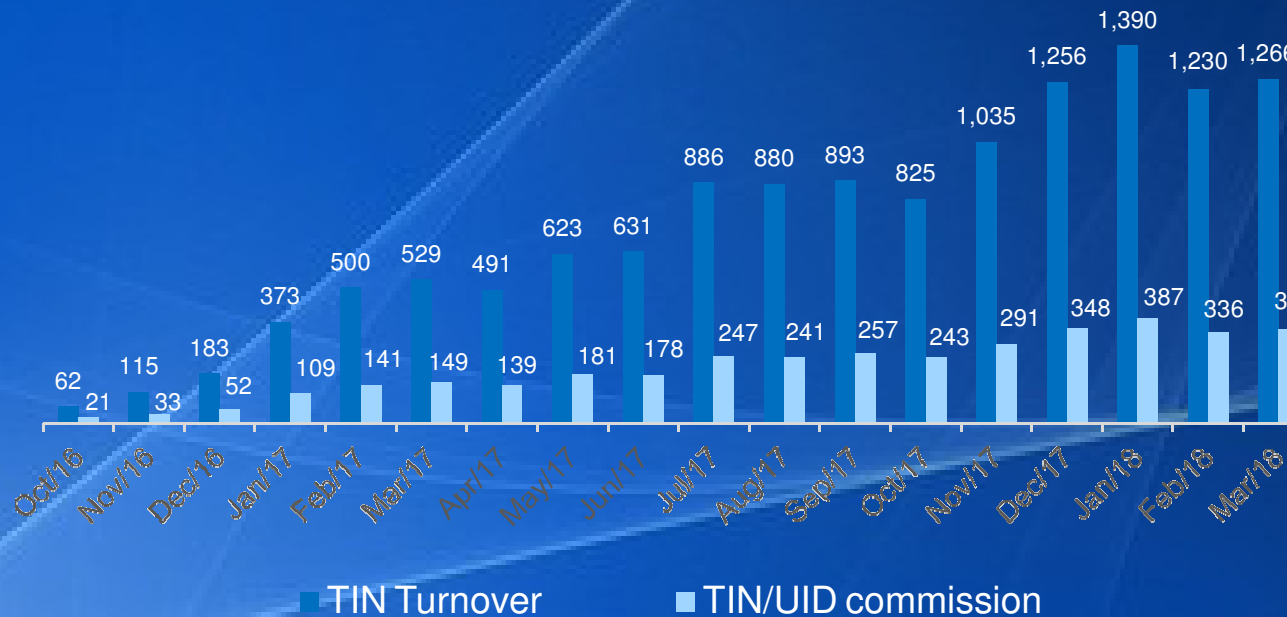
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance and CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Asst. General Manager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

# Financial Progress

Consolidated annual revenue and profit  
(INR lakhs)



TIN turnover and TIN/UID commission  
(INR lakhs)



- FY18 witnessed a year-on-year growth of 72.4% in revenue while EBIT and net profit grew at 99.73% and 126.52% respectively.
- Continuing shareholder wealth maximization, the company paid a dividend (25% in FY18) for 10th consecutive year.

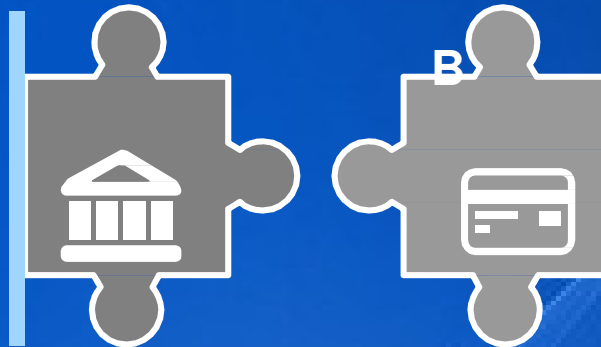
- Commission increased owing to growth in TIN centers from 541 centers in FY16 to 7730 centres by March, 2018.
- Of the 4994 new centres added in FY18, GST registered centres comprised 800 of the total.

# Segmental Performance – H2 F18

## Rapid expansion of business centres

Segmental performance of e-governance has increased manifold thereby reducing the dependency on brokerage income

Locations from 3000 in March, 2017 to 7730 in March, 2018.

