



# 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, 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 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



## 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

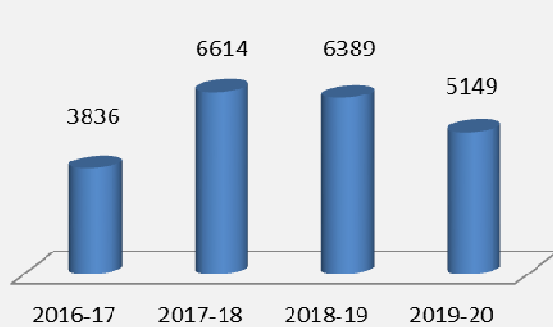


# Key Managerial Personnel

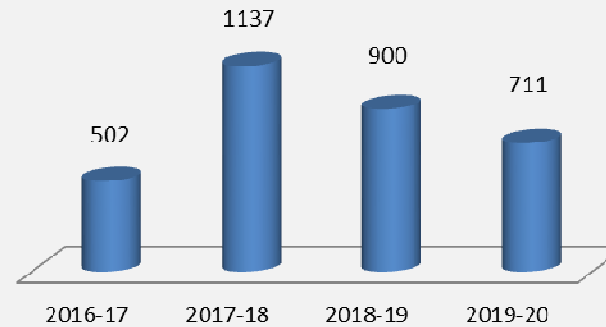
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance & CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager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

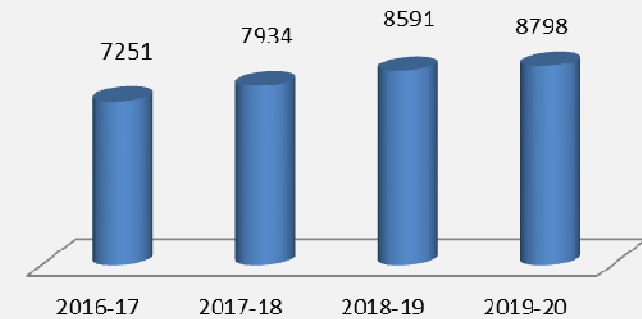
## Revenues (lakhs)



## Profit after Tax (lakhs)



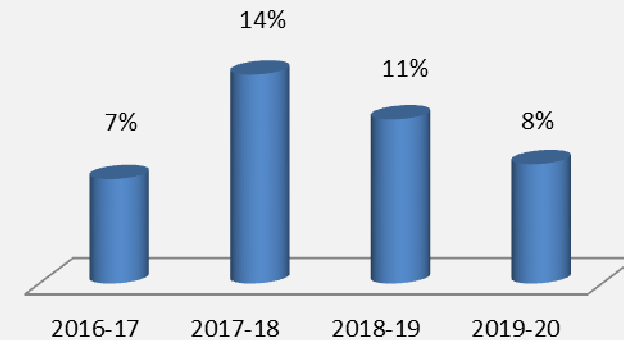
## Net worth (lakhs)



## Earning Per Share

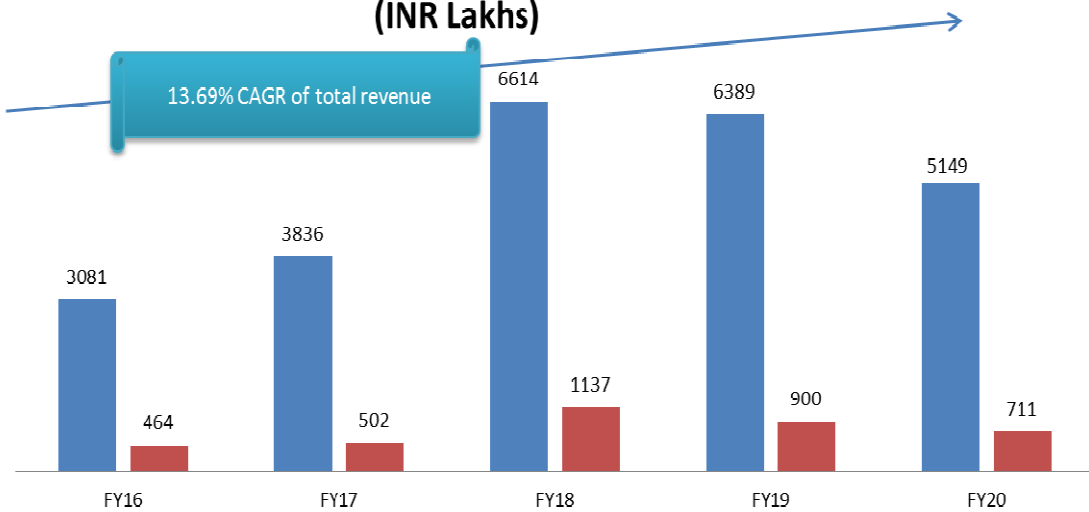


## Return on Equity

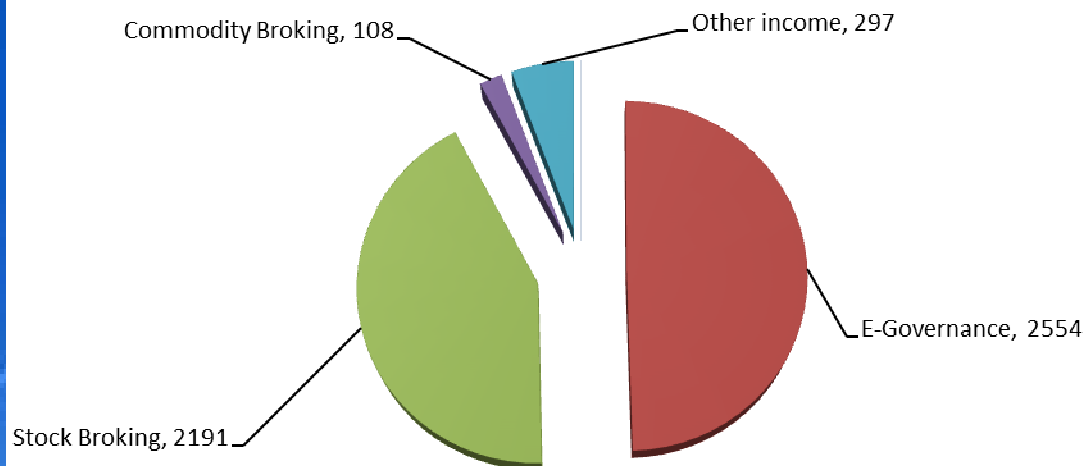


# Financial progress

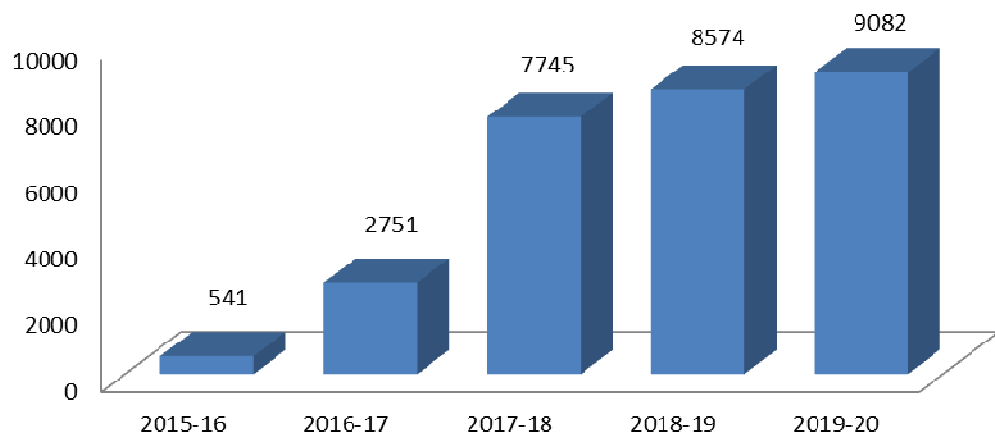
Consolidated annual revenue and profit  
(INR Lakhs)



FY20 Net Revenue Split by segment



■ Total revenue ■ Net profit



(Numbers till 31<sup>st</sup> March 2020) ■ No of Centers (Cumulative)

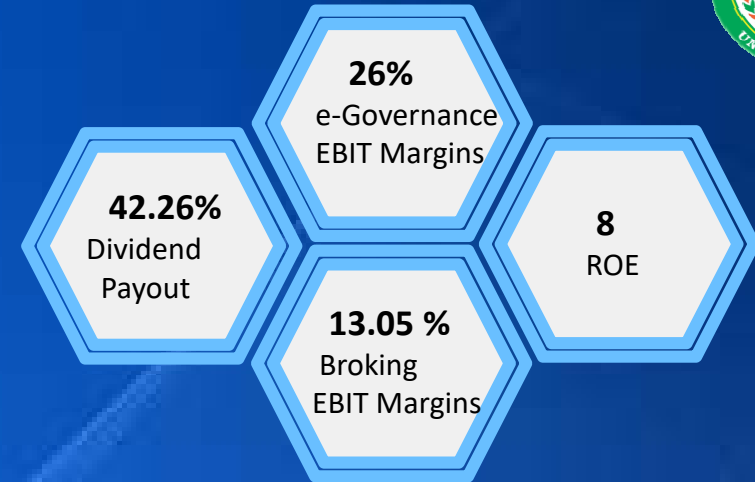
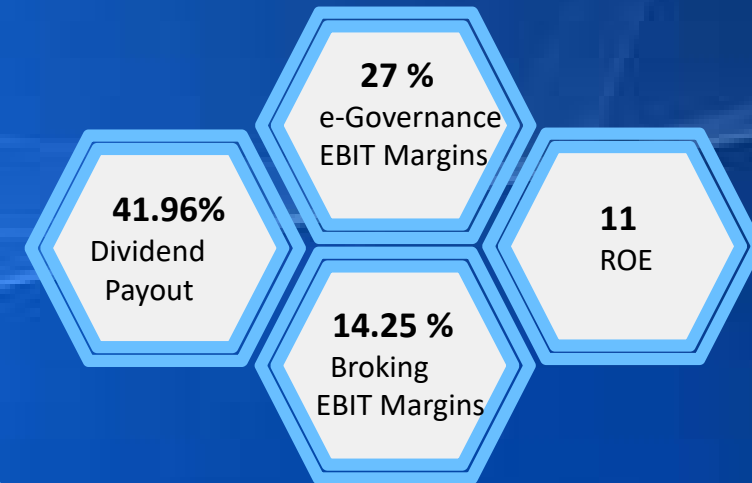
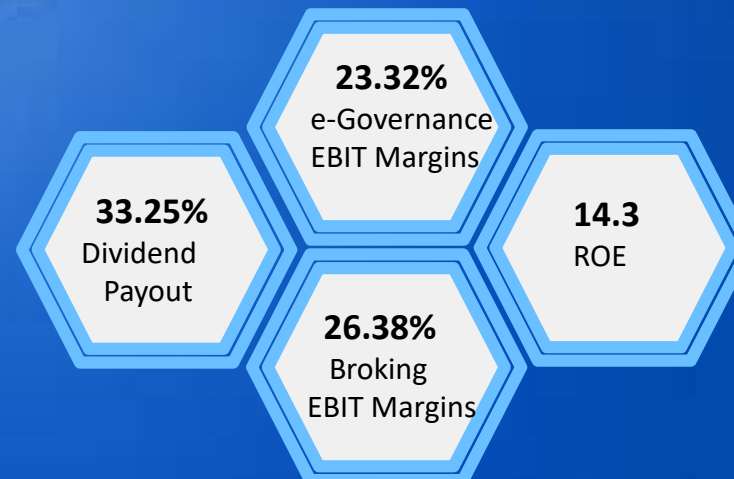
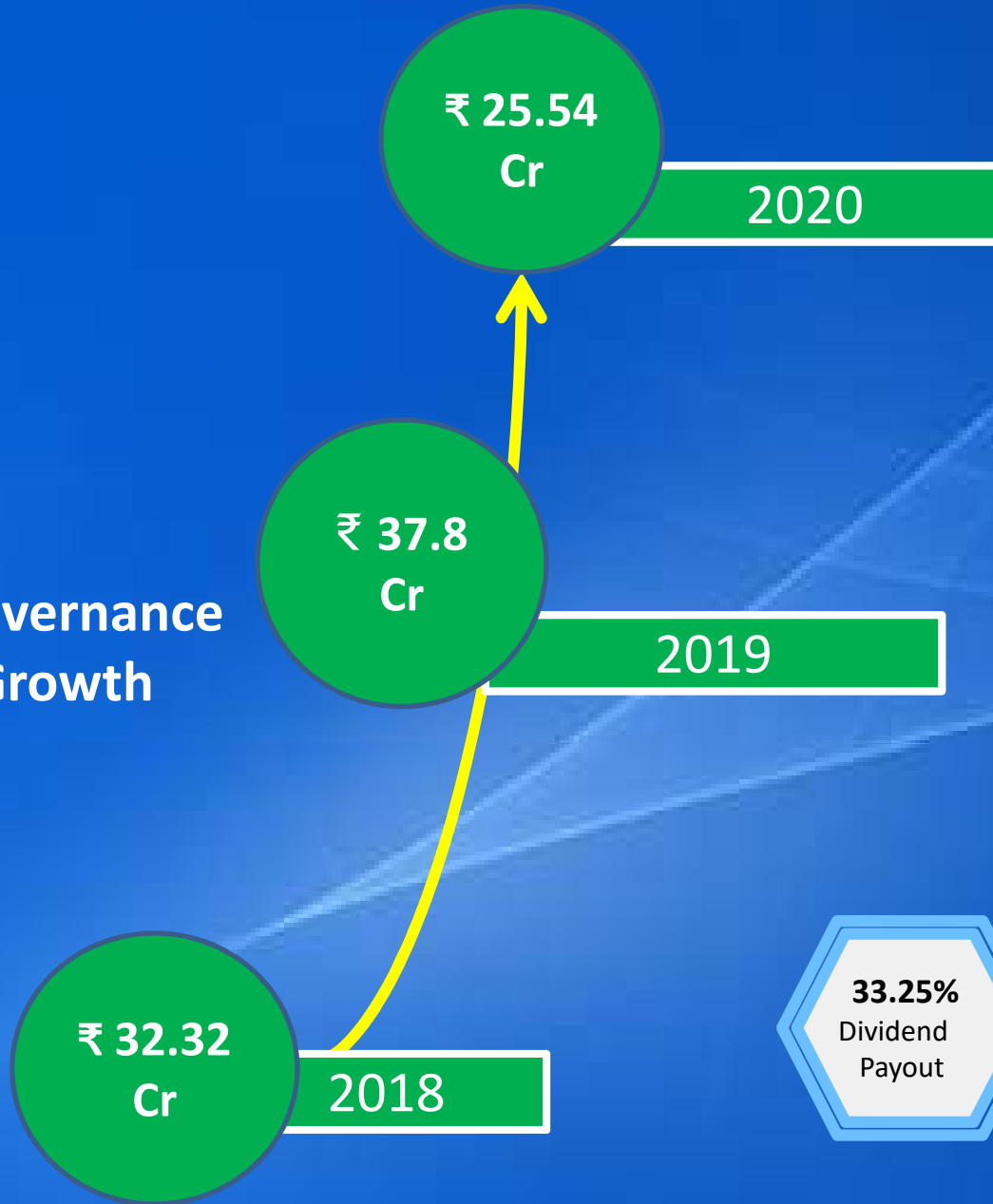
- Continuing shareholder wealth maximization, the company paid a dividend (15% in FY20). On an average more than 20% dividend paid since last 13 years
- Significant growth in TIN centers from 8578 centers in FY19 to 9082 centers by March, 2020 and 10000+ centers as of August 2020.
- FY19 fiscal year 50% of Revenue generated via E-Governance business





