



# 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/2021-22/32

Date: 17.11.2021

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,

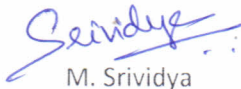
Sub: Investor Presentation

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 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



Shareholding pattern  
as of today



# Our Presence

## Branch Offices



10 regional offices  
+70 owned branches  
+1700 trading terminal licenses  
+15K Mobile trading Customers

## E-Governance



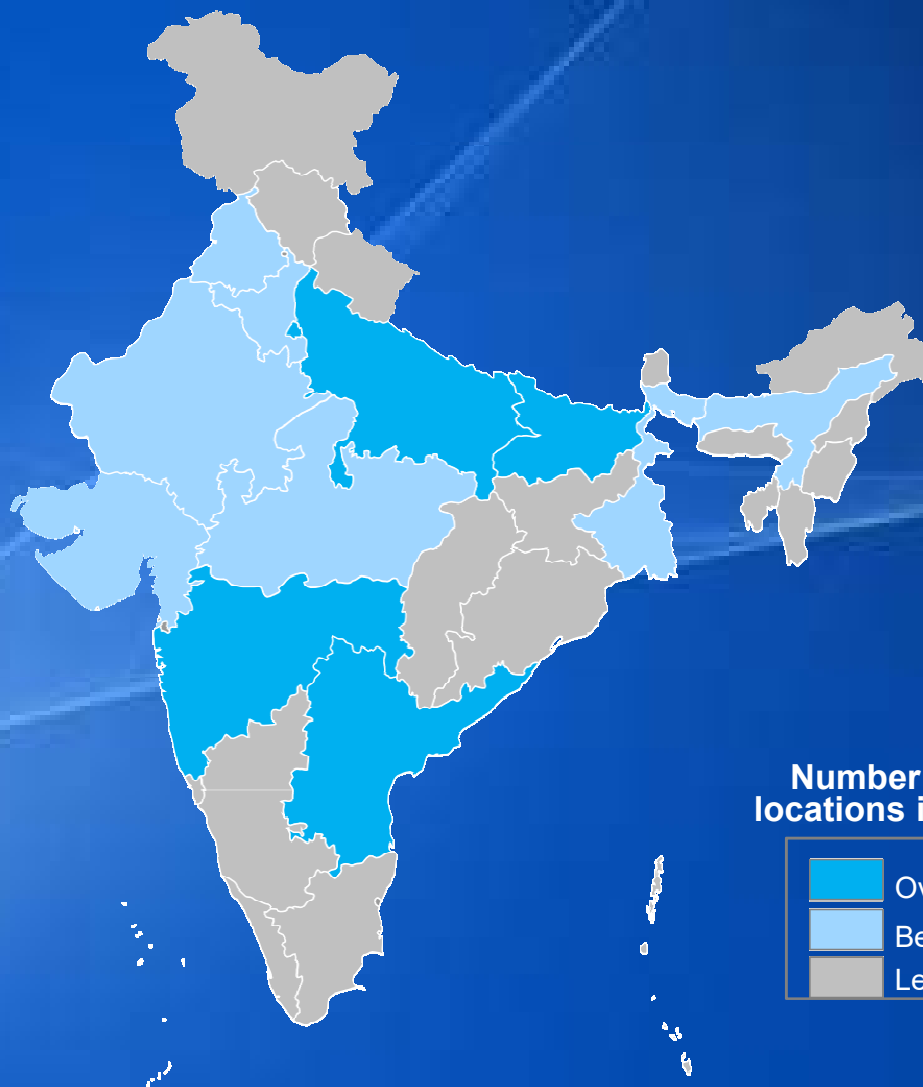
36 states and union territories with e-governance presence

## 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



# 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 40 MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till October 2021.*





# 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



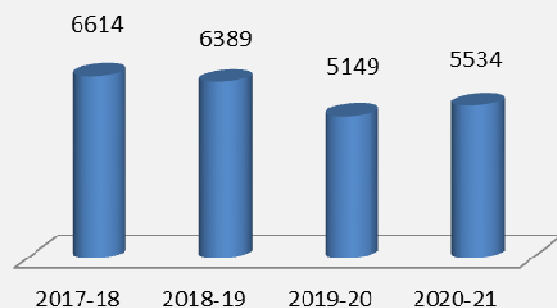
# Key Managerial Personnel

- Dr. P. Madhu 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 Deputy 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

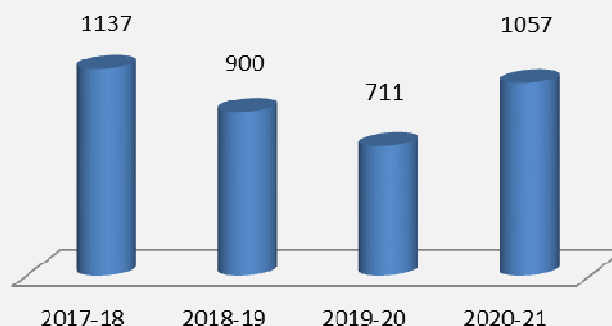


# Financial performance at a Glance

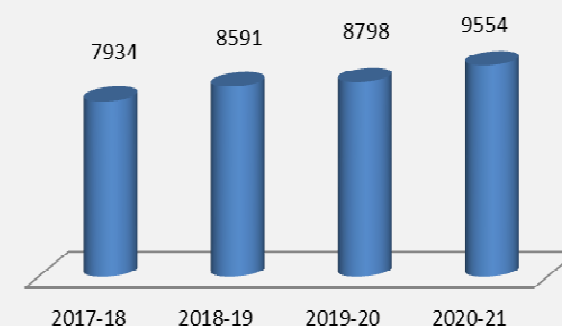
**Revenues (lakhs)**



**Profit after Tax (lakhs)**



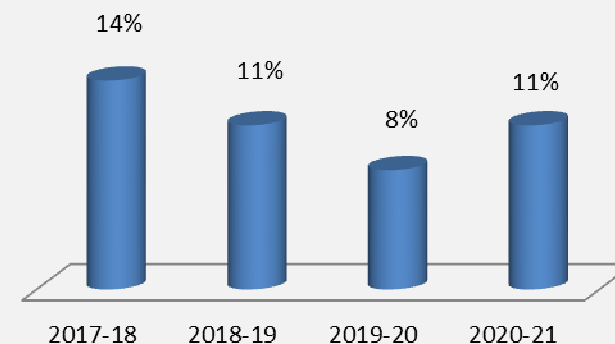
**Net worth (lakhs)**



**Earning Per Share**

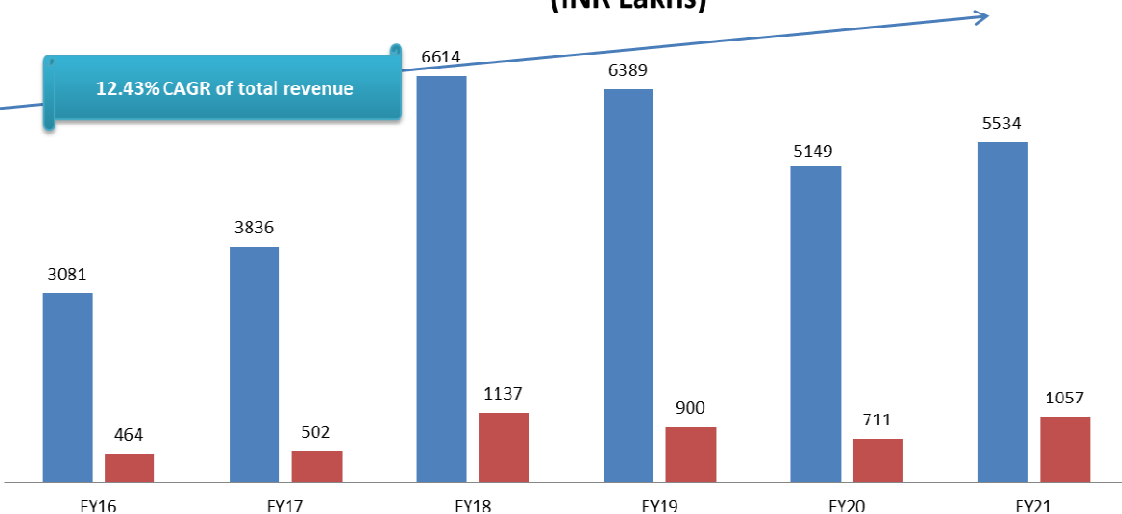


**Return on Equity**

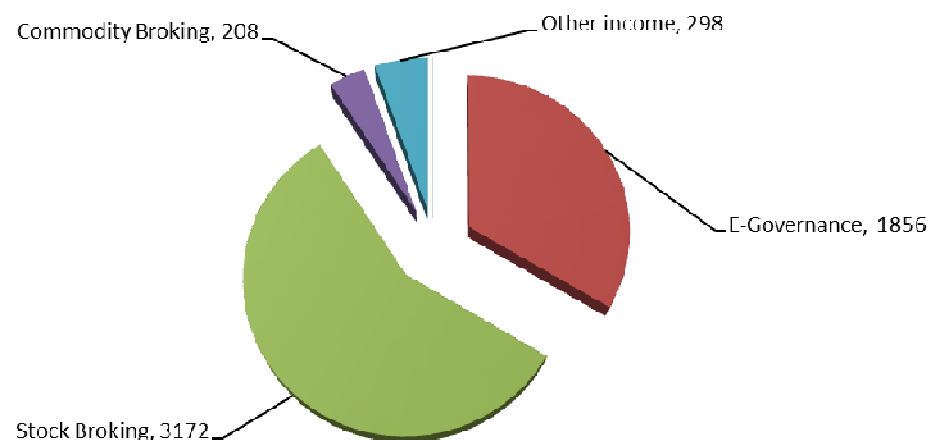


# Financial progress

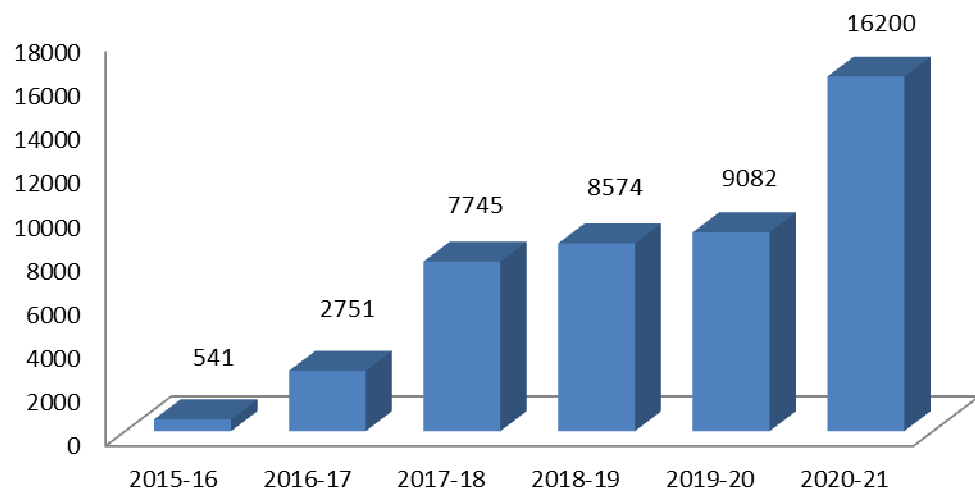
Consolidated annual revenue and profit  
(INR Lakhs)



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 (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

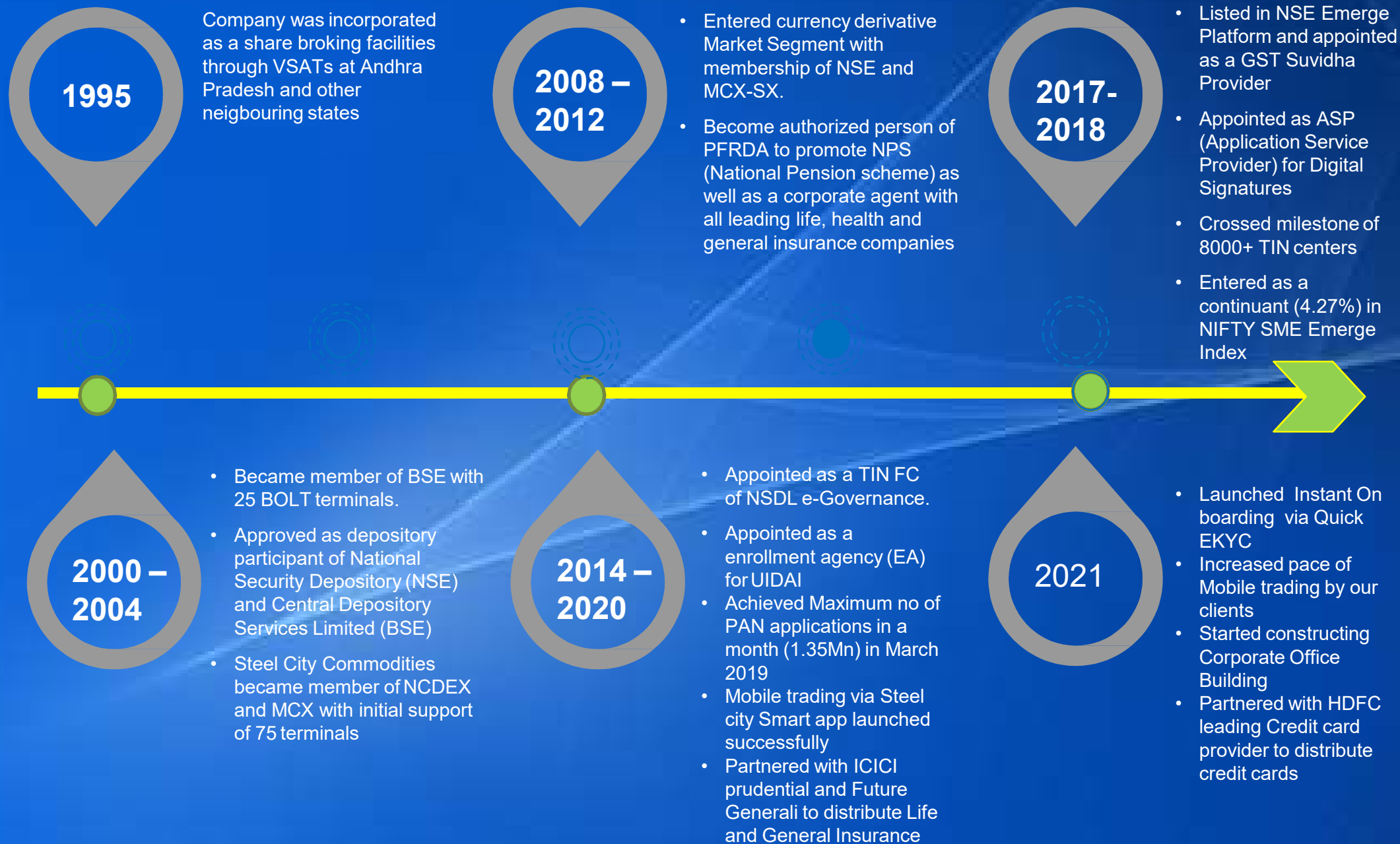
Particulars	H1 FY22 (In Lakhs)	Q2 FY22 (In Lakhs)	Q1 FY22 (In Lakhs)	H1 FY21 (In Lakhs)
Revenue From Operations	3010.54	1656.83	1353.71	2409.7
Other Income	130.03	64.94	65.09	121.83
Total Income	3140.57	1721.77	1418.8	2531.53
Profit for the period	<b>649.47</b>	<b>377.84</b>	<b>271.62</b>	<b>487.87</b>



# e-Governance Immediate goal

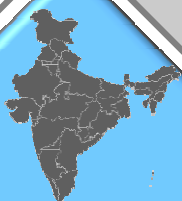
Description	Target By March 31 <sup>st</sup> 2022
No. of Locations	30,000
No. of PAN applications Expected per month	1 Mn
No. of TDS Files Expected per month	1,00,000

# Journey till date



# 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
- 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

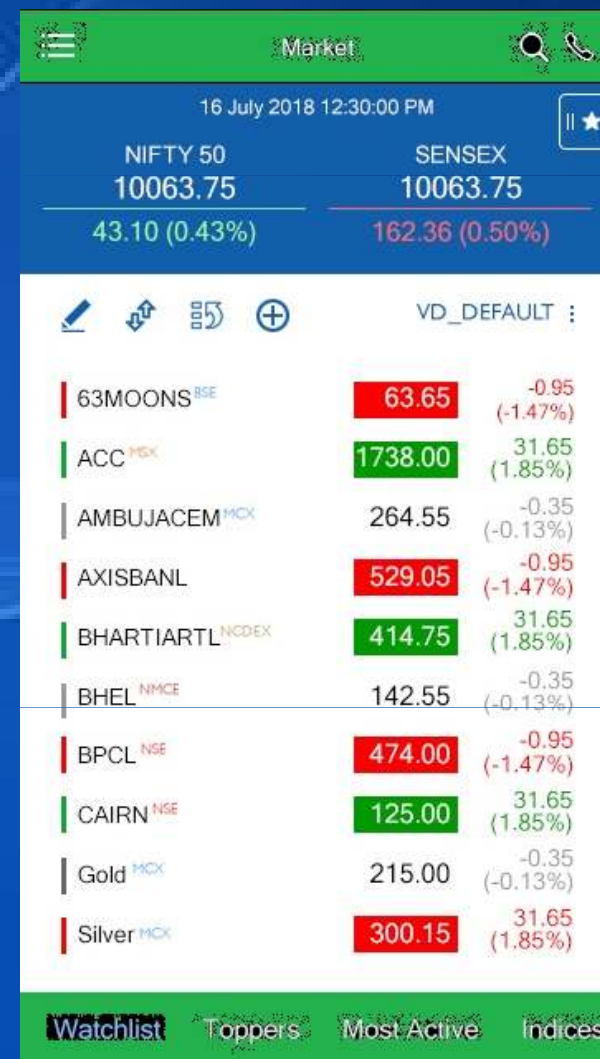
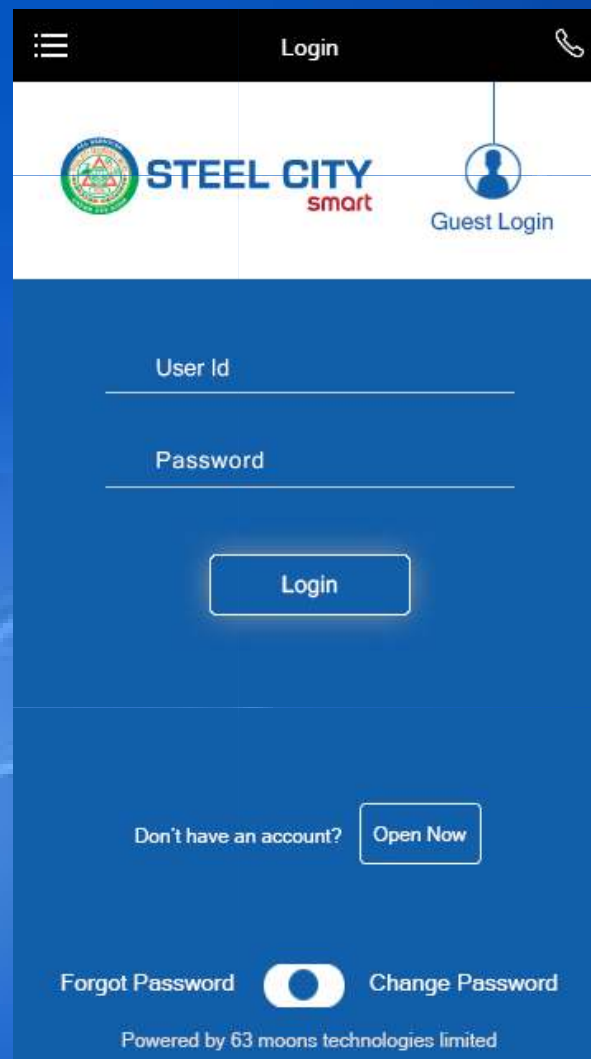
## Extension of service offerings







# Smart Trading App – STEEL CITY



# Corporate Agent of



# e-Governance Products



PAN



TAN



e-TDS/TCS



## NATIONAL PENSION SYSTEM



## NSDL Insurance Repository

A small decision today  
may go a long way

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





# Registered and Corporate Office



# e-Governance Process





# e-Governance Process





# e-Governance Storage in warehouse





# e-Governance Warehouse





# Thank You