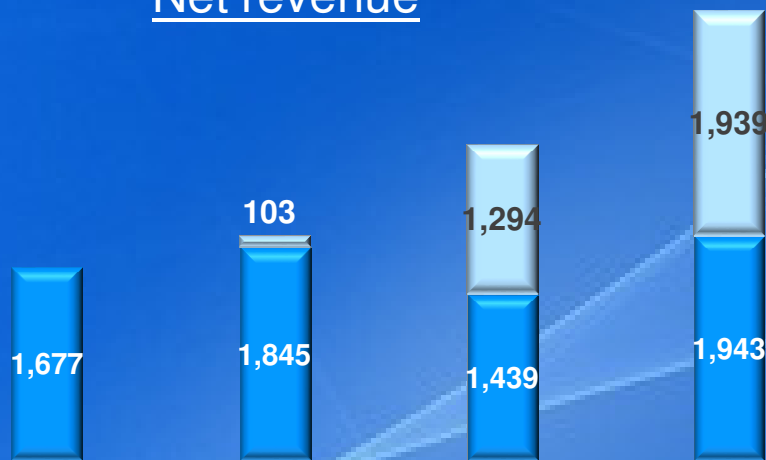


## Augmentation of services

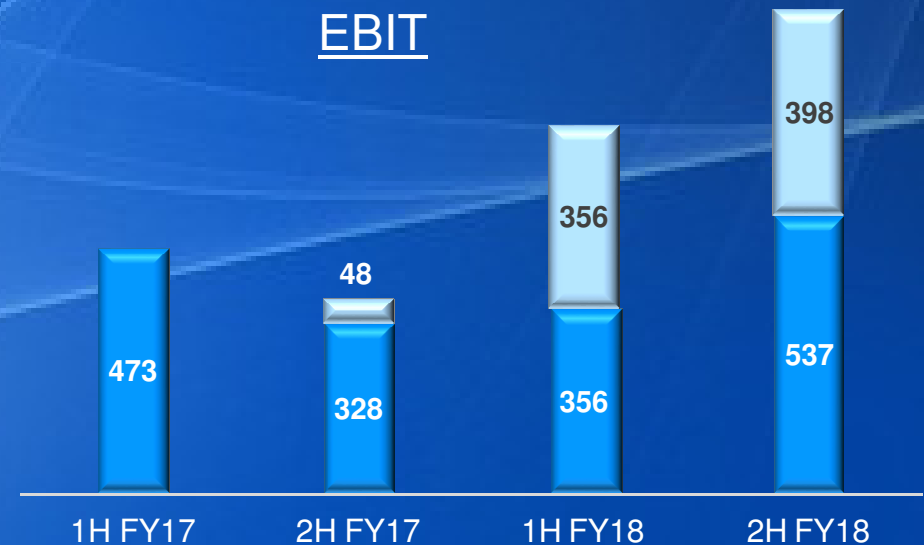
Focus on augmenting product line under the e-governance segment with emphasis on NPS promotion.

Leveraging its TIN centres for distribution of third party products ie. Loans, mutual funds, insurance schemes and IPO's.

### Net revenue



### EBIT



■ Stock and commodity broking

■ E-Governance

\*The company started reporting its segmental performance in financial statements from 1HFY18

