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/2018-19/22

Date: 15.10.2018

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

Srividya

M. Srividya
Company Secretary & Compliance Officer

STEEL CITY SECURITIES LTD. ★ VISAKHAPATNAM-16 ★

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

Smart Trade | Smart Money

AN ISO 9001:2015 Certified Company

Company overview

Company Snapshot

- Incorporated in 1995, Steel City Securities is a leading Financial Services Company in Southern India with leadership position in e-governance services pan India.
- We are pioneers in introducing the "Franchisee model" to extend business potential in urban and rural areas of Southern States.
- The brand is epitome of "confidence as strong as steel" further strengthened by its ISO 9001:2015 certification
- Maintains Disaster Recovery Site (DRS) for backup services

Shareholding pattern as of 31 March 2018

16 Services

24 Years of Service

+1000 Cities of Presence

+8000 Business Locations

+2 lakh Customers

+500 Work Force

Our Presence

Branch Offices

9 regional offices

+72 owned branches

+1600 trading terminal licences

E-Governance

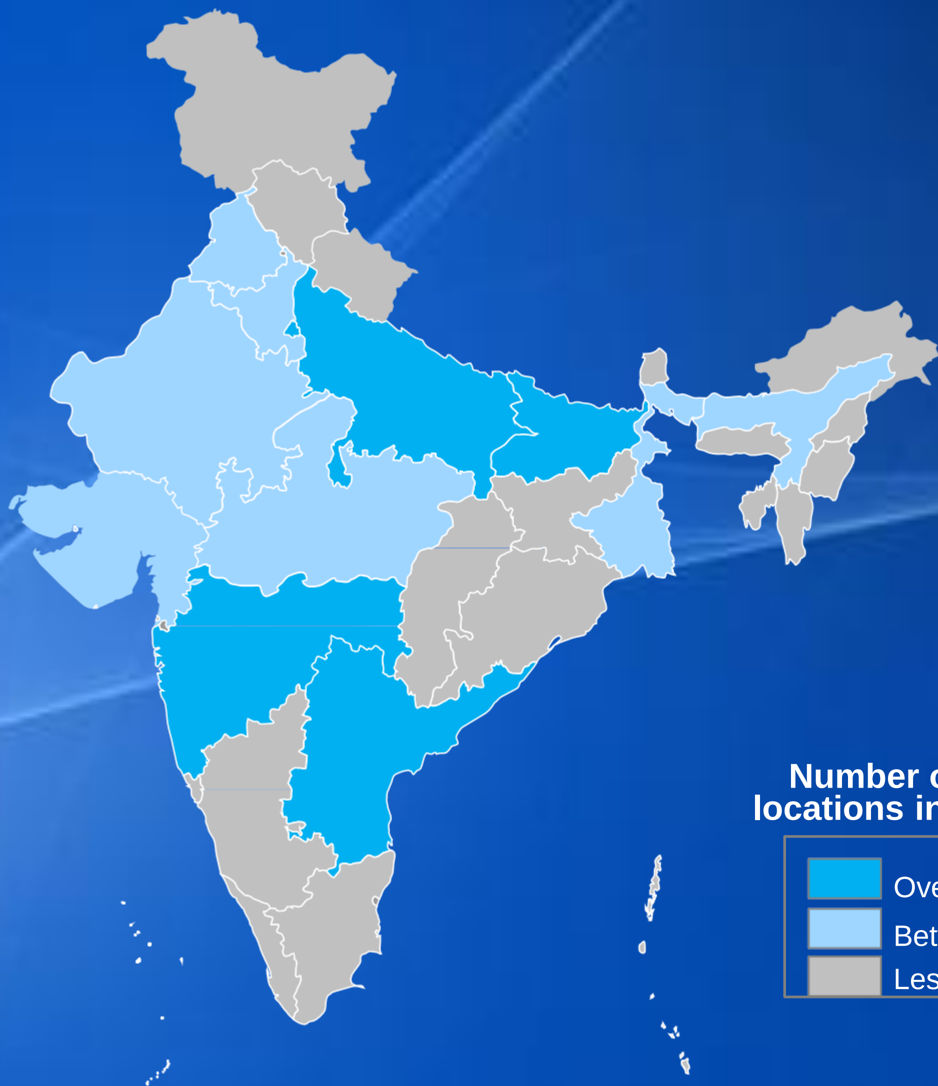
34 states and union territories with e-governance presence

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



Number of business locations in a state or UT

- Over 300
- Between 100-300
- Less than 100

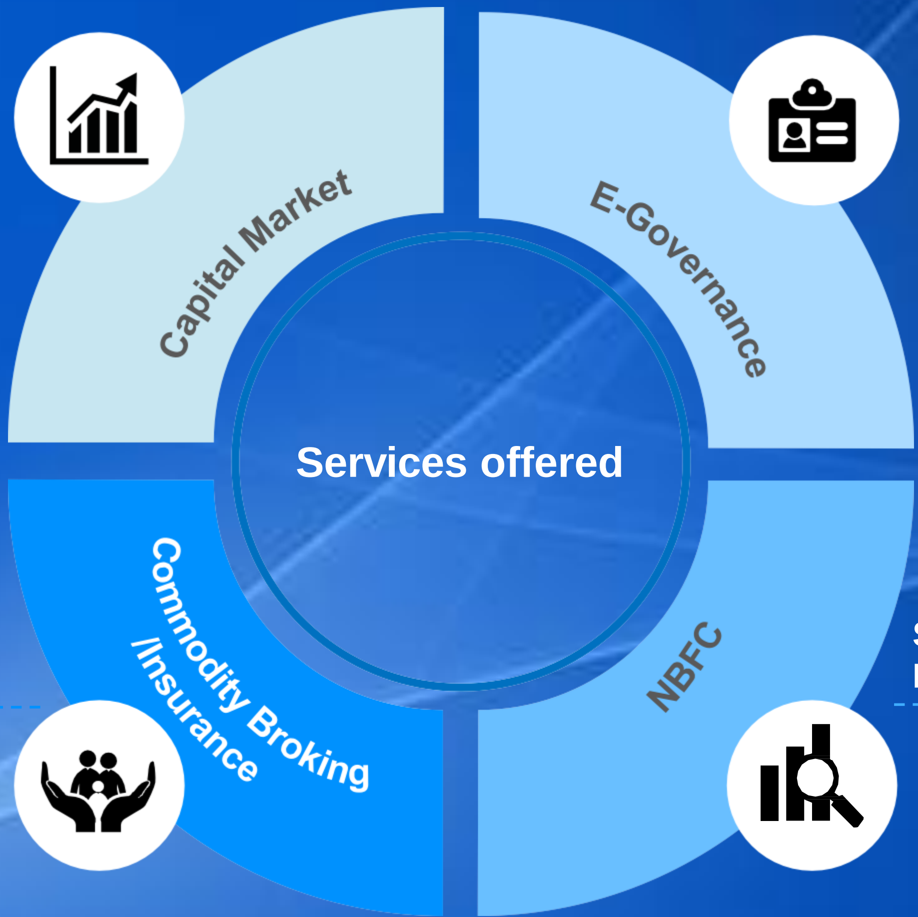
Our Services

Steel City Securities Limited

- Online capital market trading
- Online Currency Trading and Mutual Funds
- Investment Advisory on Mutual Funds, Bonds, FDR's

Steel City Commodity (P) Limited

- Commodity market trading
- IRDA registered life and non-life Insurance distributor



Steel City Securities Limited

- TIN facilitation center (FC) and PAN Centre
- UID Enrolment (Aadhar)
- 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 financing
- Investments
- Housing Finance
- LAS (Loan against Shares)

