



# 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 & COMMODITY 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/2024-25/06

Date: 02.05.2024

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 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





# STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

**AN ISO / IEC 27001:2013 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/ IEC 27001:2013 certification



Shareholding pattern  
as of March 24

Promote  
70.19%



Public  
29.81%



# Our Presence

## Branch Offices



10 regional offices  
+70 owned branches  
+1700 trading terminal licenses  
+30K Mobile trading Customers

## E-Governance



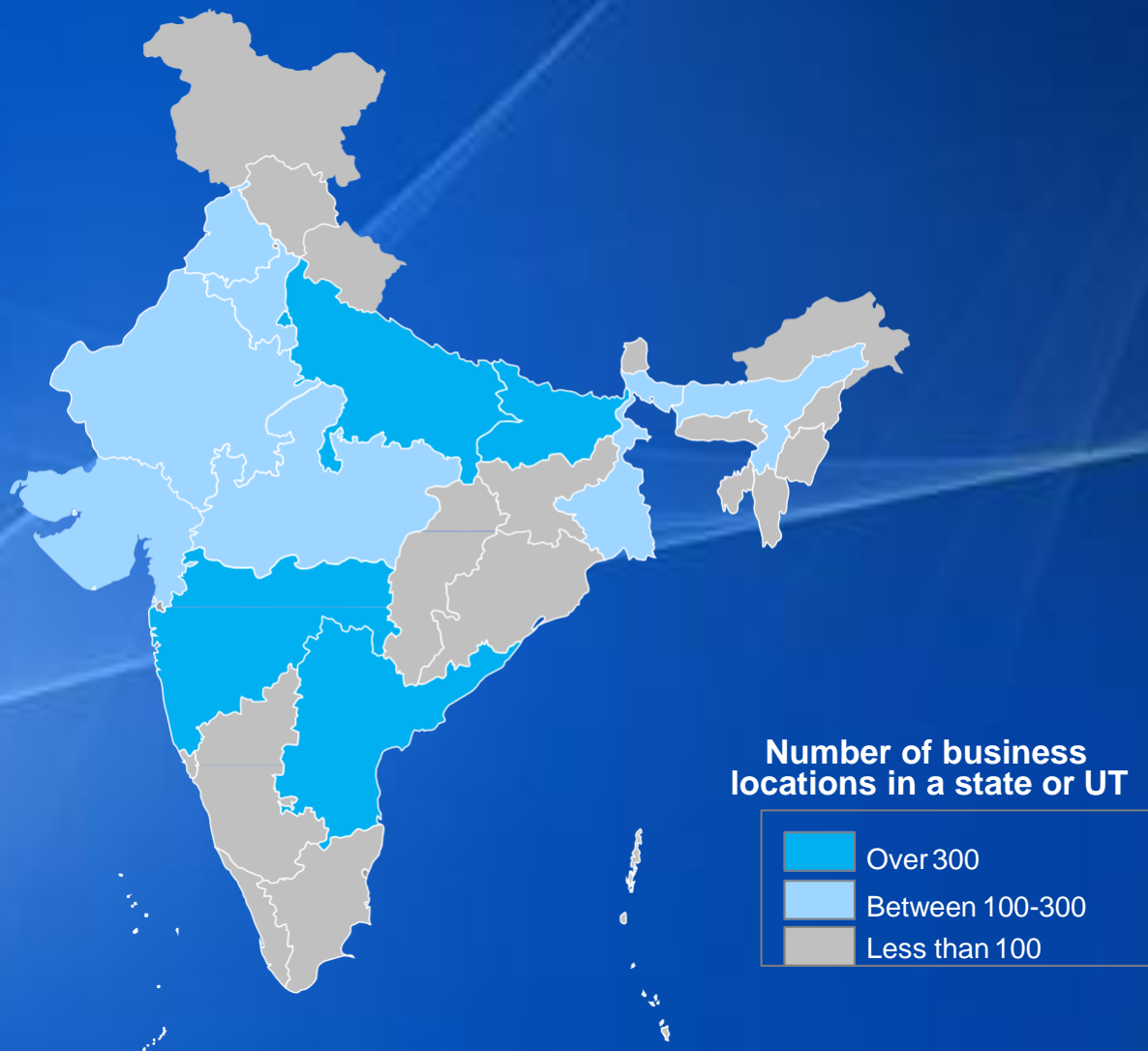
36 states and union territories with e-governance presence

## 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

- ❑ Online & Mobile App based capital & Commodity 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