\*NPS - National Pension Scheme



# Consolidated Profit and Loss Y-o-Y Performance

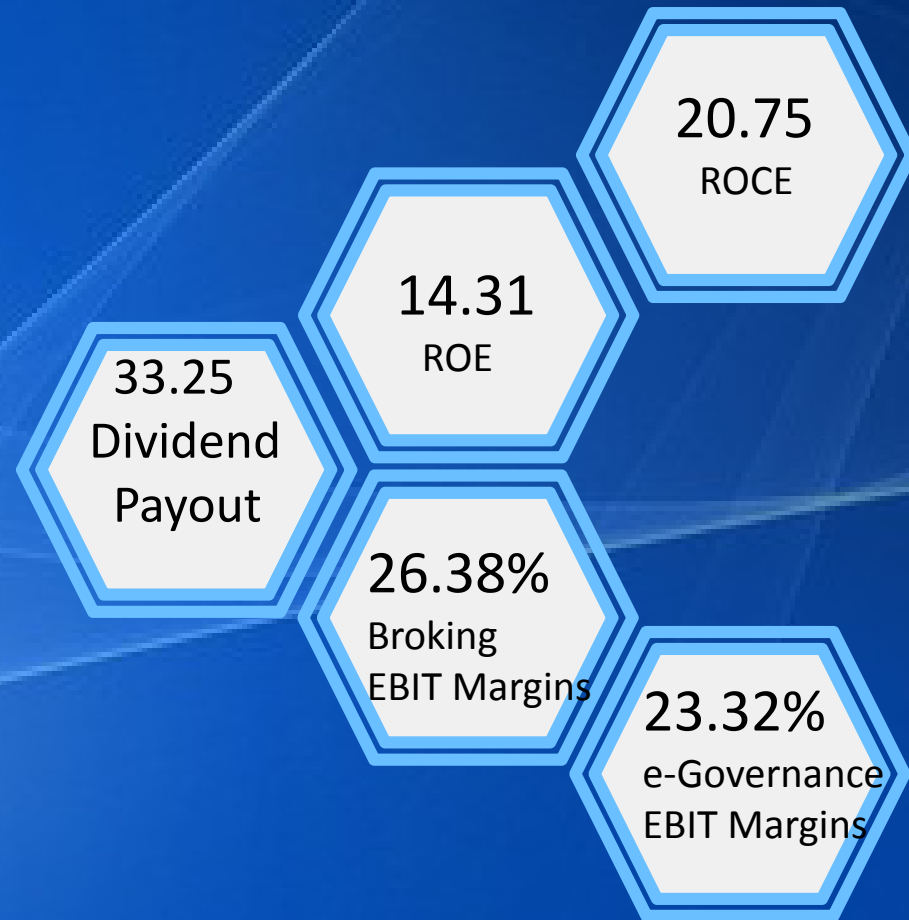
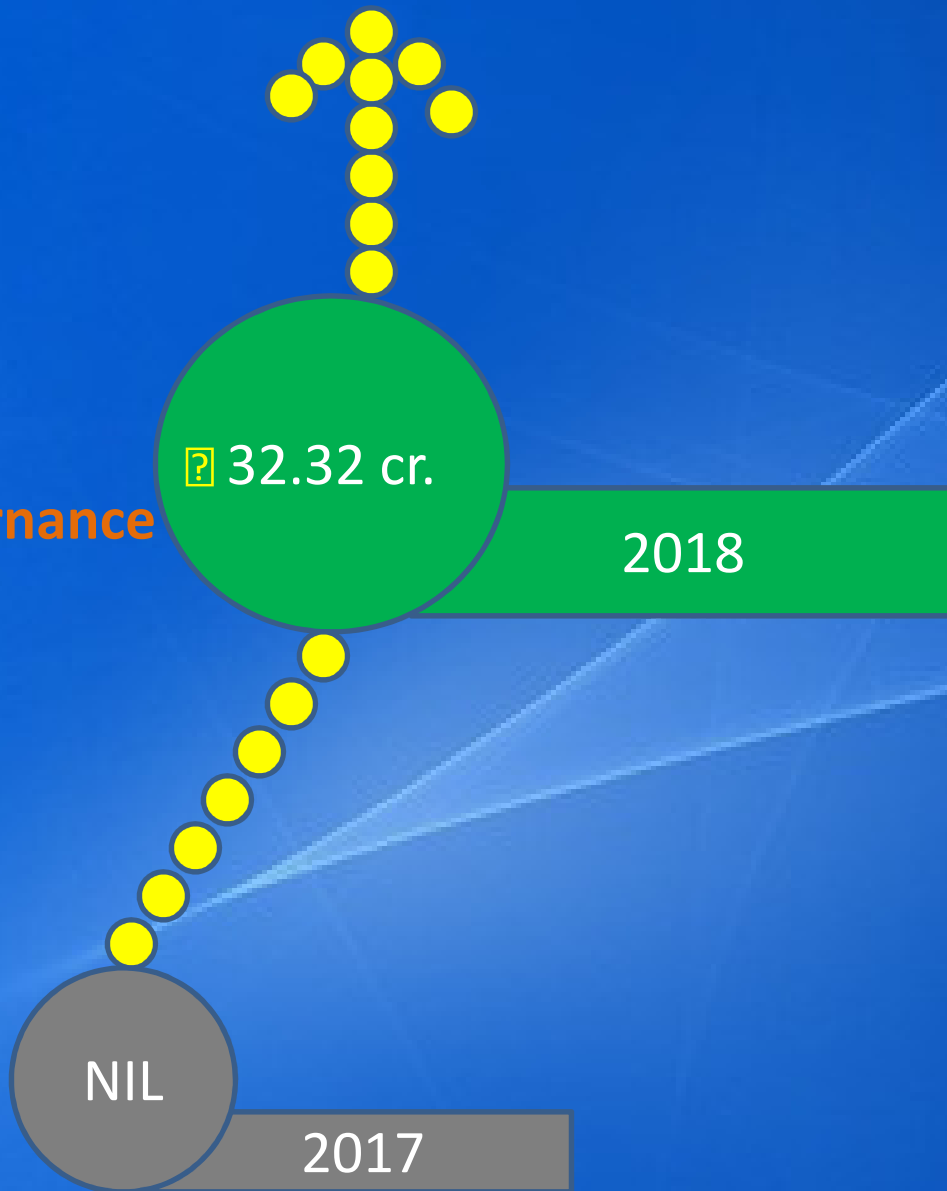
(INR lakhs)