# Financial Metrics

E-Governance  
Growth



# Financial Metrics

Particulars	Q1 FY21 (In Lacks)	Q1 FY20 (In Lacks)
Revenue From Operations	1011.39	1249.67
Other Income	49.81	49.99
Total Income	1061.2	1299.66
Profit after tax	<b>227.48</b>	<b>189.6</b>

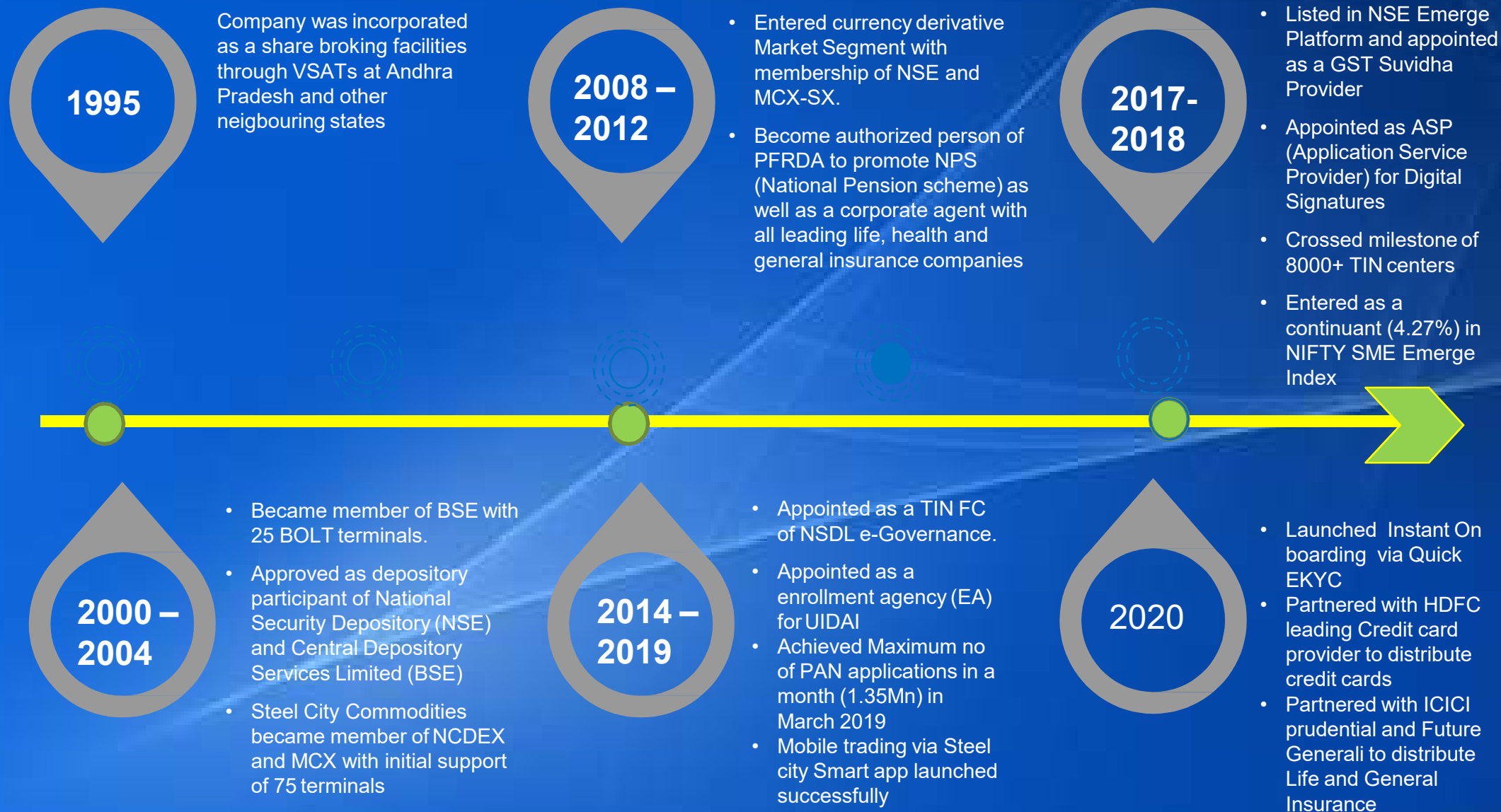


# e-Governance Immediate goal

Description	Target By March 31 <sup>st</sup> 2021
No. of Locations	12,000
No. of PAN applications Expected per month	1 Mn
No. of TDS Files Expected per month	1,00,000

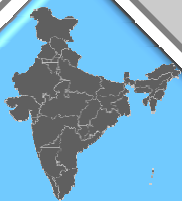


# Journey till date



# Strategy going forward

## Broaden and deepen geographical presence



- Expand distribution networks in the Northern and Western market of India
- Plans to set up over 12,000 TIN facilities by FY21

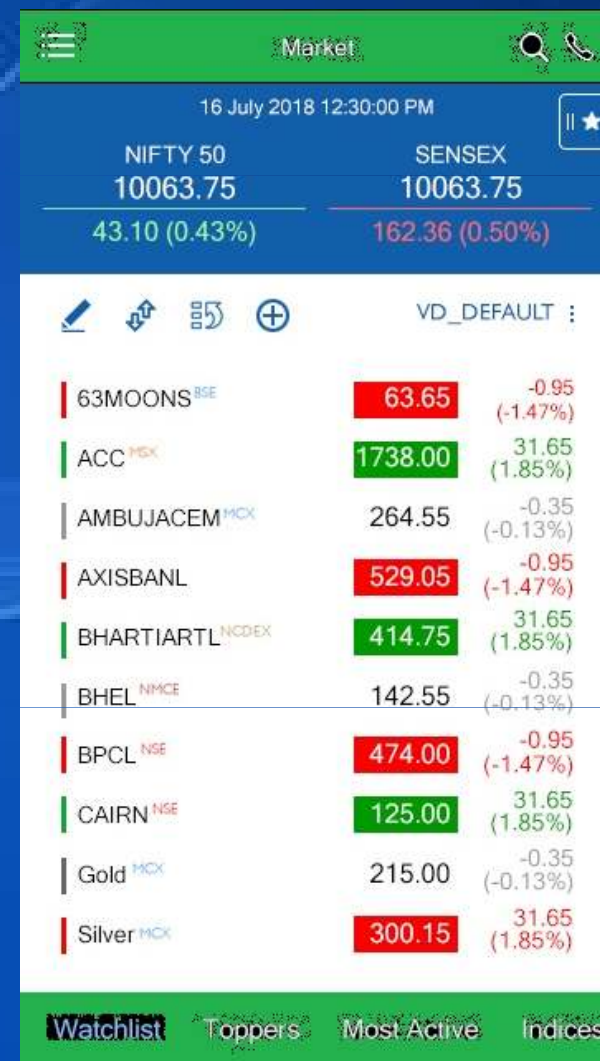
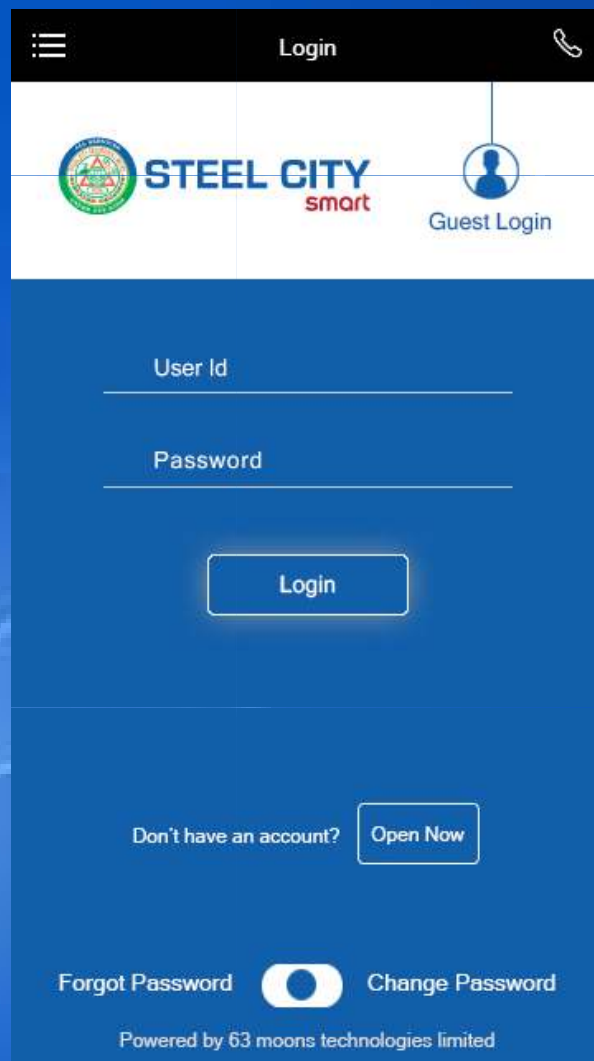
- Expansion of Mobile Trading app clients PAN India
- Motor and Health Insurance
- Credit cards business expansion
- Increasing NPS client base
- Integration of TIN centers for rendering financial services while leveraging e-governance database to tap new customer base
- Augmenting product line under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

## Extension of service offerings





# Smart Trading App – STEEL CITY



# Corporate Agent of



# e-Governance Products



PAN



TAN



e-TDS/TCS







# Registered and Corporate Office



# e-Governance Process



# e-Governance Process



# e-Governance Storage in warehouse



# e-Governance Warehouse





Thank You