



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. 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/2019-20/24

Date: 14.09.2019

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 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



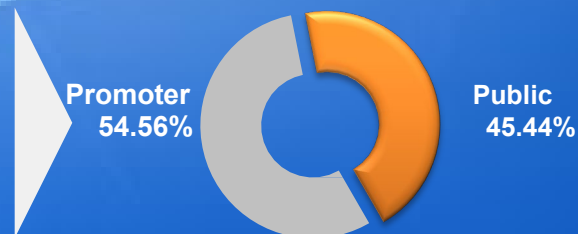
Company overview

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, 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 today





Our Presence

Branch Offices



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

E-Governance



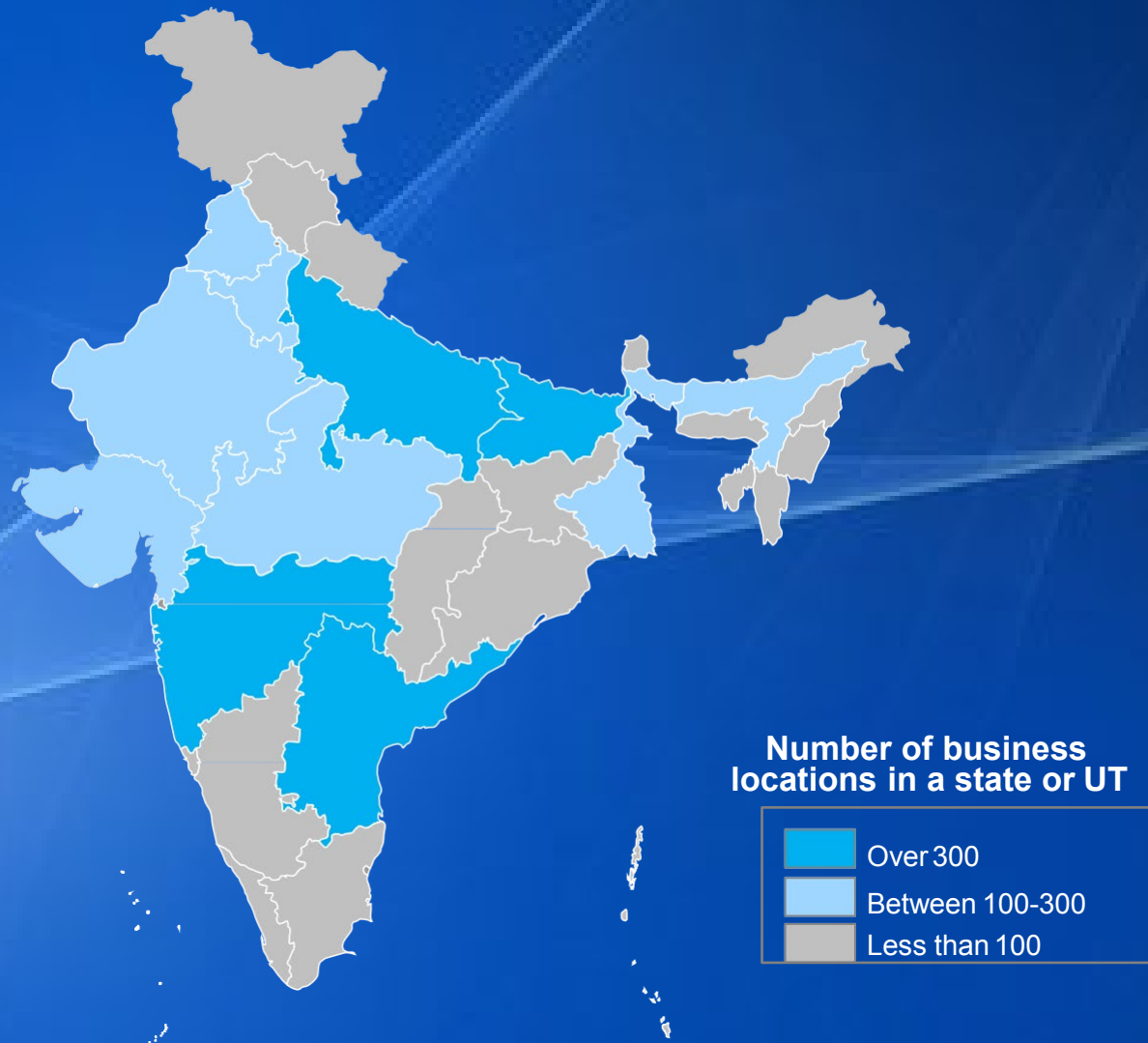
34 states and union territories with e-governance presence

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

- Ø Online & Mobile App based capital 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 Commodity market trading
- Ø IRDA registered life, non-life and health Insurance distributor



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 Project loanfinancing
- Ø Investments
- Ø Housing Loans
- 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

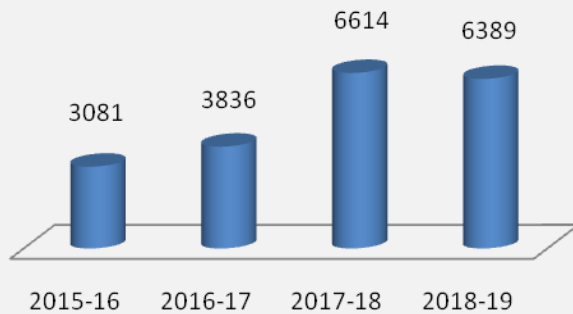


Key Managerial Personnel

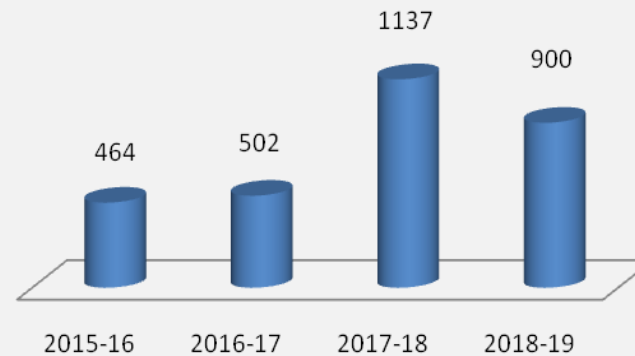
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance and CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager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

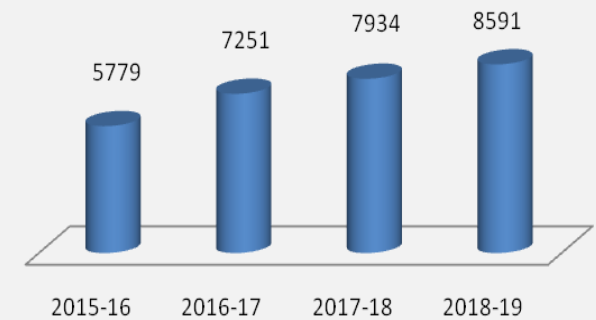
Revenues (lakhs)



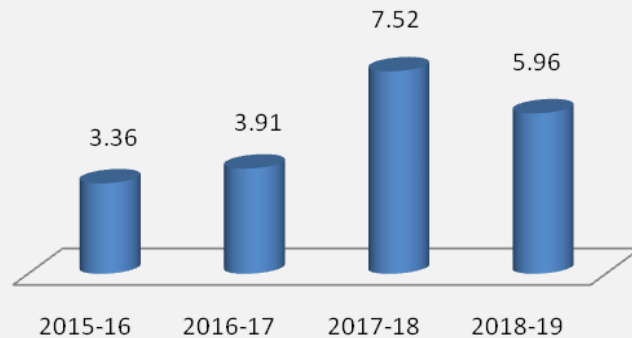
Profit after Tax (lakhs)



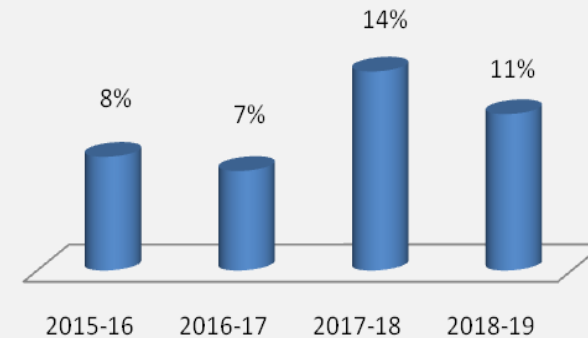
Net worth (lakhs)