Particulars	2H FY17		2H FY18
Net sales	2,054	83.5%	3,767
PBIT	421	122.2%	935
Net Profit	223	206.5%	685
PBIT margin	20.5%		24.8%

# Financial Metrics



e-Governance  
Growth





# E-Governance Performance

	Sep'18	Aug'18	Jul'18	Jun'18	May'18	Apr'18
<b>TOTAL LOCATIONS</b>	<b>8477</b>	8461	8448	8354	8236	7954
<b>PAN APPLICATIONS</b>	<b>1029999</b>	1136844	1184221	1036303	1009371	922129
<b>TAN APPLICATIONS</b>	<b>1240</b>	1110	1326	774	993	1173
<b>TDS FILES</b>	<b>5203</b>	9090	41999	7952	43858	10575

	Mar'18	Feb'18	Jan'18	Dec'17	Nov'17	Oct'17	Sep'17	Aug'17	Jul'17	Jun'17	May'17	Apr'17
<b>TOTAL LOCATIONS</b>	7730	7469	7229	6908	6406	5959	5640	5304	4936	4449	4010	3303
<b>PAN APPLICATIONS</b>	1144246	1111785	1241023	1138739	937319	733001	810015	796580	788373	586820	562552	455022
<b>TAN APPLICATIONS</b>	871	817	532	539	530	492	501	441	461	438	644	682
<b>TDS FILES</b>	4807	6054	34688	4289	7220	27180	3176	5322	28986	4718	30431	5936

	Mar'17	FEB'17	IAN'17	DEC'16	NOV'16	OCT'16	SEP'16	AUG'16	JULY'16	JUNE'16	MAY'16	APR'16
<b>TOTAL LOCATIONS</b>	2736	2201	1742	1479	1206	1057	936	837	776	705	660	616
<b>PAN APPLICATIONS</b>	492386	465496	334908	169123	106131	45761	49886	47268	42294	38219	32774	26174
<b>TAN APPLICATIONS</b>	544	423	468	487	289	190	238	260	220	226	259	236
<b>TDS FILES</b>	4095	3254	21770	2729	2864	19127	2757	3836	18683	3458	20776	4228



# e-Governance Immediate goal

Description	Target By March 31 <sup>st</sup> 2019
No. of Locations	12,000
No. of PAN applications Expected per month	13,00,000
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 neighbouring states

2008 –  
2012

- 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

- 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

2014 –  
2016

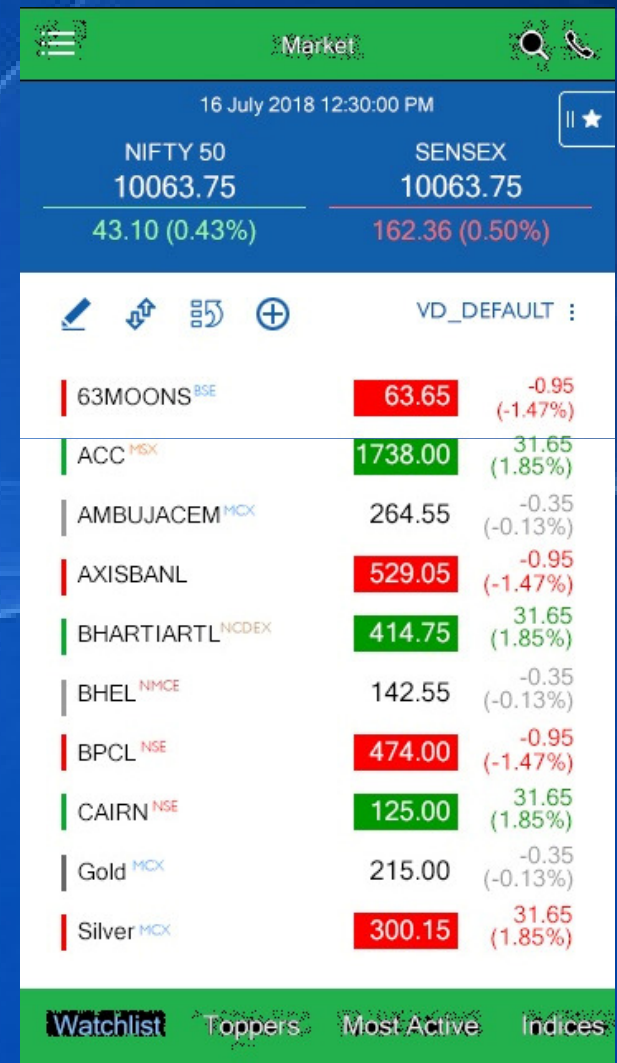
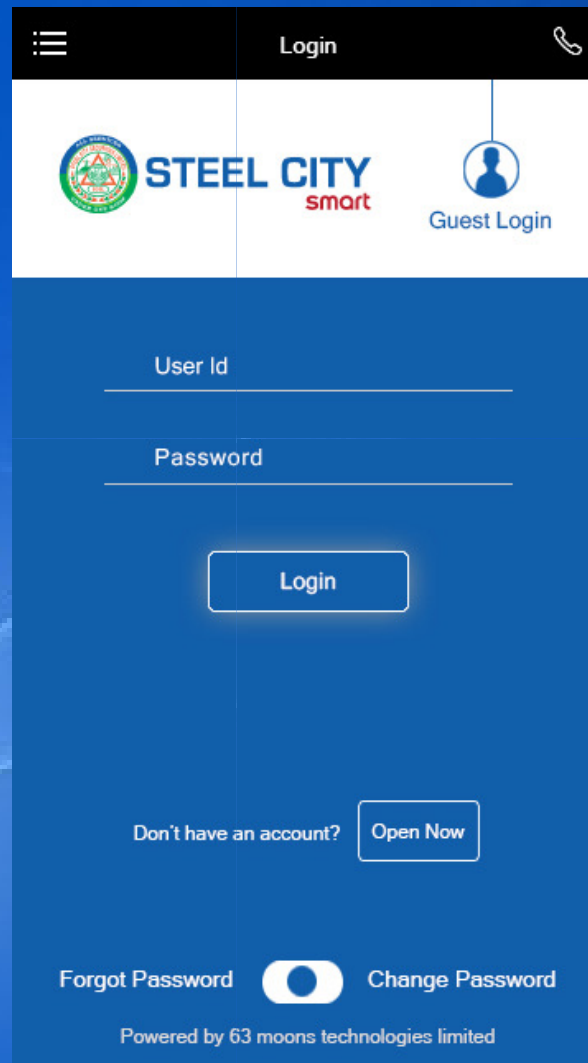
- Appointed as a TIN FC of NSDL e-Governance.
- Appointed as a enrollment agency (EA) for UIDAI

# A road ahead...

- GST pan India
- NPS (National Pension System)
- NIR ( National Insurance Repository)
- Distribution of FMCG Products
- Vidya Saradhi - NSDL
- Health and Motor Insurance
- Mutual Funds
- Mobile Trading

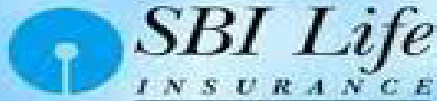


# Smart Trading App – STEEL CITY





# Corporate Agent of



Family comes first.

