



PRISM CEMENT LIMITED

"Rahejas", Main Avenue, V.P. Road,
Santacruz (W), Mumbai - 400 054.
Tel.: +91-22-6675 4142 / 43 Fax : 2600 1304
website : www.prismcement.com



November 4, 2015

The National Stock Exchange Limited,
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E),
Mumbai - 400 051

Corporate Relationship Department,
The Bombay Stock Exchange,
P. J. Towers,
Dalal Street, Fort
Mumbai - 400 023

Code : PRISMCEM

Code : 500338

Dear Sirs,

This is to inform you that the Company has acquired a 50% equity stake in Coral Gold Tiles Private Limited, Morbi, a company in the business of manufacturing Ceramic Wall Tiles. Accordingly, Coral Gold Tiles Private Limited has become a joint venture of the Company with effect from November 4, 2015.

With this, the capacity for ceramic/vitrified tiles of the H & R Johnson (India) Division of the Company along with its joint ventures and subsidiaries will increase to over 58 million m² per annum.

Leveraging on the Johnson brand and Coral's local expertise and manufacturing capacity, both partners will take advantage of the joint venture to further their business interests.

Thanking you,

Yours faithfully,

for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY