

STEEL CITY SECURITIES LIMITED

Confidence as Strong as Steel

AN ISO 9001:2015 Certified Company



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

Promoter 56.69% Public 43.31%





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

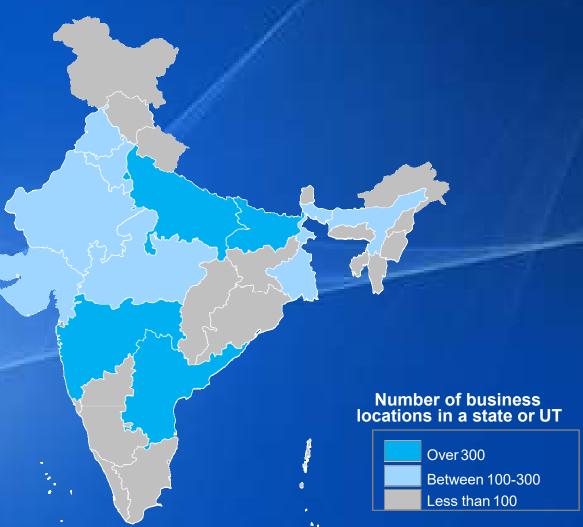
Operating companies



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 Appbased 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

- 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
- NSDL-licensed NationalInsurance Repository (NIR)
- NSDL-licensed ASP (Application Service Provider) for Digital Signatures
- Ø GST* Suvidha Kendra

Steel City Financial Services (P)
Limited

- Ø Project loan financing
- Ø Investments
- Ø Housing Loans
- Ø LAS (Loan against Shares)





- Shri. K. Satyanarayana
- Shri. Satish Kumar Arya
- Shri. T. V. Srikanth
- Smt. G. V. Vandana
- Shri. M. H. Jagannadha Rao
- Shri. G. Satya Rama Prasad
- Shri. Ch. Murali Krishna
- Shri. B. Krishna Rao

Executive Chairman Managing Director Director-IT Non- Executive Director **Independent Director** Independent Director Independent Director Independent Director



Key Managerial Personnel

- Dr. P. Madhu
- Mr. N. Ramu
- Mrs. M. Srividya
- Mr. M. Murali
- Mr. V. Srinivas
- Mr. G. Mohana Rao
- Mr. N. Kamal Reddy
- Mr. KVS Rama Krishna
- Mr. KSV Ramesh Babu
- Mr. Y. Samba Murthy
- Mr. K. Sudhakar
- Mr. Krishna Prasad
- Mr. K. Mohana Rao
- Mr. D. Nagaraju

Director – Sales

Director Finance & CFO

Company Secretary & Compliance Officer

General Manager Operations

General Manager – IT

Sr. Project Leader - Software

Deputy General Manager – Finance

Deputy General Manager – e-Governance

Asst. General Manager - IT

Asst. General Manager - Surveillance

Asst. General Manager - Surveillance

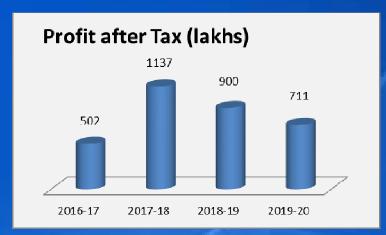
Sr. Manager – Legal

Sr. Manager – Inspection

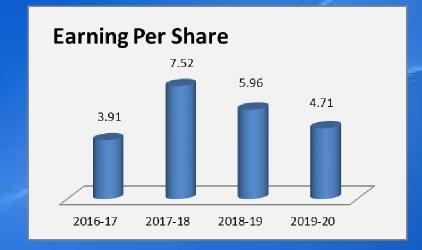
Sr. Technical Analyst

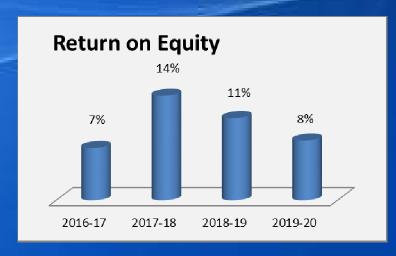
Financial performance at a Glance





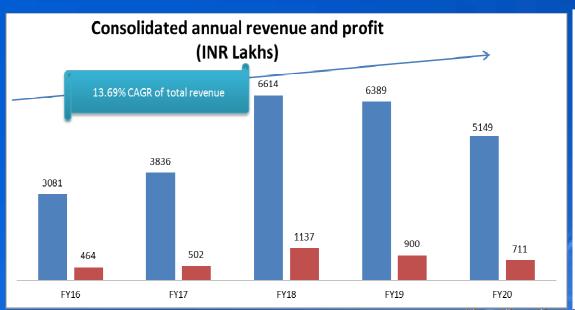




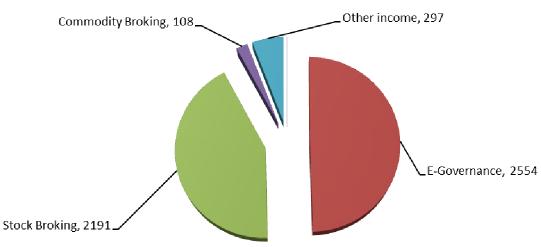




Financial progress

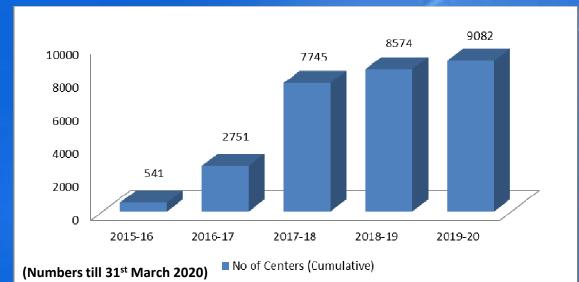






■ Total revenue

■ Net profit



- 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 26% e-Governance **EBIT Margins** 42.26% ₹ 25.54 8 Dividend ROE **Payout** Cr 13.05 % 2020 **Broking EBIT Margins** 27 % e-Governance ₹ 37.8 **EBIT Margins** 41.96% Cr **E-Governance** 11 Dividend ROE 2019 Growth Payout 14.25 % Broking **EBIT Margins** 23.32% e-Governance **EBIT Margins** 33.25% 14.3 ₹ 32.32 Dividend ROE **Payout** 2018 Cr 26.38% Broking **EBIT Margins**

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	227.48	189.6

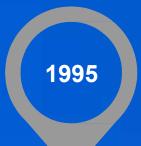


e-Governance Immediate goal

Description	Target By March 31st 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



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

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 – 2019

- 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

2020

- Launched Instant On boarding via Quick EKYC
- Partnered with HDFC leading Credit card provider to distribute credit cards
- Partnered with ICICI prudential and Future Generali to distribute Life and General Insurance



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

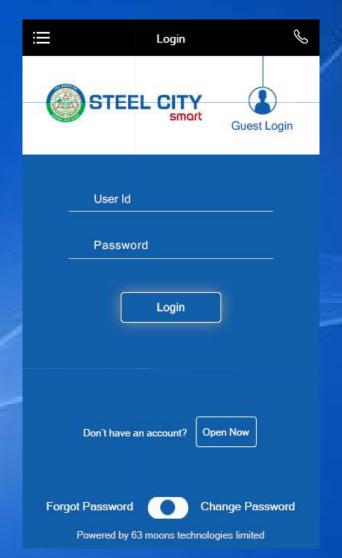
- Expansion of Mobile Trading app clients PAN India
- Motor and Health Insurance
- Credit cards business expansion
- Increasing NPS client base
- Integration of TIN centers for rendering financial services while leveraging e-governance database to tap new customer base
- Augmenting product line under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

Extension of service offerings



Smart Trading App — STEEL CITY







SERVICE

Corporate Agent of









TTK Health

Religare

Health

SBI Life

UNITED **General**

ICICI PRU Life



Future Generali





e-Governance Products

e-TDS/TCS





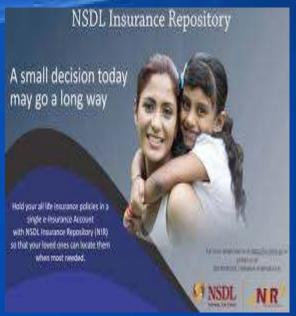












Registered and Corporate Office









e-Governance Process







e-Governance Process



e-Governance Storage in warehouse







e-Governance Warehouse





Thank You