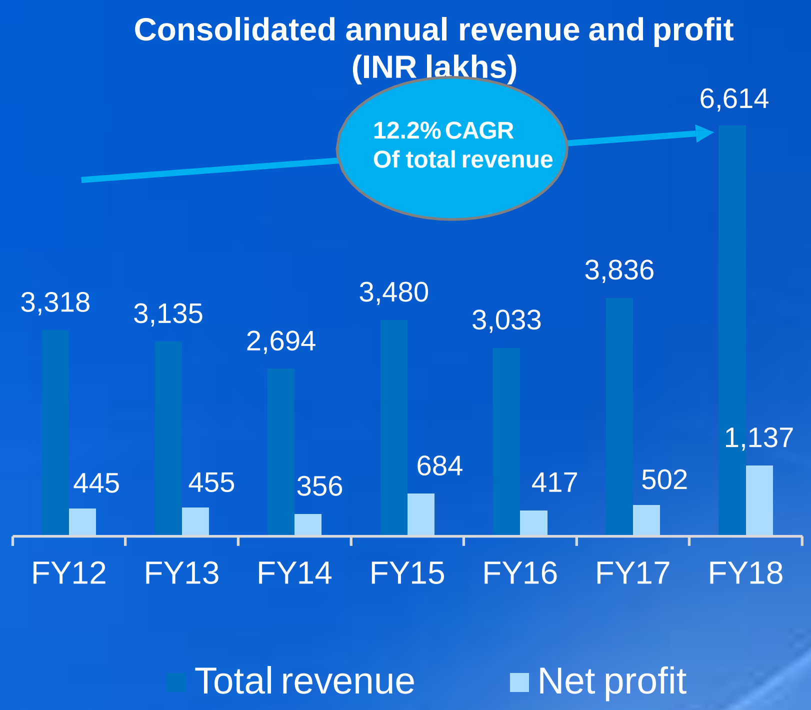
Board of Directors

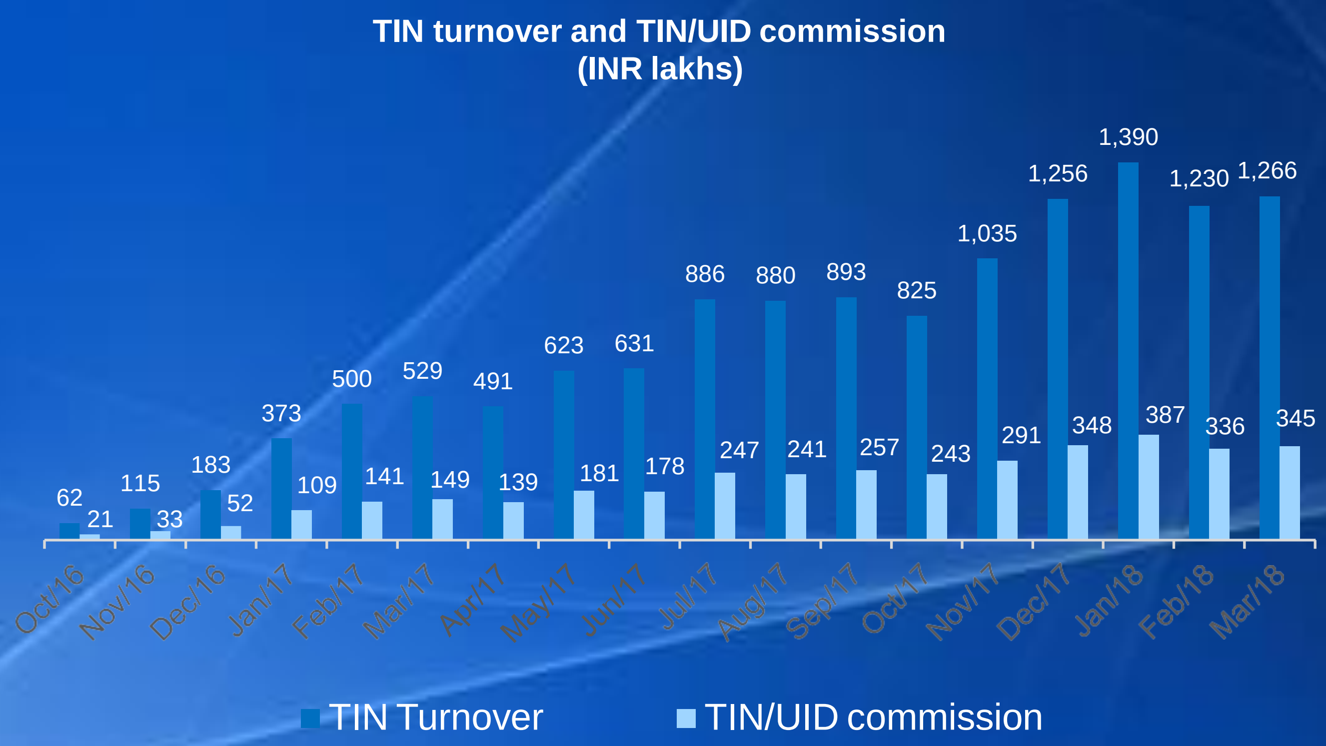
• Shri. K. Satyanarayana	Executive Chairman
• Shri. Satish Kumar Arya	Managing Director
• Shri. T.V. Srikanth	Director - IT
• Smt. G. V. Vandana	Non- Executive Director
• Shri. M. H. Jagannadha Rao	Independent Director
• Shri. G. Satya Rama Prasad	Independent Director
• Shri. Ch. Murali Krishna	Independent 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	Asst. General Manager – Finance
Mr. KVS Rama Krishna	Asst. General Manager – e-Governance
Mr. KSV Ramesh Babu	Sr. Manager - IT
Mr. Y. Samba Murthy	Sr. Manager- Trading
Mr. K. Sudhakar	Sr. Manager – Trading
Mr. Krishna Prasad	Sr. Manager – Legal
Mr. K. Mohana Rao	Sr. Manager – Inspection
Mr. D. Nagaraju	Sr. Technical Analyst

Financial Progress





- **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.**

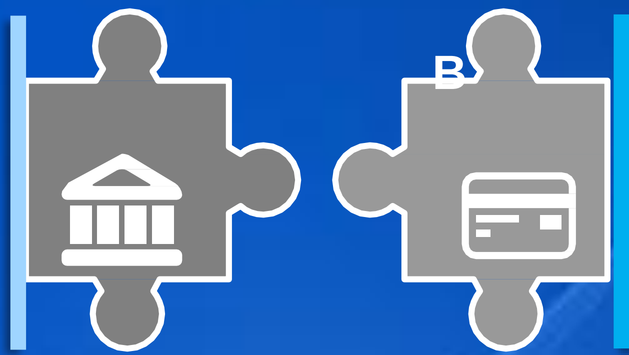
- **Commission increased owing to growth in TIN centers from 541 centers in FY16 to 7730 centres by March, 2018.**
- **Of the 4994 new centres added in FY18, GST registered centres comprised 800 of the total.**

Segmental Performance – H2 F18

Rapid expansion of business centres

Segmental performance of e-governance has increased manifold thereby reducing the dependency on brokerage income

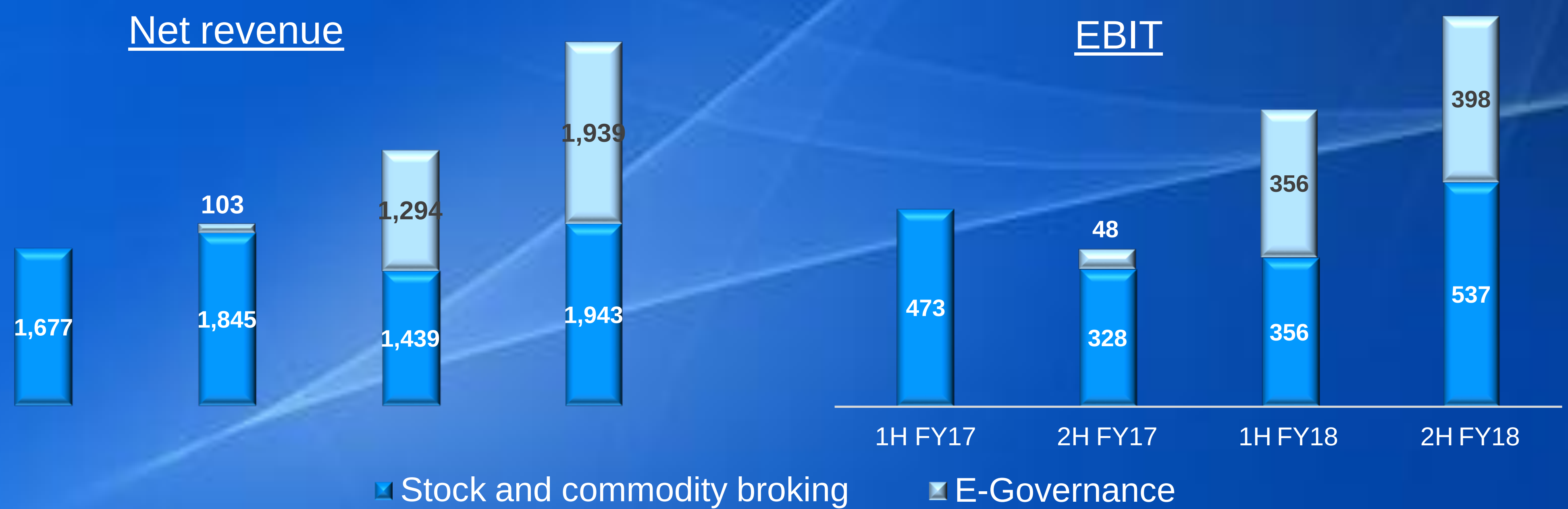
Locations from 3000 in March, 2017 to 7730 in March, 2018.



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 ie. Loans, mutual funds, insurance schemes and IPO's.



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

*NPS - National Pension Scheme

Consolidated Profit and Loss Y-o-Y Performance

(INR lakhs)

Particulars	2H FY17		2H FY18
Net sales	2,054		3,767
		▲ 83.5%	
PBIT	421		935
		▲122.2%	
Net Profit	223		685
		▲206.5%	
PBIT margin	20.5%		24.8%

Financial Metrics

e-Governance Growth

- 2017: NIL
- 2018: ₹ 32.32 cr.

33.25
Dividend Payout

14.31
ROE

20.75
ROCE

26.38%
Broking EBIT Margins

23.32%
e-Governance EBIT Margins

E-Governance Performance

	Sep'18	Aug'18	Jul'18	Jun'18	May'18	Apr'18
TOTAL LOCATIONS	**8477**	8461	8448	8354	8236	7954
PAN APPLICATIONS	**1029999**	1136844	1184221	1036303	1009371	922129
TAN APPLICATIONS	**1240**	1110	1326	774	993	1173
TDS FILES	**5203**	9090	41999	7952	43858	10575

	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	3303
PAN APPLICATIONS	1144246	1111785	1241023	1138739	937319	733001	810015	796580	788373	586820	562552	455022
TAN APPLICATIONS	871	817	532	539	530	492	501	441	461	438	644	682
TDS FILES	4807	6054	34688	4289	7220	27180	3176	5322	28986	4718	30431	5936

	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	616
PAN APPLICATIONS	492386	465496	334908	169123	106131	45761	49886	47268	42294	38219	32774	26174
TAN APPLICATIONS	544	423	468	487	289	190	238	260	220	226	259	236
TDS FILES	4095	3254	21770	2729	2864	19127	2757	3836	18683	3458	20776	4228

e-Governance Immediate goal

Description	Target By March 31st 2019
No. of Locations	12,000
No. of PAN applications Expected per month	13,00,000
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 neigbouring states

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

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

2014 – 2016

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

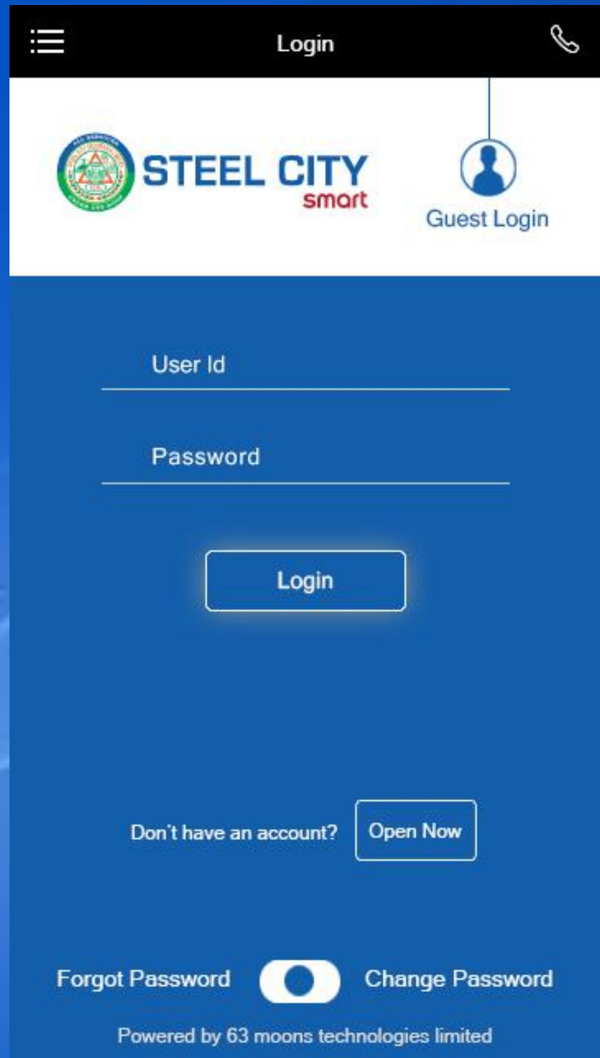
2017-2018

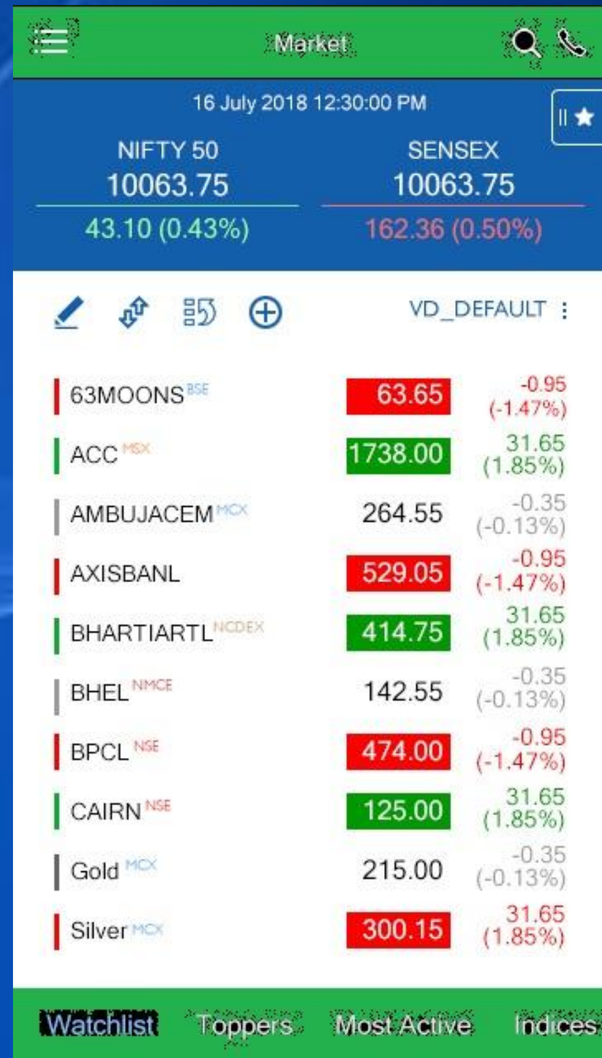
- Listed in NSE Emerge Platform and appointed as a GST Suvidha Provider
- Appointed as ASP (Application Service Provider) for Digital Signatures
- Crossed milestone of 8000+ TIN centers
- Entered as a continuant (4.27%) in NIFTY SME Emerge Index

A road ahead…

- GST pan India
- NPS (National Pension System)
- NIR (National Insurance Repository)
- Distribution of FMCG Products
- Vidya Saradhi - NSDL
- Health and Motor Insurance
- Mutual Funds
- Mobile Trading

Smart Trading App – STEEL CITY





Corporate Agent of

SBI Life

Religare Health

KOTAK Life

UNITED General

RELIGÁRE
Values that bind
Health Insurance

UNITED INDIA INSURANCE

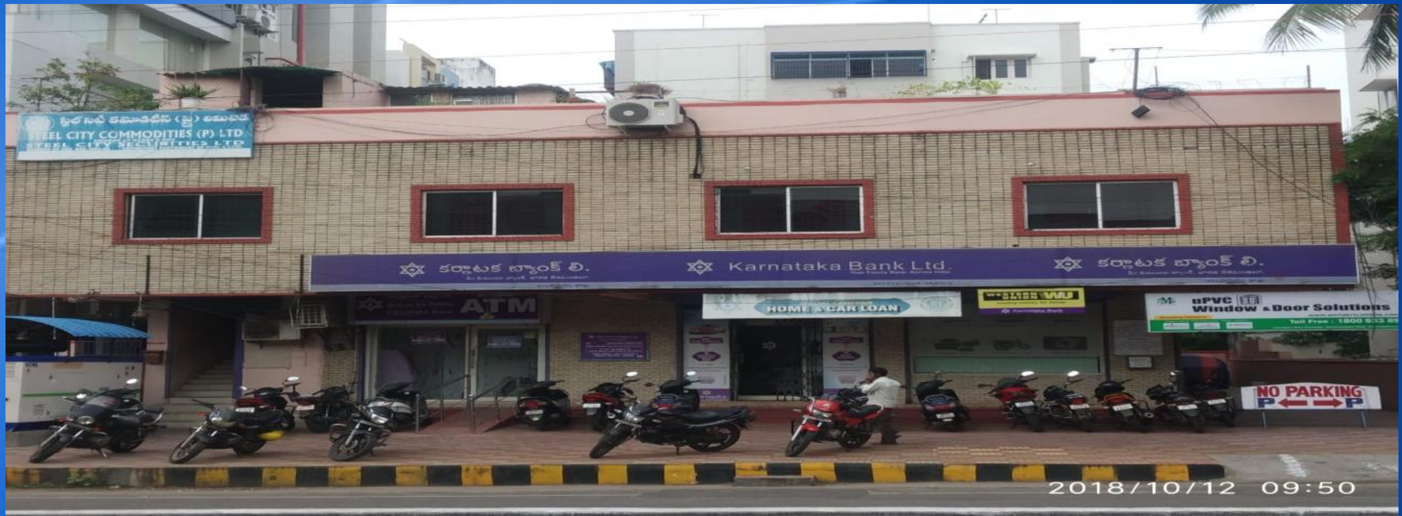
e-Governance Products

PAN

TAN

e-TDS/TCS

Registered and Corporate Office



e-Governance Process

e-Governance Process

e-Governance Storage

e-Governance remote Storage

e-Governance remote godown

Thank You