



STEEL CITY SECURITIES LIMITED

(CIN : L67120AP1995PLC019521)

AN ISO 9001 : 2015 CERTIFIED COMPANY

MEMBER OF NSE, BSE & MSEI

CAPITAL MARKET, EQUITY DERIVATIVES & CURRENCY DERIVATIVES SEGMENTS

SEBI Regd. Nos. INB 230806132, INB 010806132, INB 260806139, INF 230806132

INF 011156438, INF 260806139, INE 230806132, INE 260806132

POINT OF PRESENCE OF NSDL-CRA
DEPOSITORY PARTICIPANT (DP) OF

NSDL & CDSL :

SEBI Permanent Regd. No. IN-DP-231-2016

SCSL/NSE/LIST/2019-20/01

Date: 02.05.2019

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 on the performance of the Company for the year ended 31st March, 2019, to be presented to the Investors by the Company .

Please take note of the same.

Thanking You,

Yours Faithfully,
For Steel City Securities Limited

Srividya
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, Mutual Funds, NPS, IPOs & Corporate Fixed Deposits, Currency Trading, Commodity Broking, Insurance Distribution & NBFC services
- The brand is epitome of “confidence as strong as steel” further strengthened by its ISO 9001:2015 certification



Shareholding pattern
as of 31 March 2019



Our Presence

Branch Offices



13 regional offices
+70 owned branches
+1700 trading terminal licences
+10K Mobile trading Customers

E-Governance



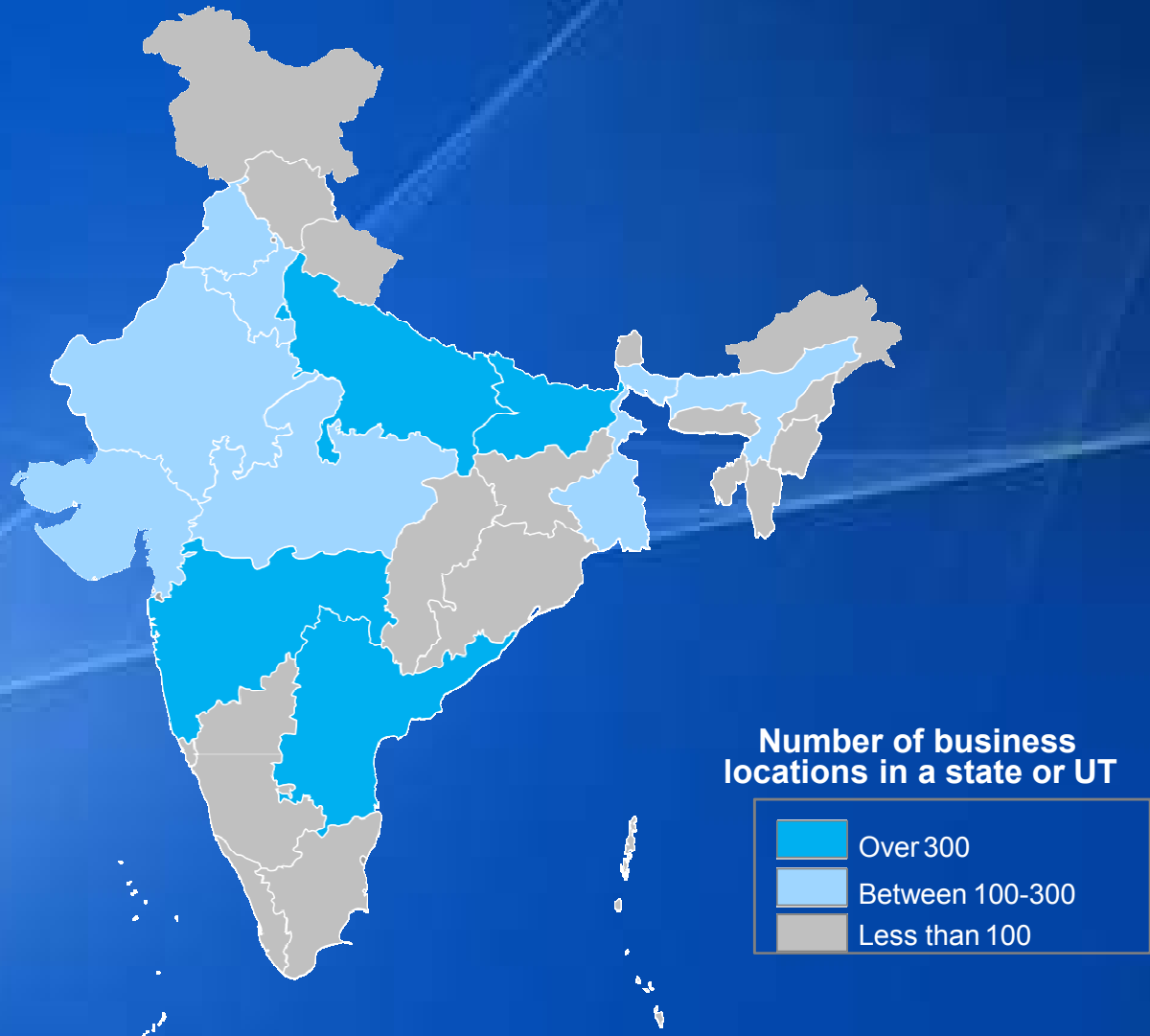
34 states and union territories with e-governance presence

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



Our Services

Steel City Securities Limited

- ∅ Online & Mobile App based capital 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

- ∅ Commodity market trading
- ∅ IRDA registered life, non-life and health Insurance distributor



Steel City Securities Limited

- ∅ TIN facilitation center (FC) and PAN Centre
- ∅ POP for NPS
- ∅ NSDL-licensed National Insurance Repository (NIR)
- ∅ NSDL-licensed ASP (Application Service Provider) for Digital Signatures
- ∅ GST* Suvidha Kendra

Steel City Financial Services (P) Limited

- ∅ Project loanfinancing
- ∅ Investments
- ∅ Housing Loans
- ∅ 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

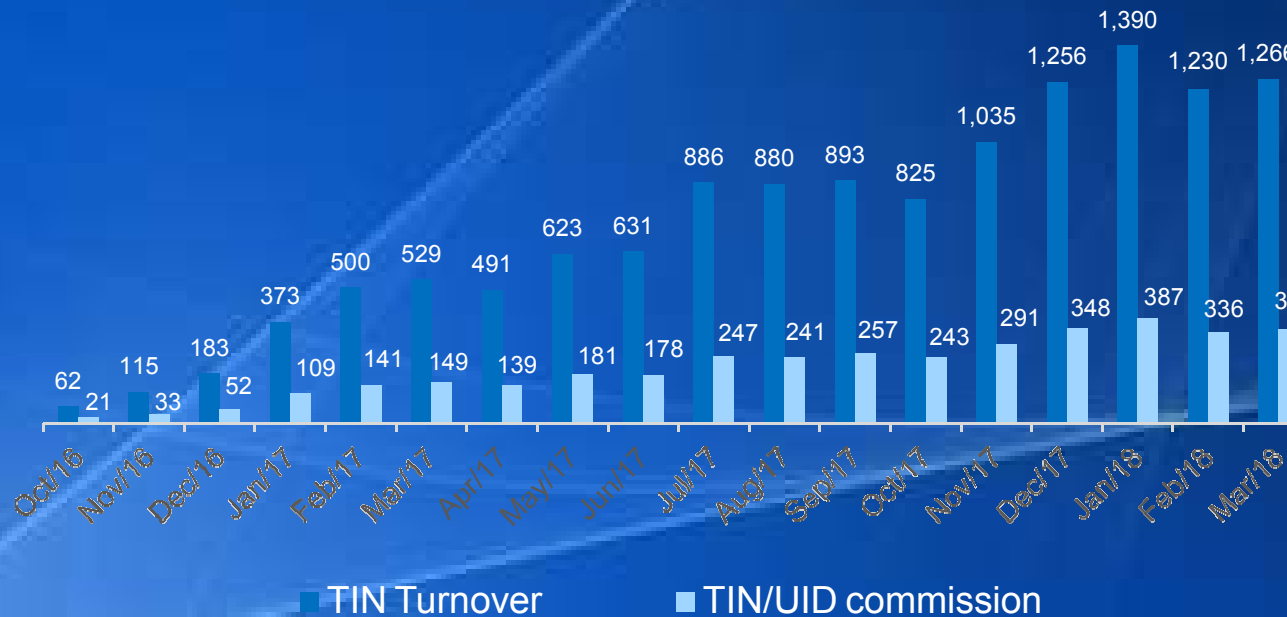
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance and CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager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

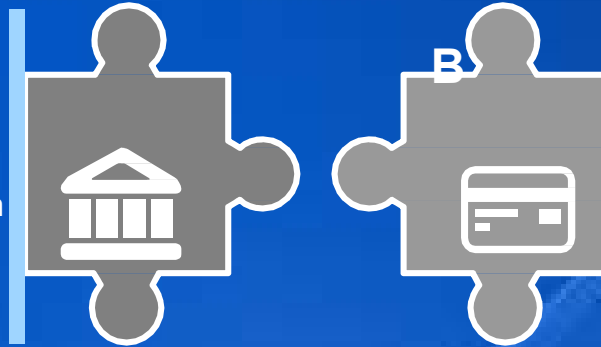
- Commission increased owing to growth in TIN centers from 541 centers in FY16 to 7730 centres by March, 2018.
- Of the 4994 new centres added in FY18, GST registered centres comprised 800 of the total.

Segmental performance – H1 FY19

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 8574 in March, 2019.

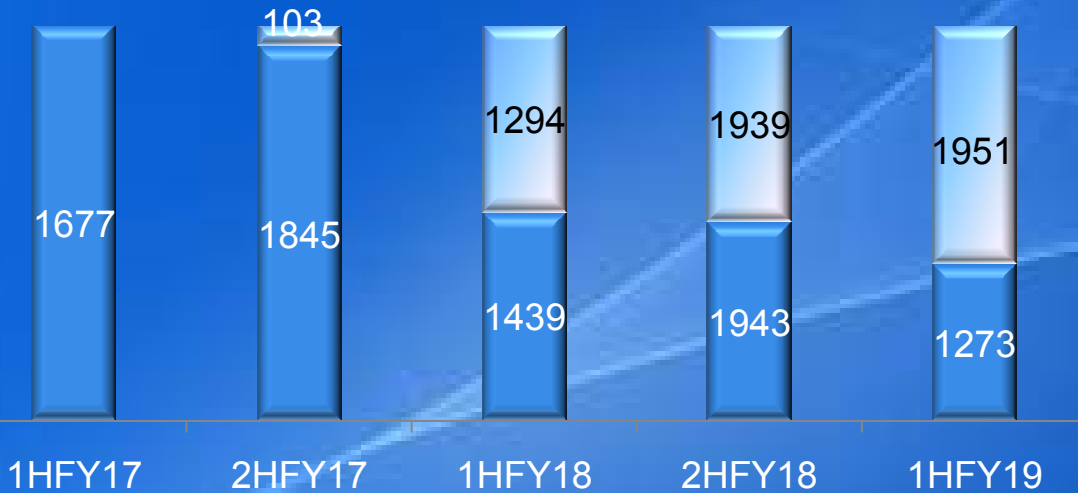


Augmentation of services

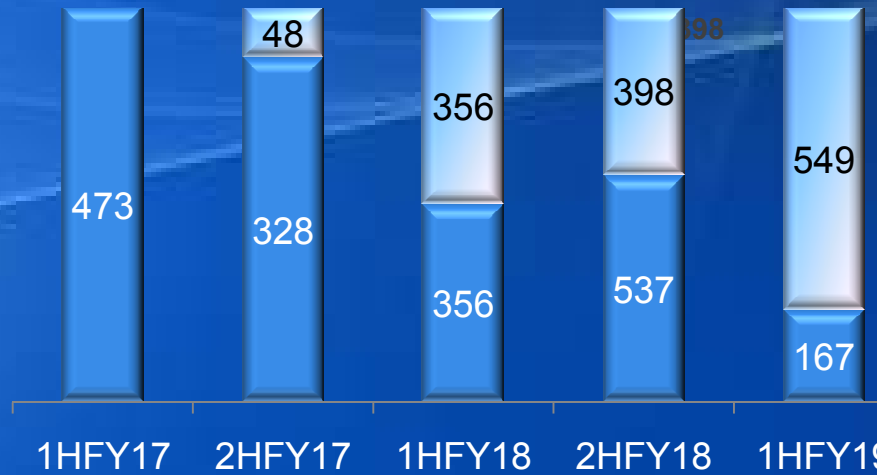
Focus on augmenting product line under the e-governance segment with emphasis on NPS promotion.

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

Net Revenue



EBIT

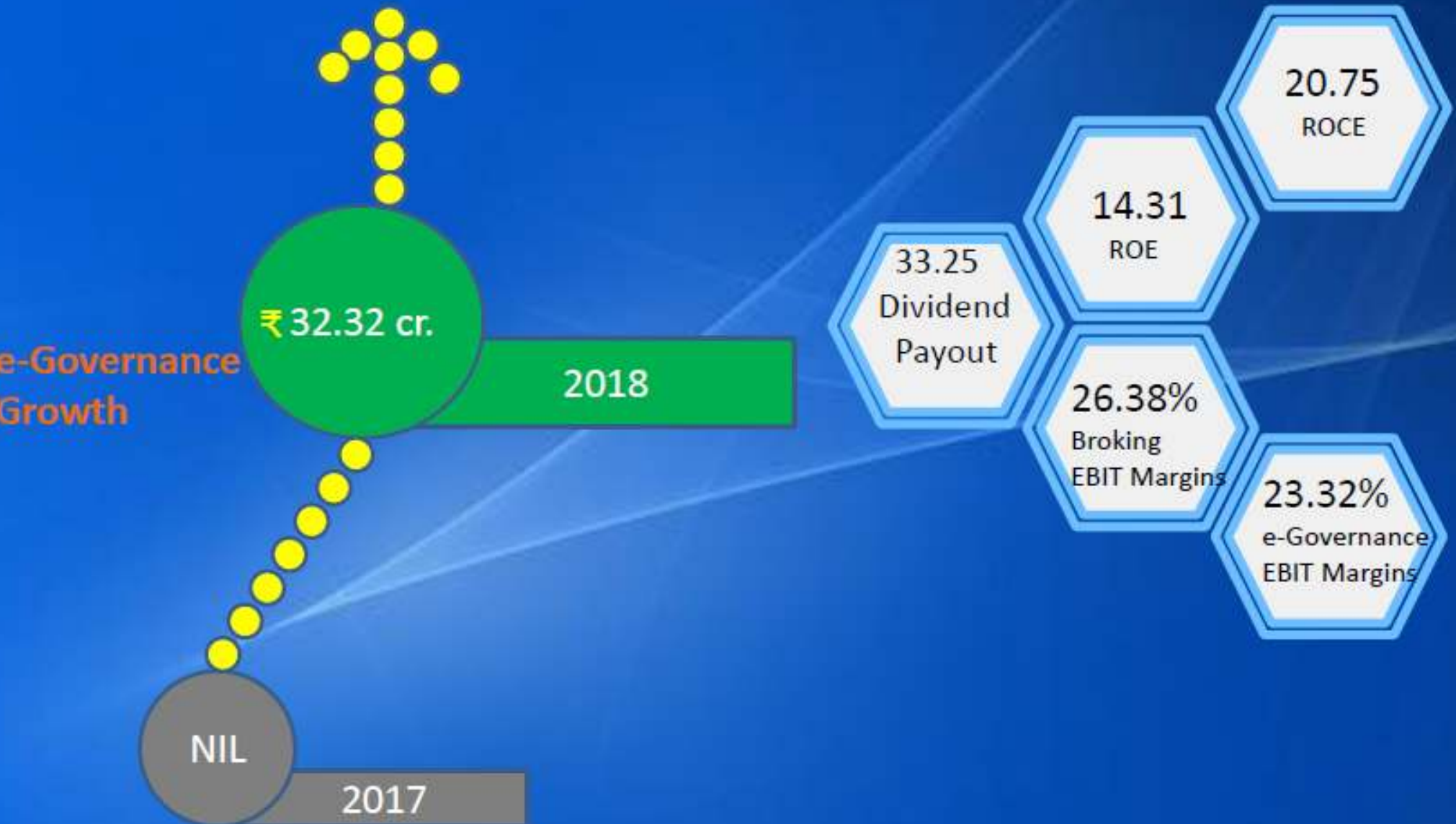


■ Stock and Commodity Broking
 ■ E-Governance

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

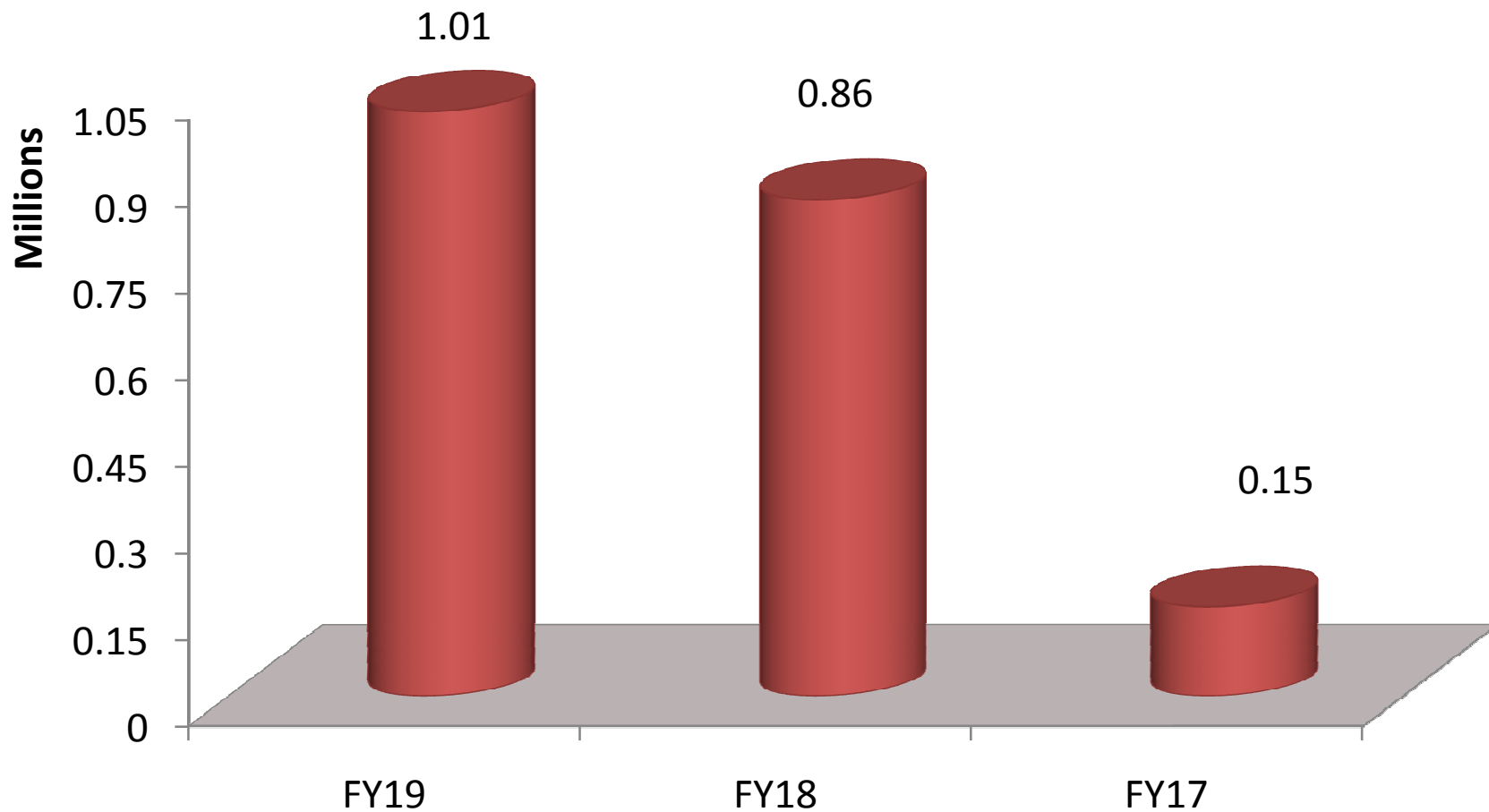
*NPS - National Pension Scheme

Financial Metrics



E-Governance YOY Performance

YOY GROWTH : AVERAGE PAN APPLICATIONS PER MONTH





E-Governance Monthly Performance

	FY 2018-19											
	Mar'19	Feb'19	Jan'19	Dec'18	Nov'18	Oct'18	Sep'18	Aug'18	Jul'18	Jun'18	May'18	Apr'18
TOTAL LOCATIONS	8574	8568	8542	8531	8526	8509	8477	8461	8448	8354	8236	7993
ONLINE APPLICATIONS in Millions	1.33	1.13	0.88	0.82	0.74	0.91	1.03	1.14	1.18	1.04	1.01	0.91
NEW APPLICATIONS	1017	782	910	1204	1588	966	1240	1110	1326	774	993	1177
NEW FILES	4826	5693	40251	4830	7567	36750	5203	9090	41999	7952	43858	10567

	FY 2017-18											
	Mar'18	Feb'18	Jan'18	Dec'17	Nov'17	Oct'17	Sep'17	Aug'17	Jul'17	Jun'17	May'17	Apr'17
TOTAL LOCATIONS	7730	7469	7229	6908	6406	5959	5640	5304	4936	4449	4010	3300
ONLINE APPLICATIONS in Millions	1.14	1.11	1.24	1.14	0.94	0.73	0.81	0.80	0.79	0.59	0.56	0.41
NEW APPLICATIONS	871	817	532	539	530	492	501	441	461	438	644	680
NEW FILES	4807	6054	34688	4289	7220	27180	3176	5322	28986	4718	30431	5930

	FY 2016-17											
	Mar'17	FEB'17	JAN'17	DEC'16	NOV'16	OCT'16	SEP'16	AUG'16	JULY'16	JUNE'16	MAY'16	APR'16
TOTAL LOCATIONS	2736	2201	1742	1479	1206	1057	936	837	776	705	660	610
ONLINE APPLICATIONS in Millions	0.49	0.47	0.33	0.17	0.11	0.05	0.05	0.05	0.04	0.04	0.03	0.03
NEW APPLICATIONS	544	423	468	487	289	190	238	260	220	226	259	230
NEW FILES	4095	3254	21770	2729	2864	19127	2757	3836	18683	3458	20776	4220



e-Governance Immediate goal

Description	Target By March 31 st 2020
No. of Locations	10,000
No. of PAN applications Expected per month	1.5 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 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

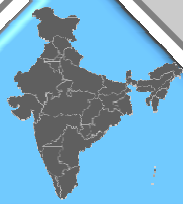
- Appointed as a TIN FC of NSDL e-Governance.
- Appointed as a enrollment agency (EA) for UIDAI

2019

- Achieved Maximum no. of PAN applications in month (1.35Mn) in March 2019
- Mobile trading via Steel city Smart app launched successfully
- On boarding made easy through EKYC

Strategy going forward

Broaden and deepen geographical presence



- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 10,000 TIN facilities by FY20

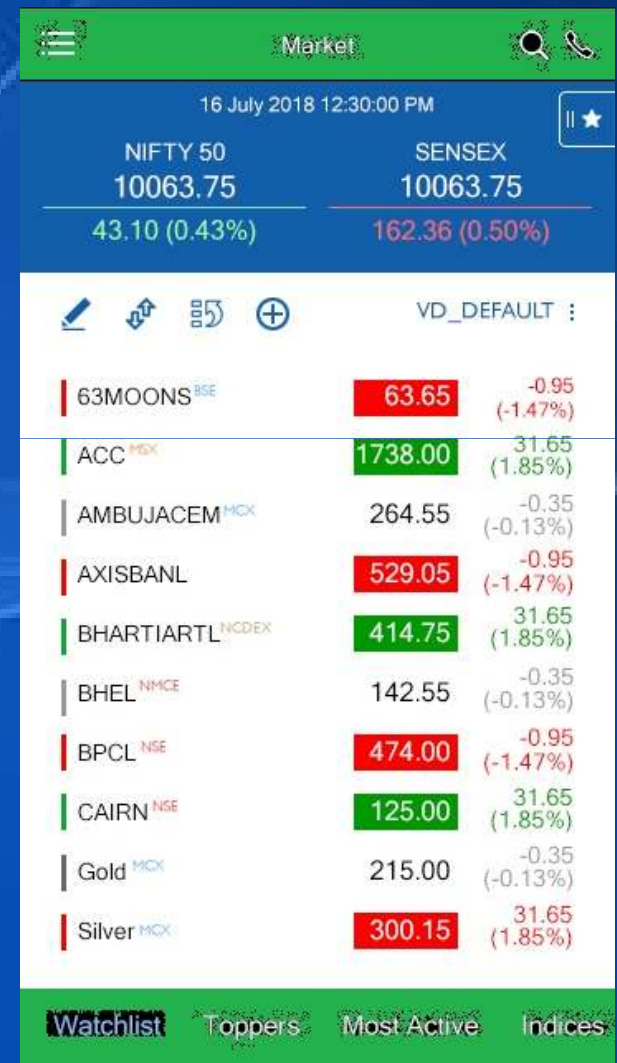
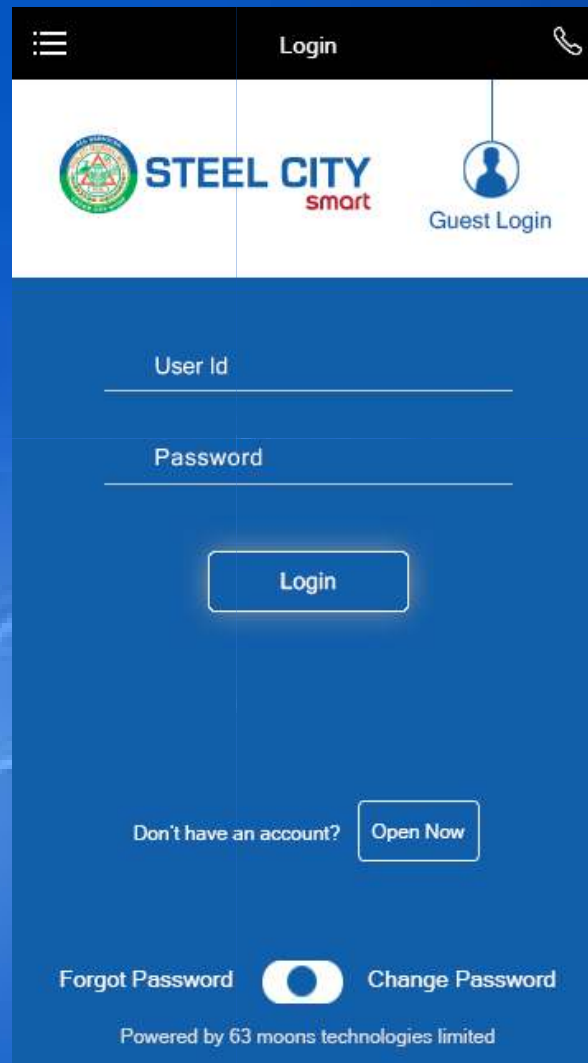
- Expansion of Mobile Trading app clients PAN India
- Motor and Health Insurance
- Increasing NPS client base
- Integration of TIN centers for rendering financial services while leveraging e-governance database to tap new customer base
- Augmenting product line under e-governance segment

Extension of service offerings





Smart Trading App – STEEL CITY



Corporate Agent of



e-Governance Products



PAN



TAN



e-TDS/TCS



NSDL
Technology, Trust & Reach

GST

NATIONAL PENSION SYSTEM

P E N S I O N

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.

NSDL NIR

Registered and Corporate Office



e-Governance Process



e-Governance Process



e-Governance Inward desk



e-Governance Storage in warehouse



e-Governance Warehouse





Thank You