Earning Per Share

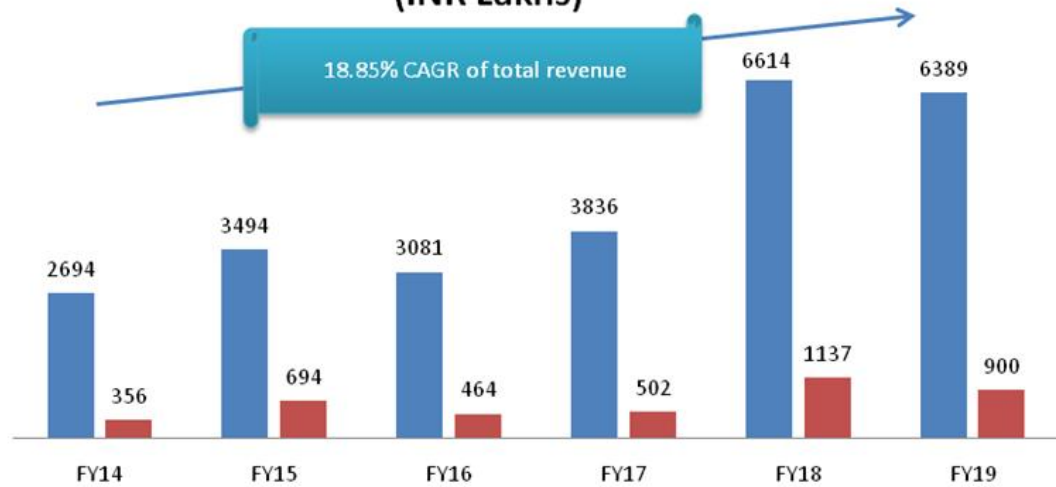


Return on Equity



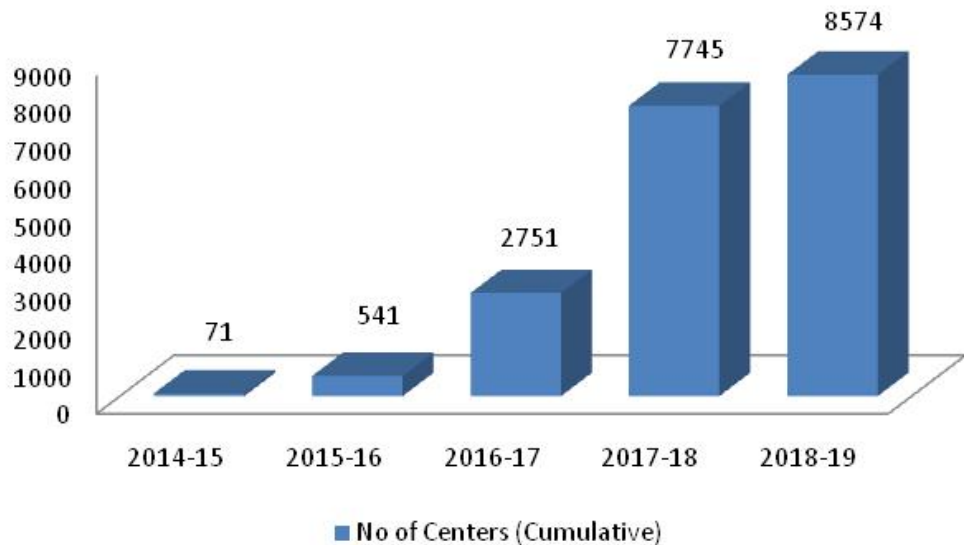
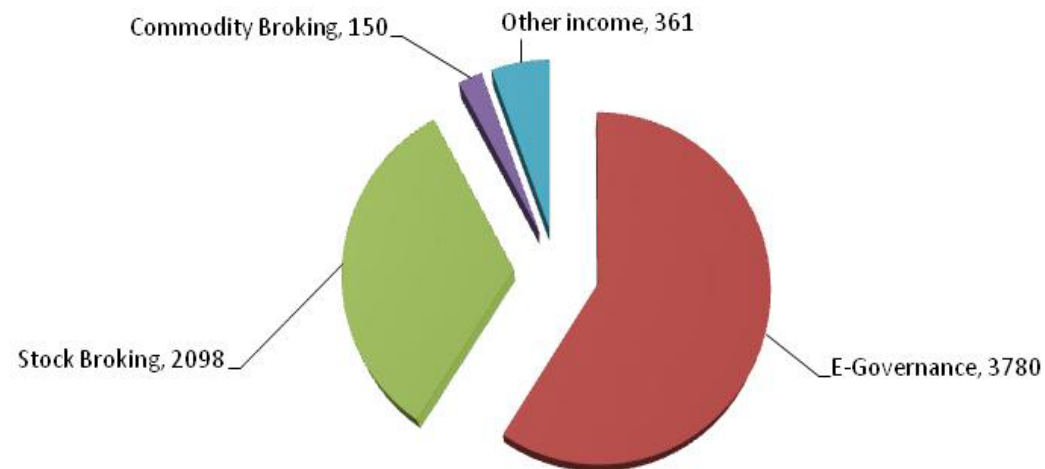
Financial progress

Consolidated annual revenue and profit
(INR Lakhs)



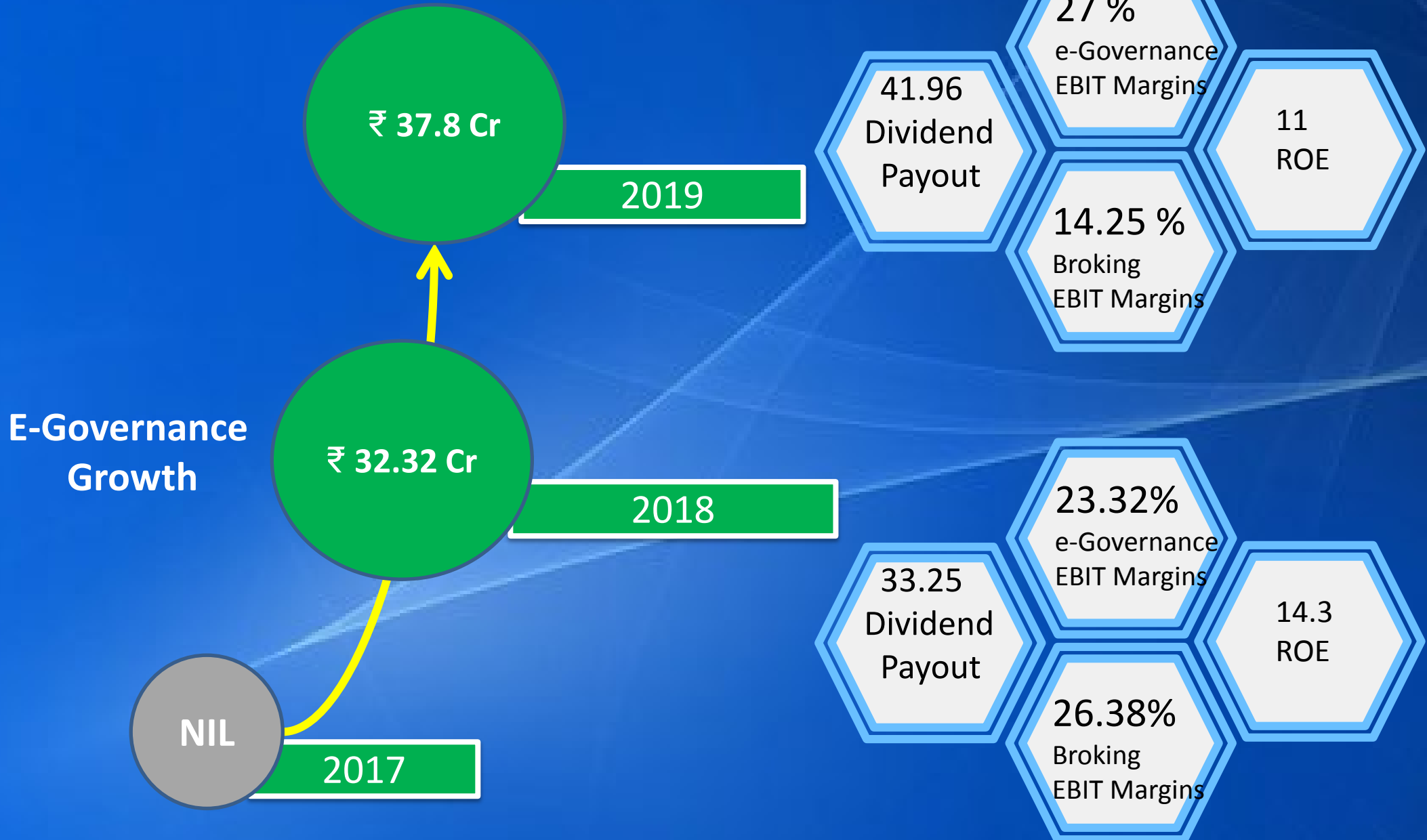
■ Total revenue ■ Net profit

FY19 Net Revenue Split by segment



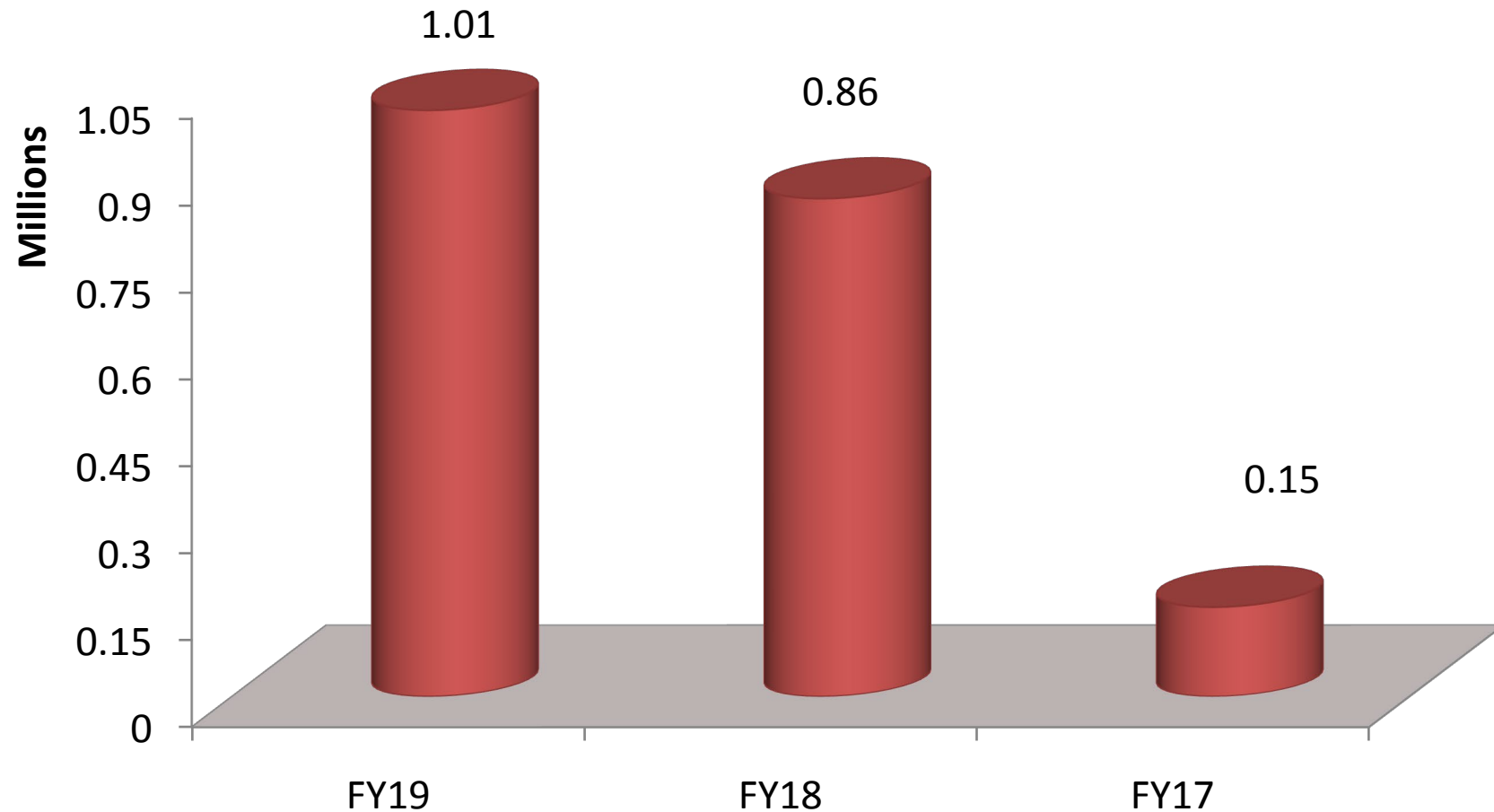
- Continuing shareholder wealth maximization, the company paid a dividend (25% in FY19)
- Commission increased owing to growth in TIN centers from 7745 centers in FY18 to 8574 centers by March, 2019.
- FY19 fiscal year 59% of Revenue generated via E-Governance business

