



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



August 29, 2016

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 Sir,

Re: Change in Directorate - Regulation 30

We wish to inform you that the Board, at its meeting held today, has appointed Mr. Atul R. Desai as an Additional Director and Executive Director & CEO (RMC) on the Board of the Company with effect from August 29, 2016. Mr. Desai has a rich experience of over 30 years, especially in Sales, Marketing and General Management especially in building materials.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY