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

September 19, 2013

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

Fax No. 26598237 / 38

Code : PRISMCEM

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

Fax No. 22722037 / 39 / 41

Code : 500338

Dear Sir,

This is to inform you that Lifestyle Investments Pvt Limited (LIPL), the Company's wholly-owned foreign subsidiary, has sold its present holding of 145,707,247 million shares in Norcros Plc, a company listed on the London Stock Exchange for a net consideration of GBP 26.55 million. Post the sale, LIPL does not hold any shares of Norcros Plc. LIPL's capital gain on this transaction would be approx. GBP 12.8 million.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY