



STEEL CITY SECURITIES LIMITED

(CIN : L67120AP1995PLC019521)

AN ISO 9001 : 2015 CERTIFIED COMPANY

MEMBER OF NSE, BSE, MSEI, MCX & NCDEX
CAPITAL MARKET, EQUITY DERIVATIVES & CURRENCY DERIVATIVES SEGMENTS
SEBI Regd. No. INZ 000223538

POINT OF PRESENCE OF NSDL-CRA
DEPOSITORY PARTICIPANT (DP) OF
NSDL & CDSL :
SEBI Permanent Regd. No. IN-DP-231-2016

SCSL/NSE/LIST/2021-22/10

Date: 07.07.2021

To,
National Stock Exchange of India Limited
Exchange Plaza, Plot No: C1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai – 400051

Symbol: STEELCITY
ISIN: INE395H01011

Dear Sir/ Madam,

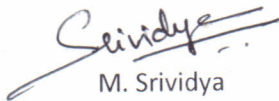
Sub: Investor Presentation

With reference to the above mentioned subject, please find enclosed herewith an Investor Presentation to be presented to the Investors by the Company.

Please take note of the same.

Thanking You,

Yours Faithfully,
For Steel City Securities Limited



M. Srividya
Company Secretary & Compliance Officer



Regd. & Corporate Head Office : 49-52-5/4, SHANTHIPURAM, VISAKHAPATNAM - 530 016.

☎ : 2796984, 2549681, 2563581, 2762585, EPBX : 2549675-79, 2762579-84, 2761803-04, FAX : 0891-2720135 / 2762586

E-mail : ramu.n@steelcitynettrade.com, scsl@steelcitynettrade.com, Website : www.steelcitynettrade.com



STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

AN ISO 9001:2015 Certified Company

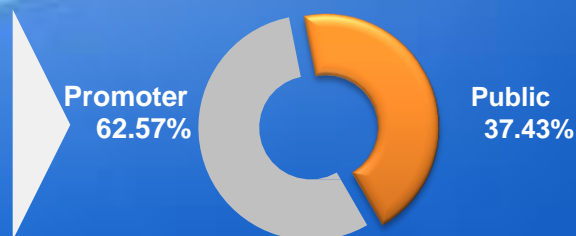
Company overview

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

+15K Mobile trading Customers

E-Governance



36 states and union territories with e-governance presence

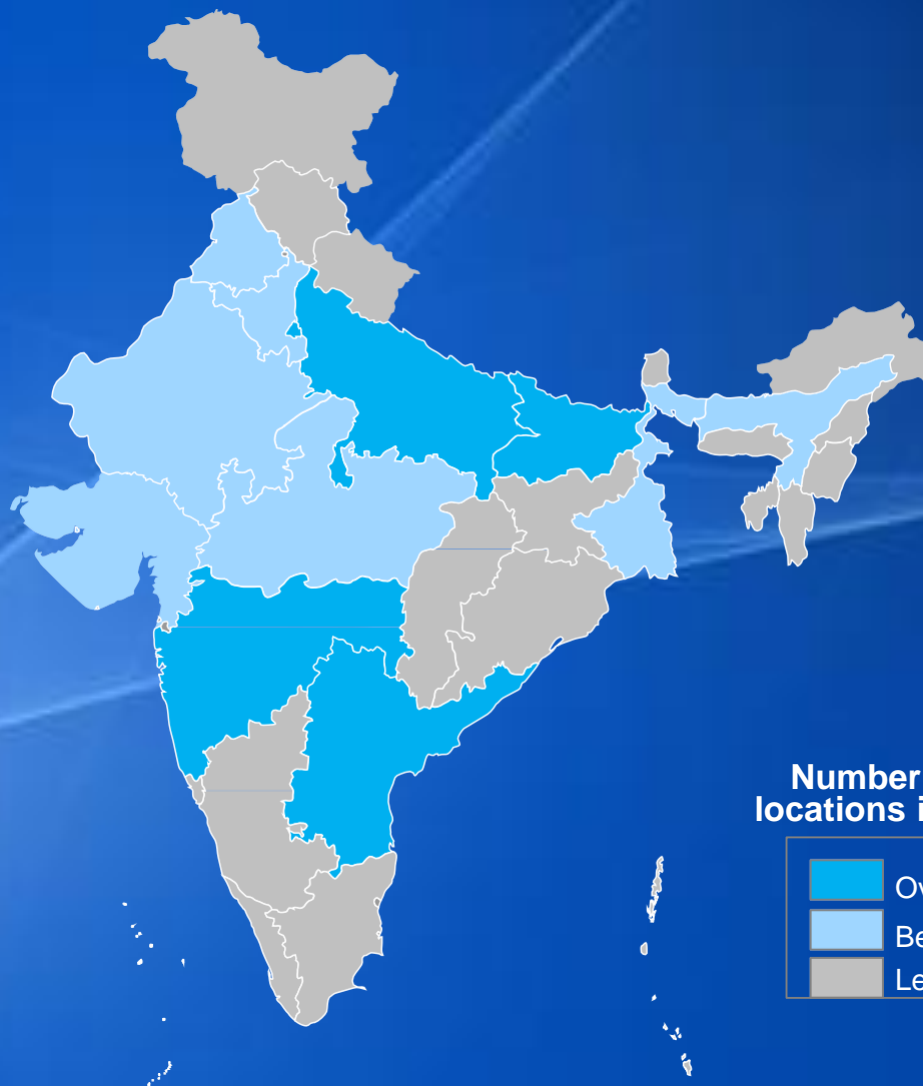
Operating companies



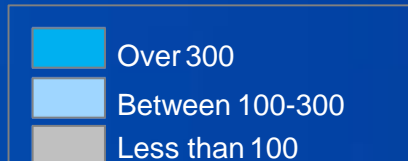
Steel City Commodities (P) Ltd
(Subsidiary of Steel City Securities)

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



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 38 MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till March 2021.**





Board of Directors

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

Executive Chairman

Managing Director

Director- IT

Non- Executive Director

Independent Director

Independent Director

Independent Director

Independent Director

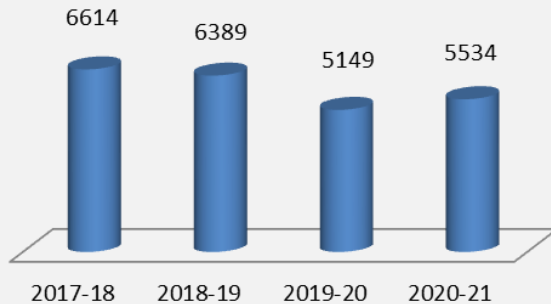


Key Managerial Personnel

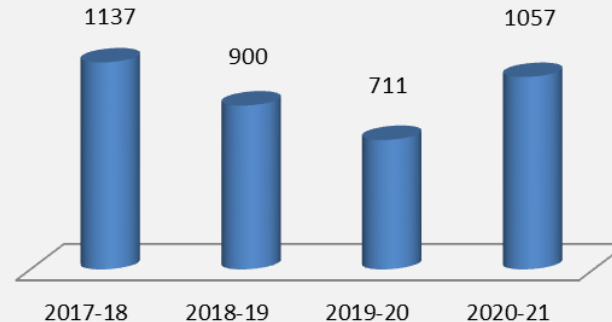
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance & CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager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

Financial performance at a Glance

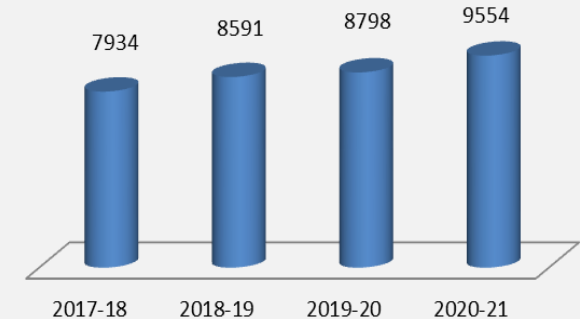
Revenues (lakhs)



Profit after Tax (lakhs)