- ❑ IRDA registered life, non-life and health Insurance distributor
- ❑ Credit Card issuance for HDFC



## Steel City Securities Limited

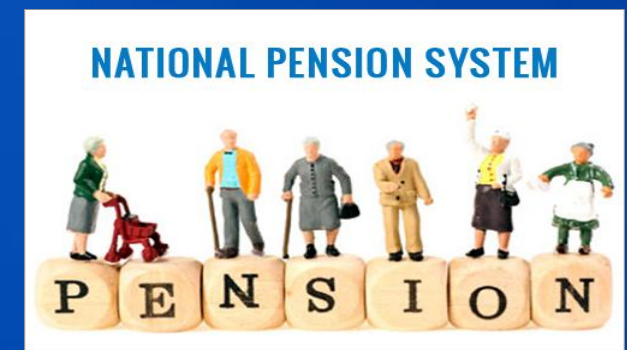
- ❑ TIN Facilitation centre (FC) and PAN Centre
- ❑ POP for NPS
- ❑ CRA Facilitation centre (FC)
- ❑ NSDL-licensed National Insurance Repository (NIR)
- ❑ NSDL-licensed ASP (Application Service Provider) for Digital Signatures
- ❑ GST\* Suvidha Kendra

## Steel City Financial Services (P) Limited

- ❑ Housing Loans
- ❑ Project loan financing

# E-Governance Services

- PAN CARD
  - TAN
  - E-TDS
  - 24G
  - CRA FC
  - NPS
  - GST
- **SERVED 60MILLION+ CUSTOMERS IN E-GOVERNANCE SERVICES till March2024.**





# Board of Directors

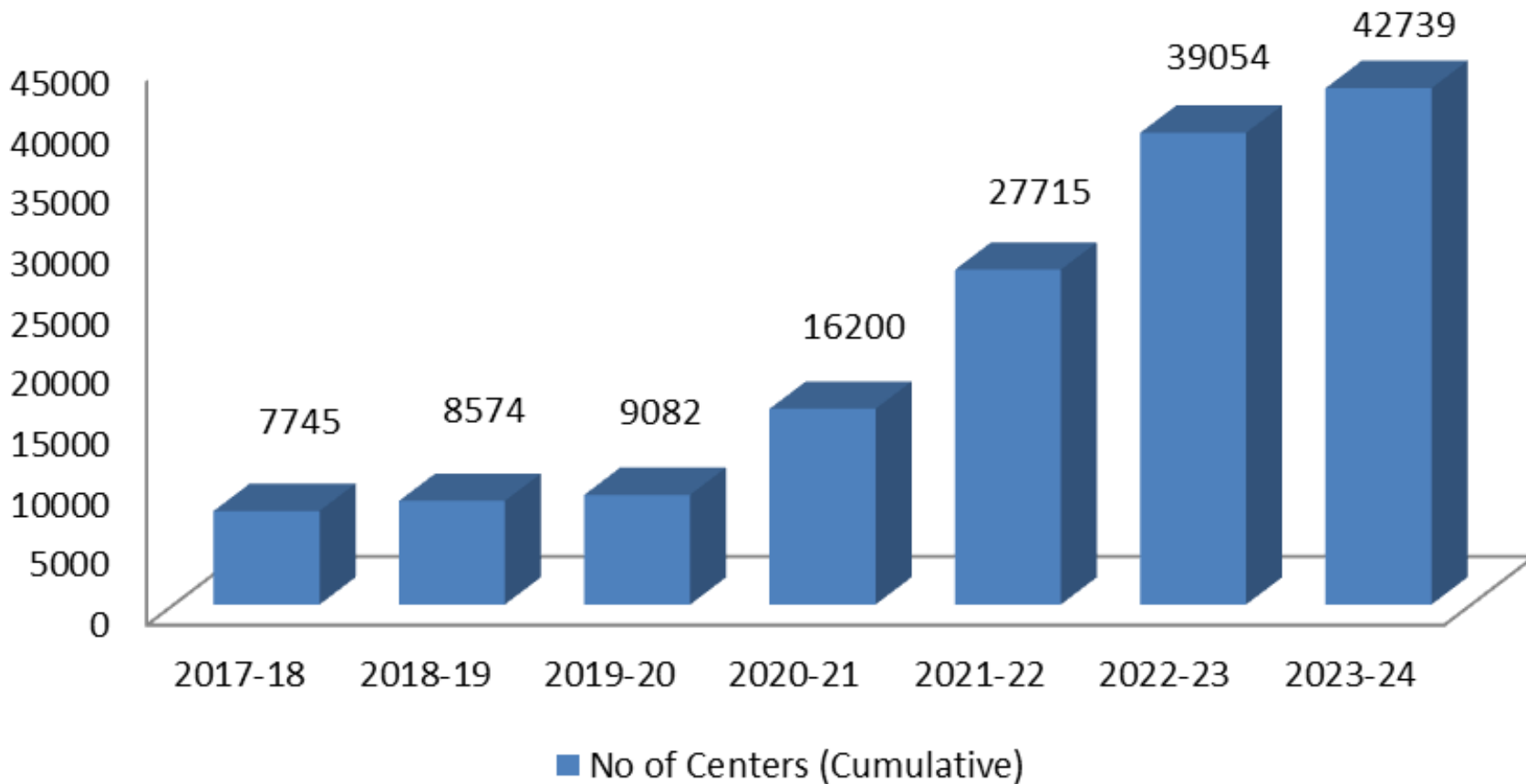
- Shri. K. Satyanarayana  
Executive Chairman
- Shri. Satish Kumar Arya  
Managing Director & CEO
- Shri. T. V. Srikanth  
Director- IT
- Smt. G. V. Vandana  
Non- Executive Director
- Shri. G. Satya Rama Prasad  
Independent Director
- Shri. B. Krishna Rao  
Independent Director
- Shri. G. Vijaya Kumar  
Independent Director
- Shri. E. Sridhar  
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 N Reddy Deputy General Manager – Finance
- Mr. KVS Rama Krishna Deputy General Manager – Operations
- Mr. KSV Ramesh Babu Deputy General Manager - IT
- Mr. Y. Samba Murthy Asst. General Manager - Marketing
- Mr. K. Sudhakar Asst. General Manager - Surveillance
- Mr. K Krishna Prasad Asst. General Manager – Legal
- Mr. K. Mohana Rao Sr. Manager – Inspection
- Mr. D. Nagaraju Sr. Technical Analyst

