



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 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/2020-21/24

Date: 18.11.2020

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,

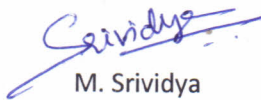
Sub: Investor Presentation

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



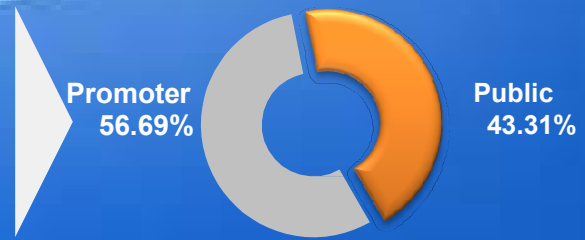
Company overview

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 (PAN,ETDS,TAN,24G) 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 Presence

Branch Offices



9 regional offices
 +70 owned branches
 +1700 trading terminal licences
 +12K Mobile trading Customers

E-Governance



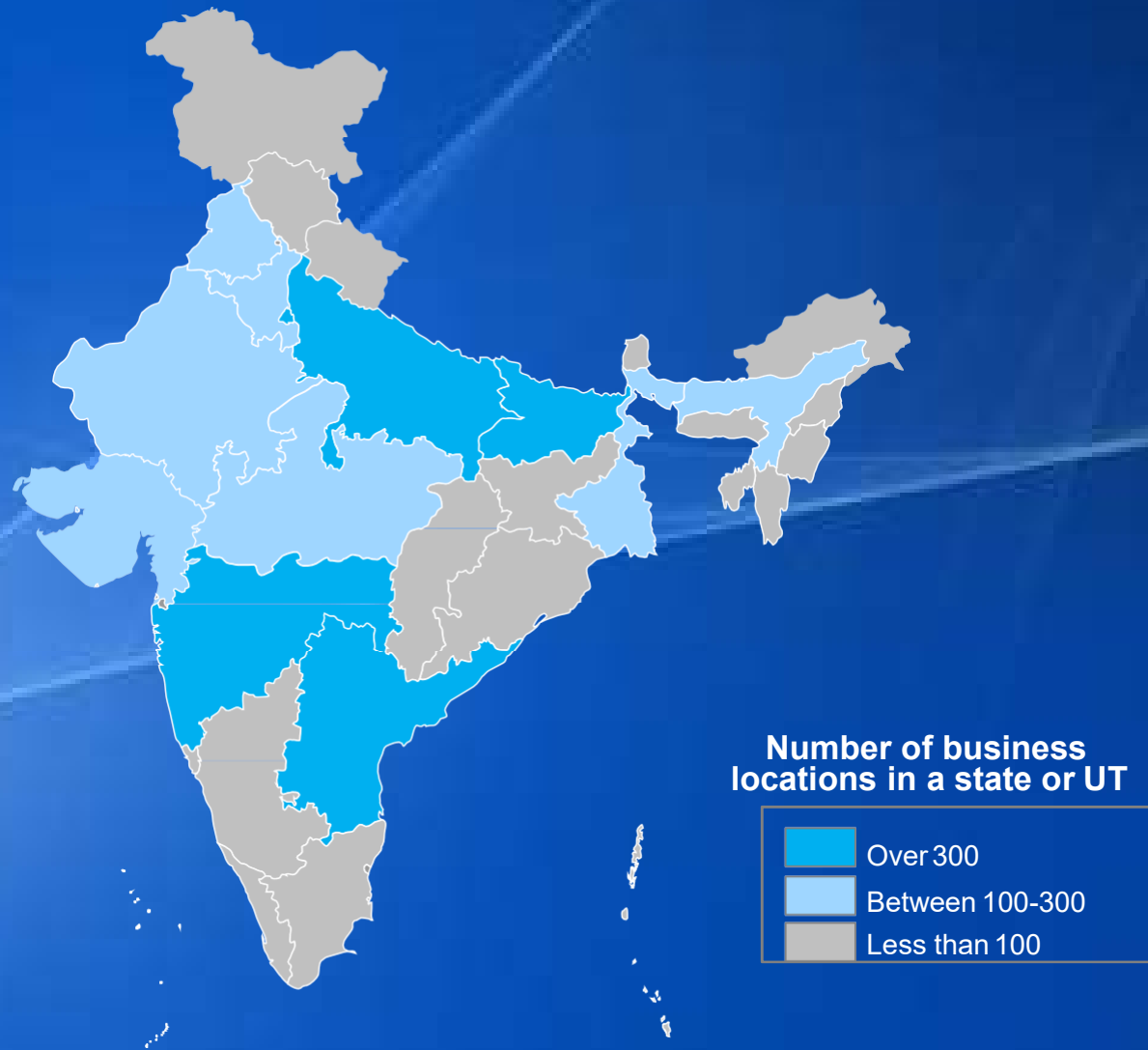
34 states and union territories with e-governance presence

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 & 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
- Ø Digital Signatures



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 Housing Loans
- Ø Project loanfinancing

E-Governance Services

- PAN CARD
- TAN
- E-TDS
- 24G
- NPS
- GST

- *SERVED 12 MILLION+ CUSTOMERS IN*
- *E-GOVERNANCE SERVICES DURING FY20.*





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

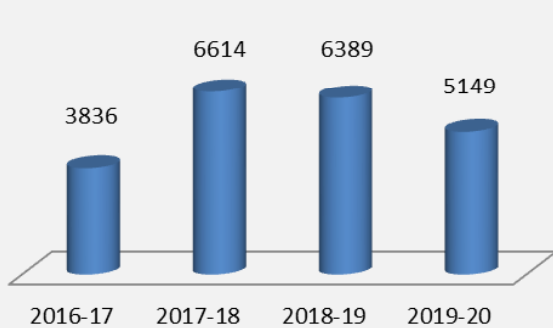


Key Managerial Personnel

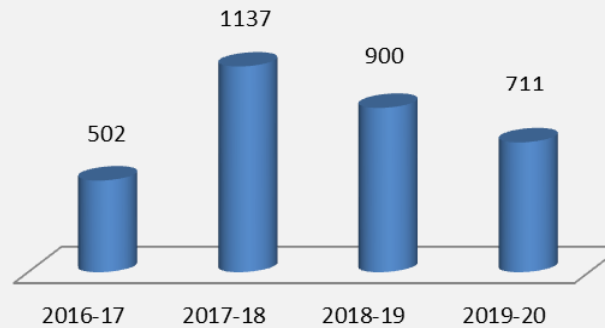
- Dr. P. Madhu Director – Sales
- Mr. N. Ramu Director Finance & CFO
- Mrs. M. Srividya Company Secretary & Compliance Officer
- Mr. M. Murali General Manager Operations
- Mr. V. Srinivas General Manager – IT
- Mr. G. Mohana Rao Sr. Project Leader - Software
- Mr. N. Kamal Reddy Deputy General Manager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

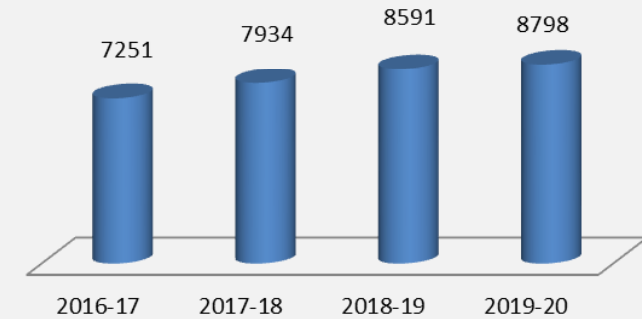
Revenues (lakhs)



Profit after Tax (lakhs)