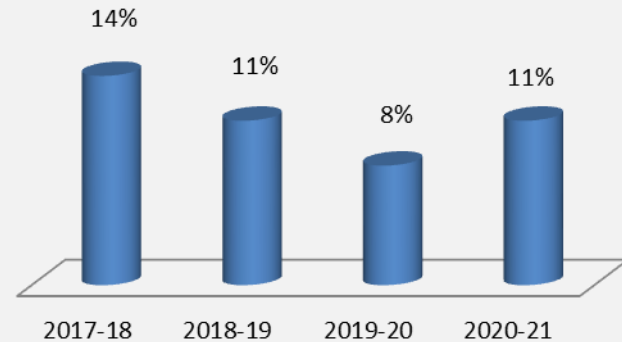
Net worth (lakhs)



Earning Per Share

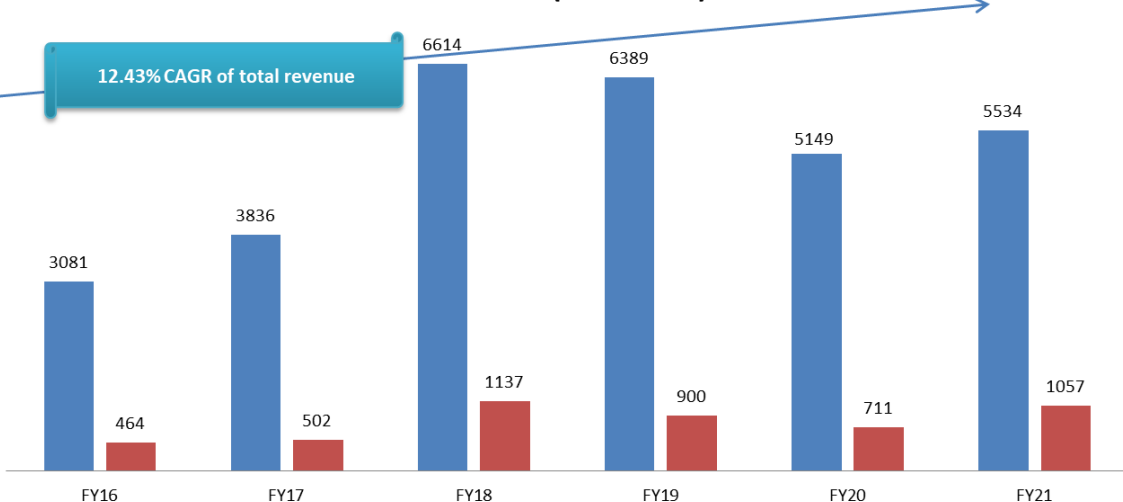


Return on Equity



Financial progress

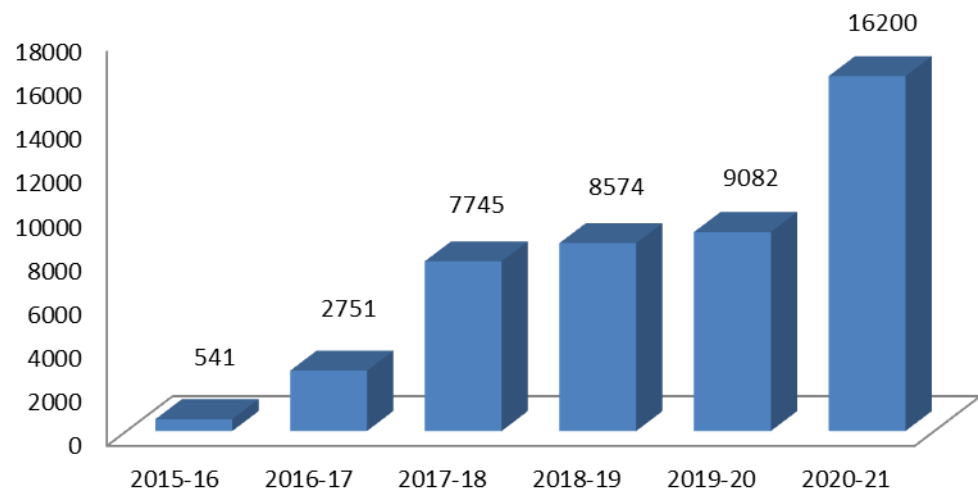
**Consolidated annual revenue and profit
(INR Lakhs)**