Secure them with

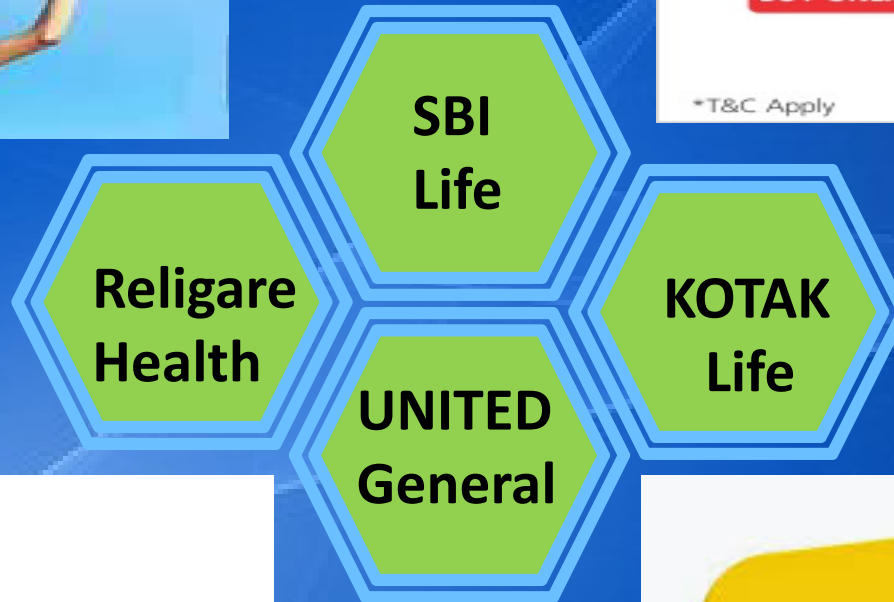


BUY ONLINE



\*T&C Apply

#LaterMaybeLat





# e-Governance Products



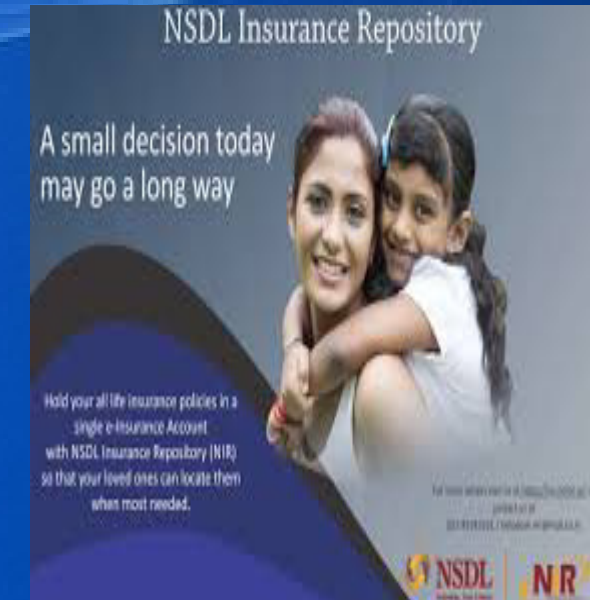
PAN



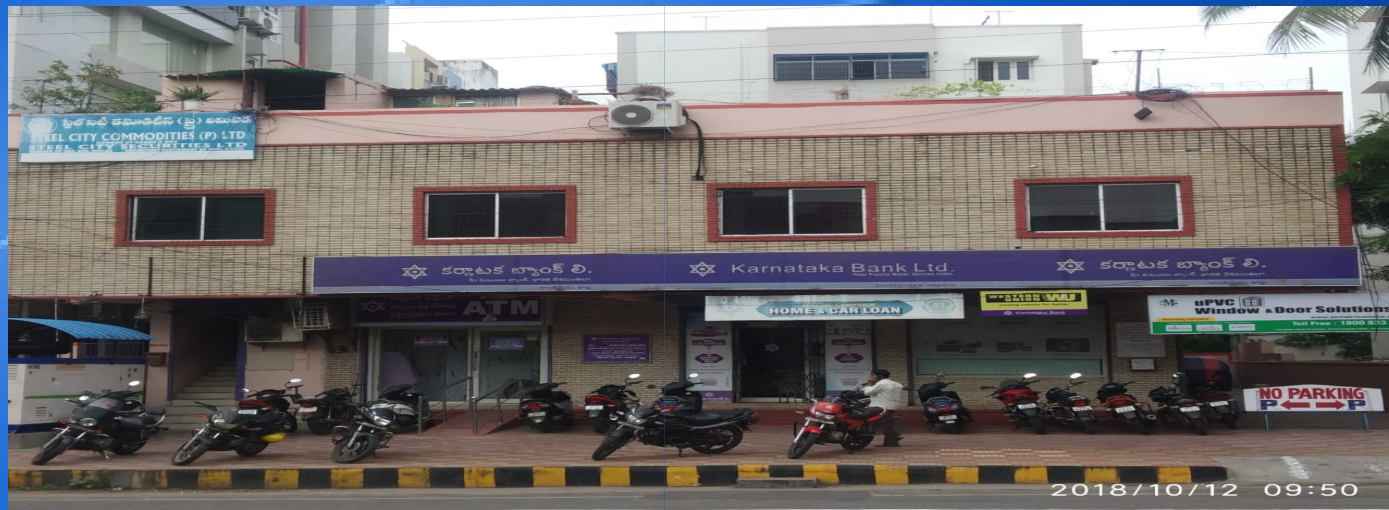
TAN



e-TDS/TCS



# Registered and Corporate Office



# e-Governance Process



# e-Governance Process



# e-Governance Storage



# e-Governance remote Storage



# e-Governance remote godown





Thank You