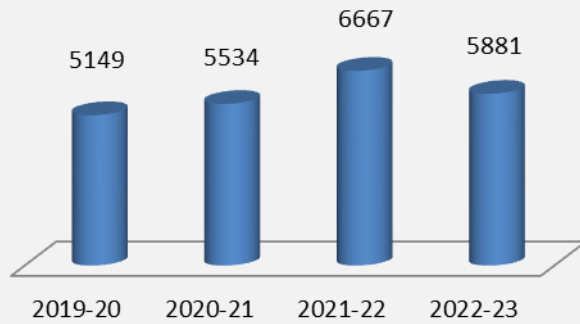
# E-Governance Centers



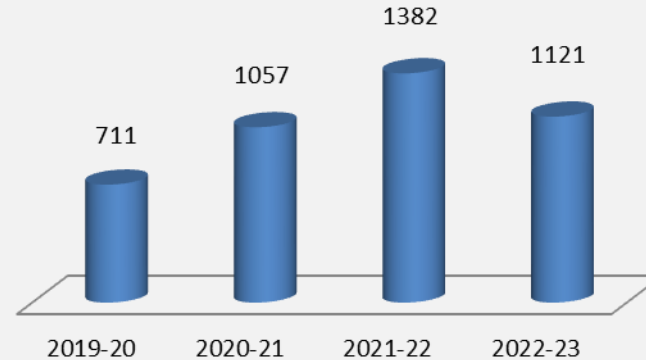
Numbers Till March 2024

# Financial performance at a Glance

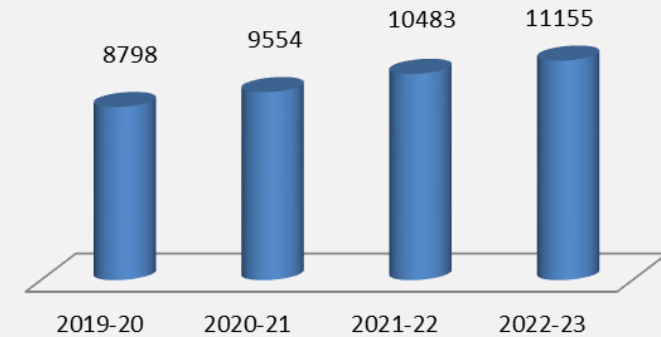
## Revenues (lakhs)



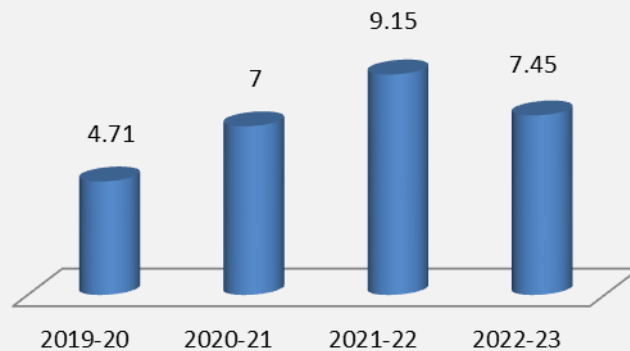
## Profit after Tax (lakhs)



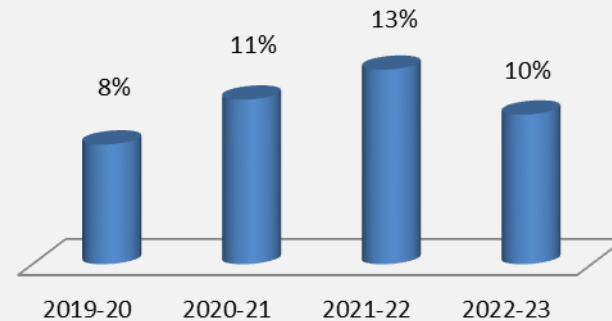
## Net worth (lakhs)



## Earning Per Share



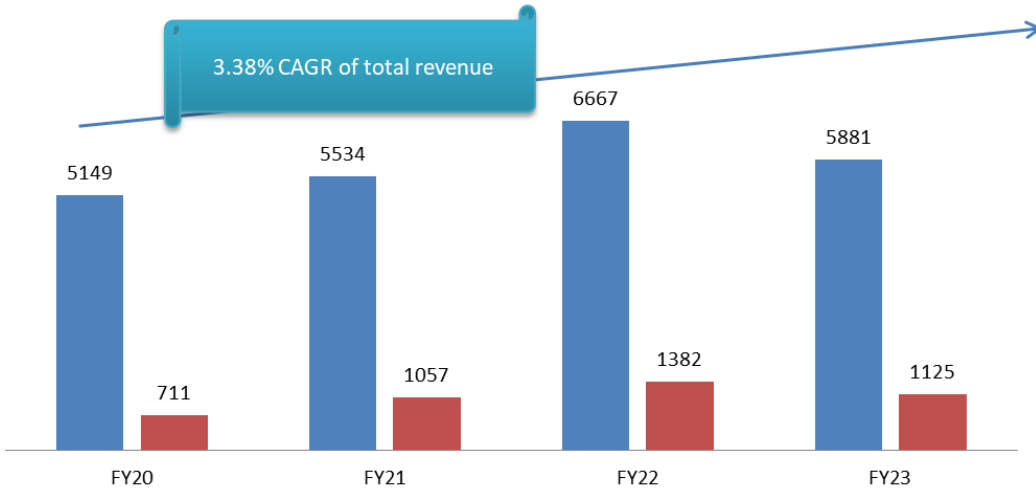
## Return on Equity



# Financial progress

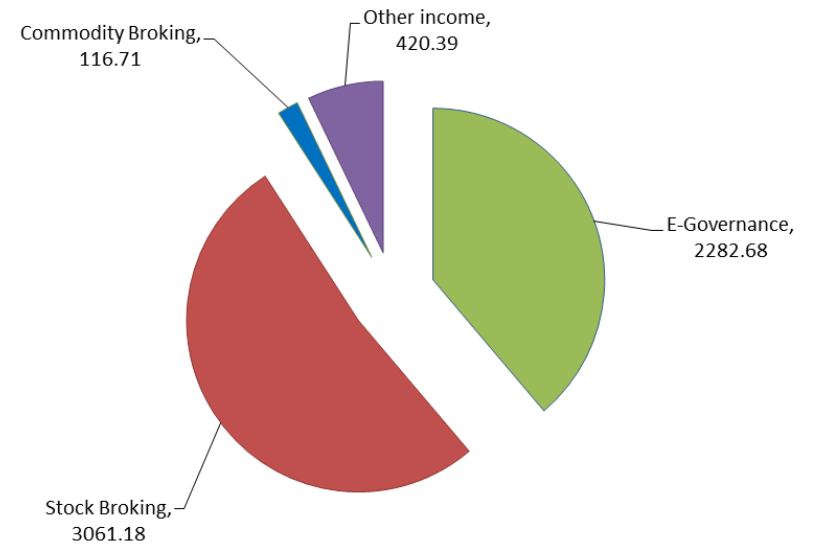
**Consolidated annual revenue and profit  
(INR Lakhs)**

3.38% CAGR of total revenue



■ Total revenue ■ Net profit

**FY23 Net Revenue Split by segment**



- Continuing shareholder wealth maximization, the company paid a dividend (30% in FY23). On an average more than 20%+ dividend paid since last 15 years
- Significant growth in TIN centers from 27715 centers in March 22 to 42739 centers by end of March 2024.
- E-Gov has delivered excellent results

# Financial Metrics

Particulars	Q3 FY24 (In Lakhs)	Q2 FY24 (In Lakhs)	Q3 FY23 (In Lakhs)	Year Ending FY23 (In Lakhs)
Revenue From Operations	1359.34	1525.99	1330.15	5460.57
Other Income	76.74	68.47	95.02	420.9
Total Income	1436.08	1594.66	1425.18	5880.95
Profit for the period	<b>285.45</b>	<b>245.78</b>	<b>374.89</b>	<b>1125.28</b>



# e-Governance Immediate goal

Description	Target By March 31 <sup>st</sup> 2025
No. of Locations	55,000
No. of PAN applications Expected per month	1 Mn
No. of TDS Files Expected per month	1,00,000



# Journey till date



Company was incorporated as a share broking facilities through VSATs at Andhra Pradesh and other neighbouring states



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



- 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
- Leading Back office software Techexcel been integrated.
- Integrated with Rupeesed front end software
- Trading band widths are significantly increased
- Appointed as a CRA FC of Protean e-Gov.

# Strategy going forward



## Broaden and deepen geographical presence

- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 55,000 TIN facilities by FY25

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- 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

# Corporate Agent of



# e-Governance Products



PAN



TAN



e-TDS/TCS

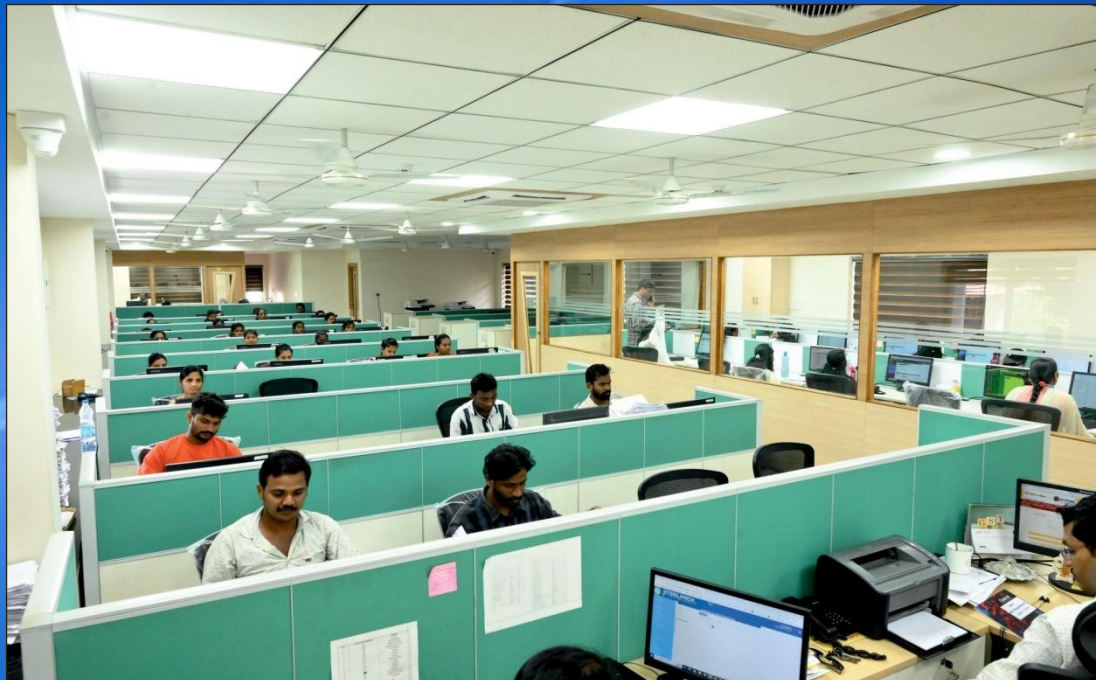




Registered Corporate Office



Server Room



e-governance work in process



Thank You