Financial Metrics



E-Governance YOY Performance

YOY GROWTH : AVERAGE PAN APPLICATIONS PER MONTH





e-Governance Immediate goal

| Description | Target By March 31 st 2020 |
|--|--|
| No. of Locations | 11,000 |
| No. of PAN applications Expected per month | 1.5 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
- 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 11,000 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

STEEL CITY smart

- Stock Broking
- e Governance
- Mutual Funds
- IPO Insurance

STEEL CITY smart Guest Login

User Id

Password

Login

Don't have an account? [Open Now](#)

[Forgot Password](#) [Change Password](#)

Powered by 63 moons technologies limited

Market

16 July 2018 12:30:00 PM

NIFTY 50: 10063.75 (43.10 (0.43%))

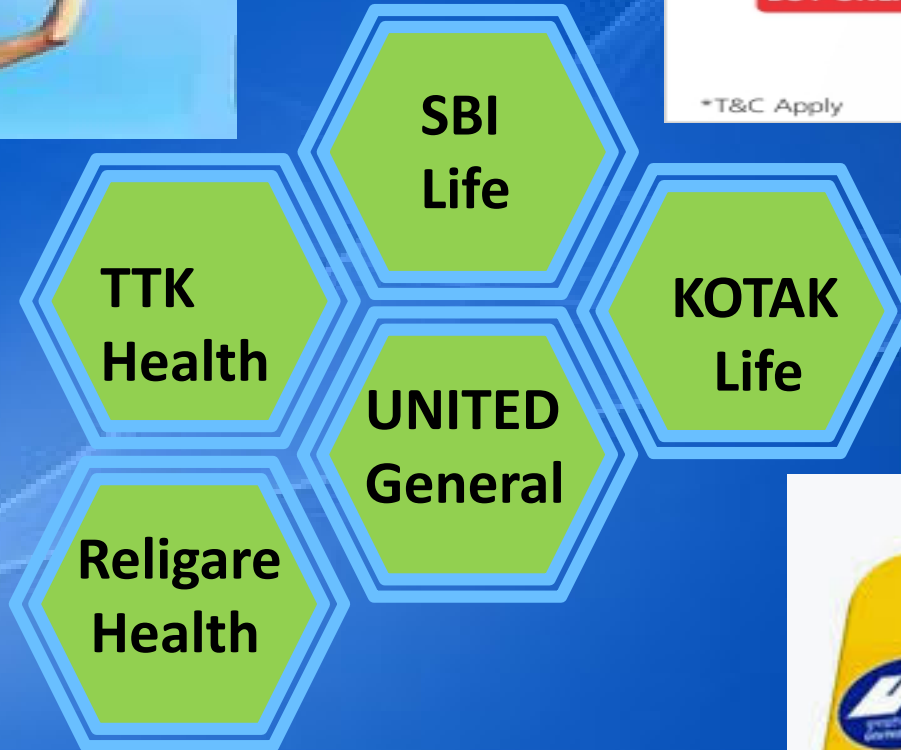
SENSEX: 10063.75 (162.36 (0.50%))

VD_DEFAULT :

| | | |
|----------------------------|---------|----------------|
| 63MOONS ^{BSE} | 63.65 | -0.95 (-1.47%) |
| ACC ^{MCX} | 1738.00 | 31.65 (1.85%) |
| AMBUJACEM ^{MCX} | 264.55 | -0.35 (-0.13%) |
| AXISBANL | 529.05 | -0.95 (-1.47%) |
| BHARTIARTL ^{NCDX} | 414.75 | 31.65 (1.85%) |
| BHEL ^{NMCE} | 142.55 | -0.35 (-0.13%) |
| BPCL ^{NSE} | 474.00 | -0.95 (-1.47%) |
| CAIRN ^{NSE} | 125.00 | 31.65 (1.85%) |
| Gold ^{MCX} | 215.00 | -0.35 (-0.13%) |
| Silver ^{MCX} | 300.15 | 31.65 (1.85%) |

[Watchlist](#) [Toppers](#) [Most Active](#) [Indices](#)

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