FY21 Net Revenue Split by segment



■ Total revenue ■ Net profit



Numbers Till March 2021

■ No of Centers (Cumulative)

- Continuing shareholder wealth maximization, the company paid a dividend (20% in FY21). On an average more than 20% dividend paid since last 14 years
- Significant growth in TIN centers from 9082 centers in FY20 to 16200 centers by March, 2021.
- Despite of Covid lock down situations, E-Gov has delivered excellent results

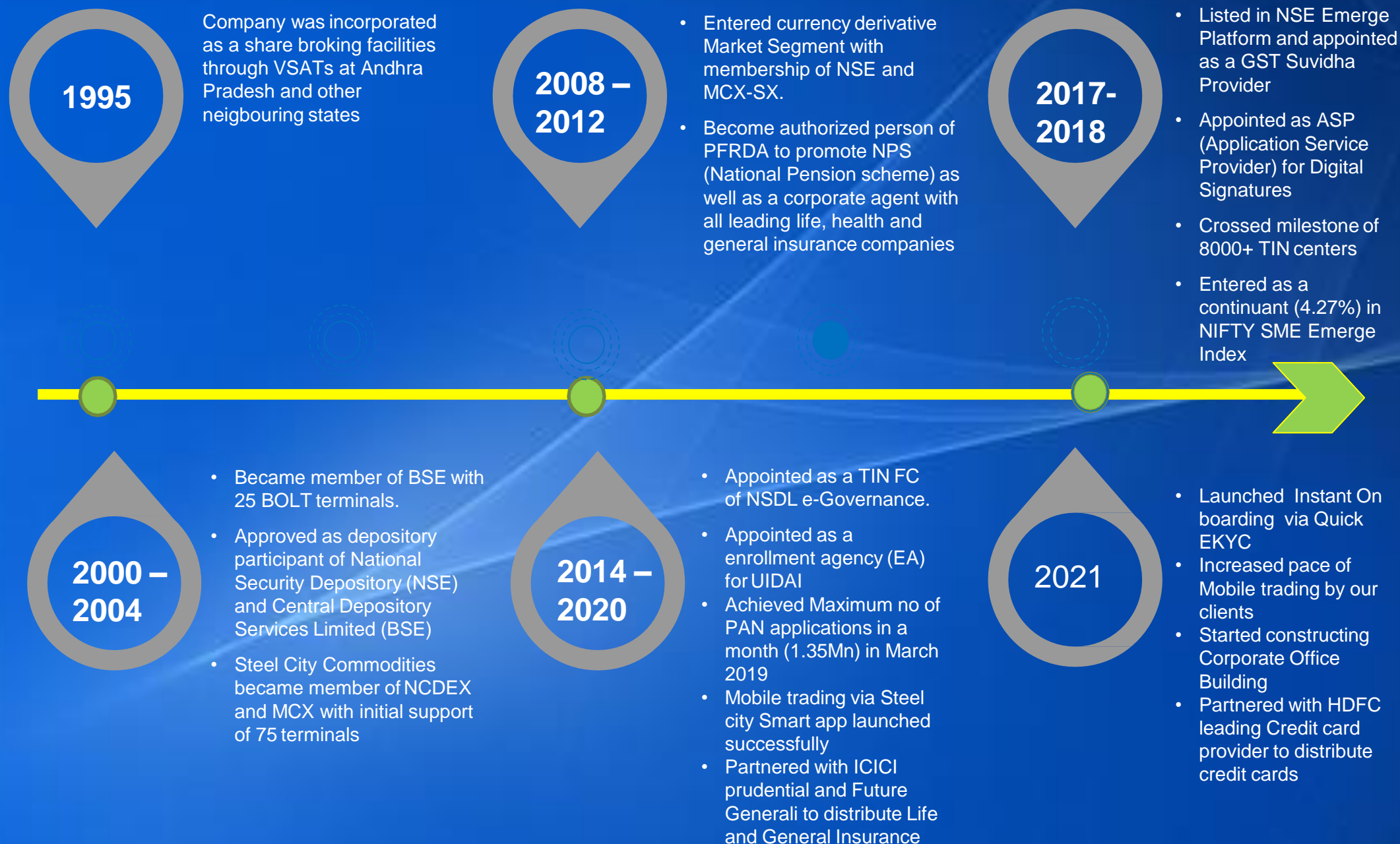
Financial Metrics

| Particulars | Year Ending FY21 (In Lacks) | Year Ending FY20 (In Lacks) |
|-------------------------|--------------------------------|--------------------------------|
| Revenue From Operations | 5236.09 | 4852.3 |
| Other Income | 297.69 | 296.95 |
| Total Income | 5533.78 | 5149.26 |
| Profit after tax | 1057.45 | 711.44 |

e-Governance Immediate goal

| Description | Target By March 31 st 2022 |
|--|--|
| No. of Locations | 20,000 |
| No. of PAN applications Expected per month | 1 Mn |
| No. of TDS Files Expected per month | 1,00,000 |

Journey till date



Strategy going forward

Broaden and deepen geographical presence



- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 20,000 TIN facilities by FY22

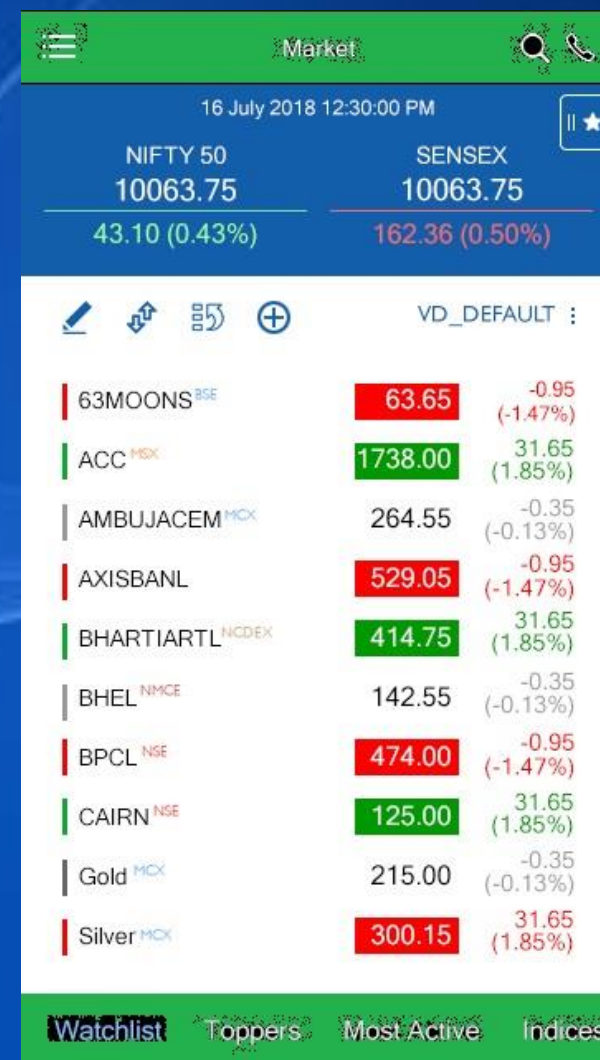
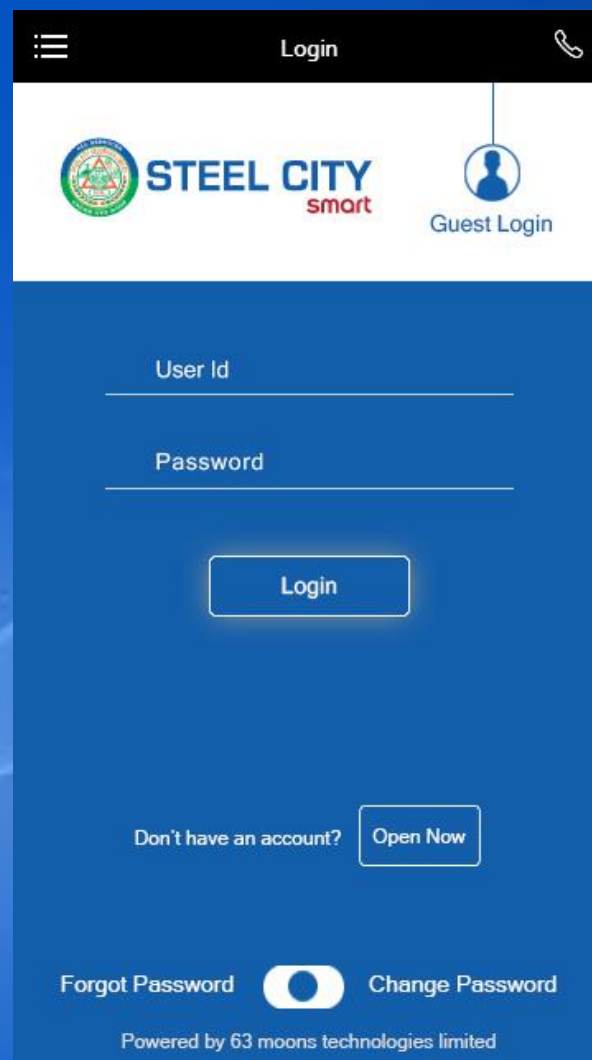
- Expansion of Mobile Trading app clients PAN India
- Motor and Health Insurance
- Credit cards business expansion
- Increasing NPS client base
- Integration of TIN centers for rendering financial services while leveraging e-governance database to tap new customer base
- Augmenting product line under e-governance segment

Extension of service offerings





Smart Trading App – STEEL CITY



Corporate Agent of



e-Governance Products



PAN



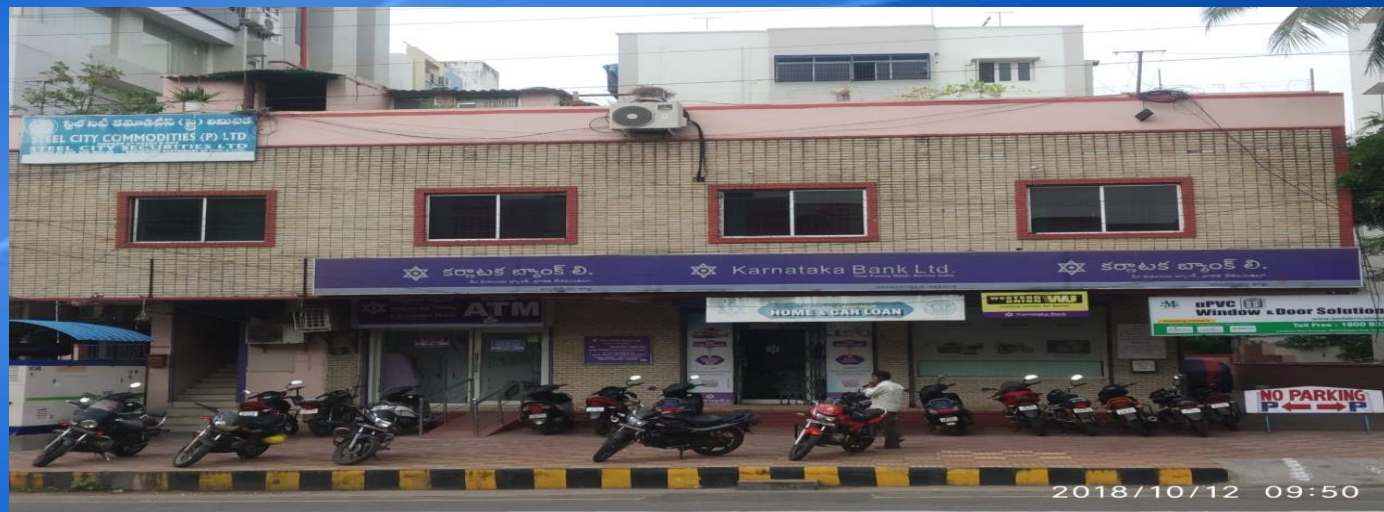
TAN



e-TDS/TCS



Registered and Corporate Office



e-Governance Process



e-Governance Process



e-Governance Storage in warehouse



e-Governance Warehouse





Thank You