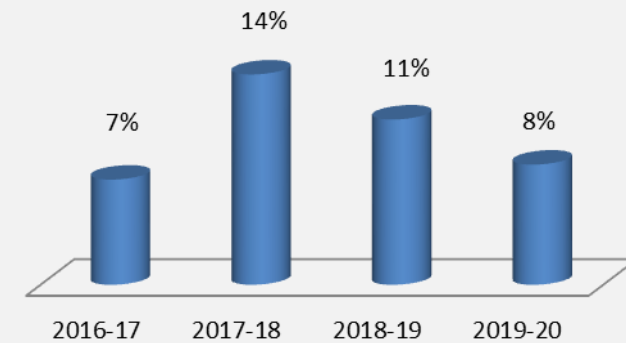
Net worth (lakhs)



Earning Per Share

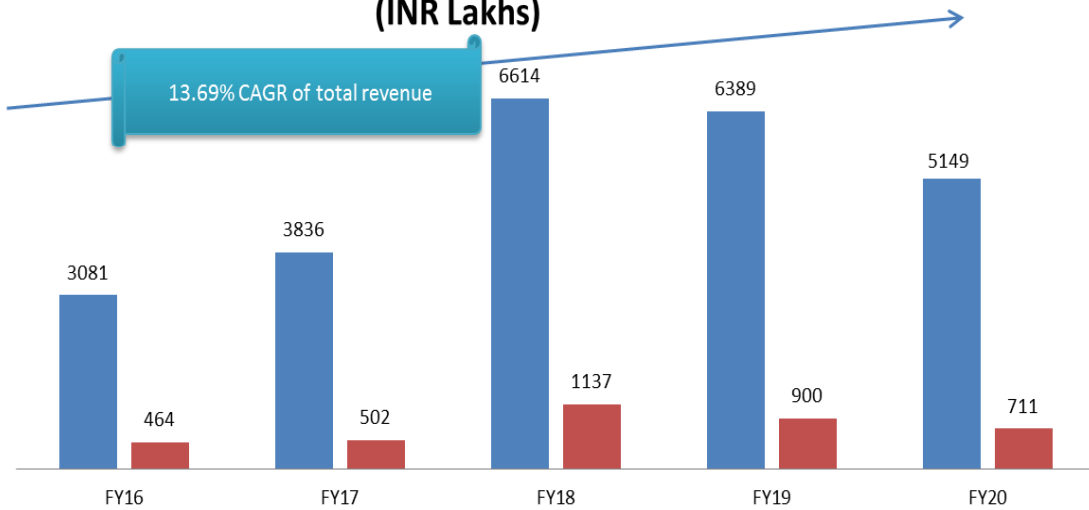


Return on Equity

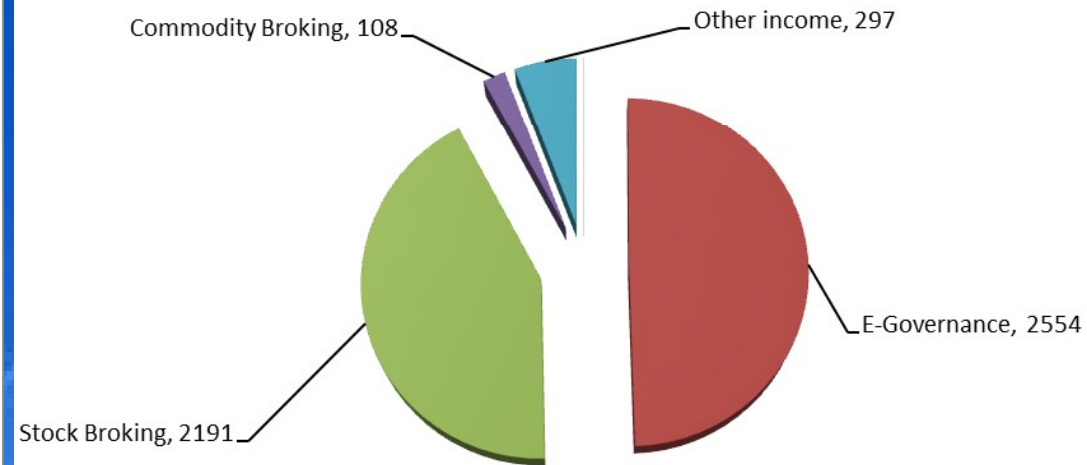


Financial progress

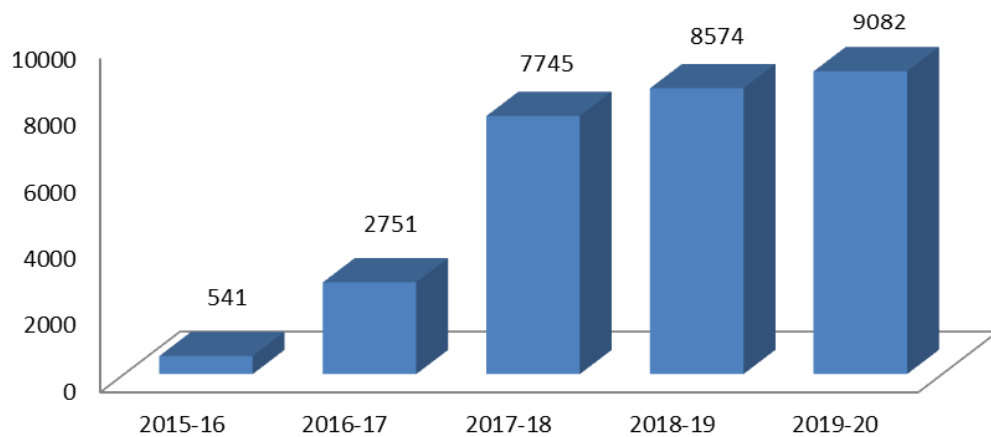
**Consolidated annual revenue and profit
(INR Lakhs)**



FY20 Net Revenue Split by segment



■ Total revenue ■ Net profit



(Numbers till 31st March 2020) ■ No of Centers (Cumulative)

- Continuing shareholder wealth maximization, the company has declared interim dividend (10% in FY21). On an average more than 20% dividend paid since last 13 years
- Significant growth in TIN centers from 10000+ centers in FY20 to 11000+ centers as of September 2020 .
- FY20 fiscal year 50% of Revenue generated via E-Governance business



Financial Metrics

E-Governance
Growth

₹ 25.54
Cr

2020

₹ 37.8
Cr

2019

₹ 32.32
Cr

2018

42.26%
Dividend
Payout

26%
e-Governance
EBIT Margins

20.17%
ROCE

13.05 %
Broking
EBIT Margins

41.96%
Dividend
Payout

27 %
e-Governance
EBIT Margins

16.28%
ROCE

14.25 %
Broking
EBIT Margins

33.25%
Dividend
Payout

23.32%
e-Governance
EBIT Margins

11.96%
ROCE

26.38%
Broking
EBIT Margins

Financial Metrics

Particulars	H1 FY21 (In Lacks)	Q2 FY21 (In Lacks)	Q1 FY21 (In Lacks)	H1 FY20 (In Lacks)
Revenue From Operations	2409.7	1398.31	1011.39	2475.82
Other Income	121.83	72.02	49.81	117.95
Total Income	2531.53	1470.33	1061.2	2593.77
Profit after tax	487.87	260.38	227.48	293.95

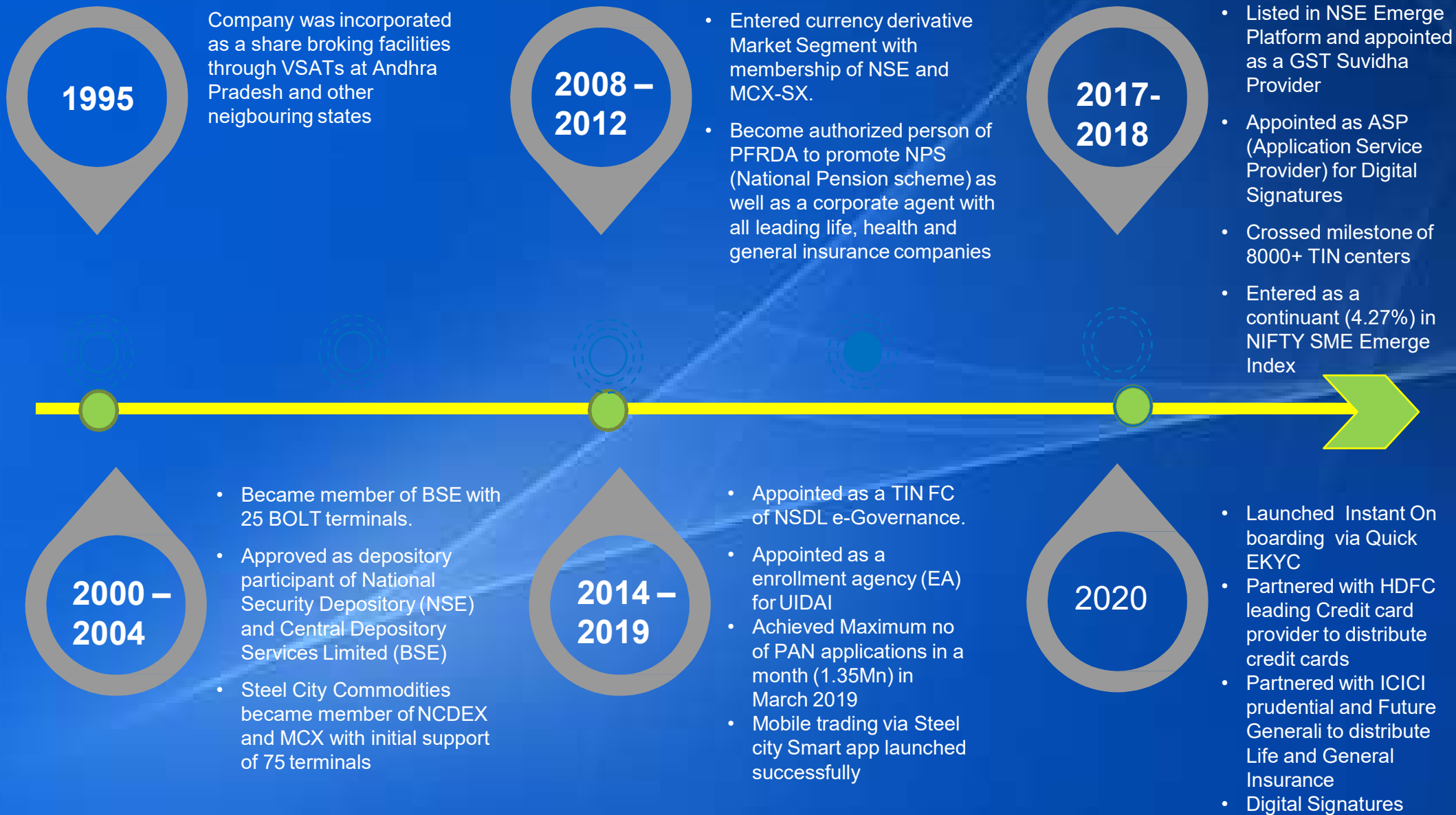


e-Governance Immediate goal


Description	Target By March 31 st 2021
No. of Locations	14,000
No. of PAN applications Expected per months	1 Mn
No. of TDS Files Expected per month	1,00,000



Journey till date




Strategy going forward



Broaden and deepen geographical presence

- Discount broking PAN India
- Expansion of Mobile Trading app clients PAN India
- Plans to set up over 14,000 TIN facilities by FY21

- Motor and Health Insurance
- Credit cards business
- Digital Signatures distribution
- 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 ^{NSE}	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