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

BUREAU VERITAS Certification

January 14, 2016

The National Stock Exchange of India Ltd., Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051 Fax No. 26598237 / 38	The Bombay Stock Exchange, Corporate Relationship Department, P. J. Towers, Dalal Street, Fort, Mumbai - 400 023. Fax No. 22722037/39/41
Code : PRISMCEM	**Code : 500338**

Dear Sir,

Re : Intimation under Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We wish to inform you that the following Institutional Investor meeting was held today with the Company and the Investor Presentation dated May 2015 and Investor Update dated November 3, 2015 which were given to them, are enclosed herewith for your records :

Name of Investor	Venue	Type of Meeting
Ocean Dial Advisers Pvt. Ltd.	Mumbai	One-on-one

Thanking you,

Yours faithfully,

for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

INVESTOR PRESENTATION

PRISM CEMENT LIMITED

May, 2015

Integrated Building Materials' Company

Cement (Champion)
Cement (OPC)
Cement (Hi Tech)

Ready-mixed Concrete
Aggregates
Manufactured Sand

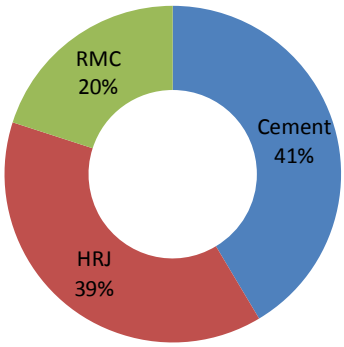
Tiles (Ceramic, Vitrified, Industrial)
Sanitaryware, Faucets, and Bath Fittings
Modular Kitchens
Construction Chemicals

Business Environment

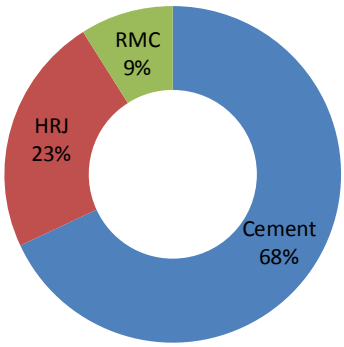
- The Company to benefit in medium term from strong tailwinds due to following key initiatives:

Initiative	Cement	RMC	TBK
Goods and Services Tax	✓	✓	✓
Make in India	✓	✓	✓
Swachch Bharat Abhiyaan	✓	✓	✓
100 Smart Cities	✓	✓	✓
Industrial Corridors	✓	✓	
Roads	✓	✓	

Divisional Split: FY 2015



Total Sales: ₹ 6,117 crores
($ 971 Mn)



Total EBITDA: ₹ 335 crores
($ 53 Mn)

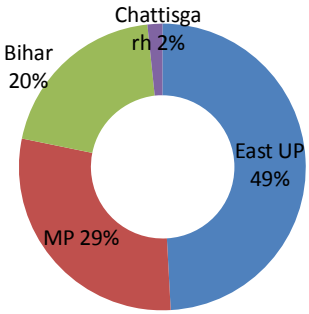
All Conso numbers excluding RQBE

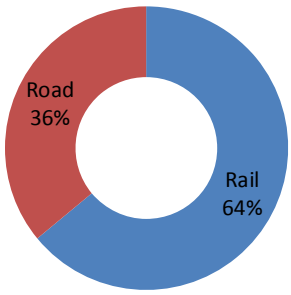
US$ 1 = ₹ 63

PRISM
CEMENT

Cement - Overview

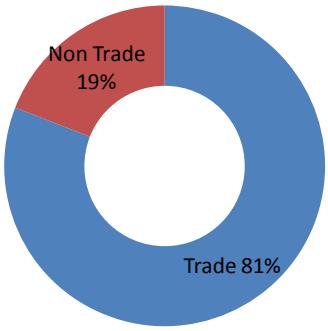
- 2 Modern Plants (set-up in 1997 and 2010) in Satna, MP, Central India
- Effective Capacity: 7 mn tons cement and clinker
- Superior Capital Employed: < US$ 35 / Ton



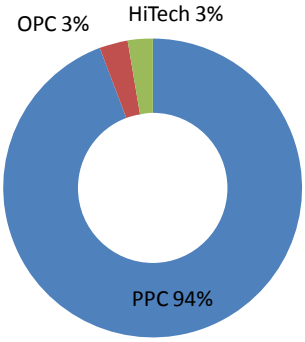


- Cluster demand growth > 1.5x national
- No new capacities in progress in Cluster
- Cement avg lead distance = 399 KMs
- Superior Rail : Road mix

Cement - Overview

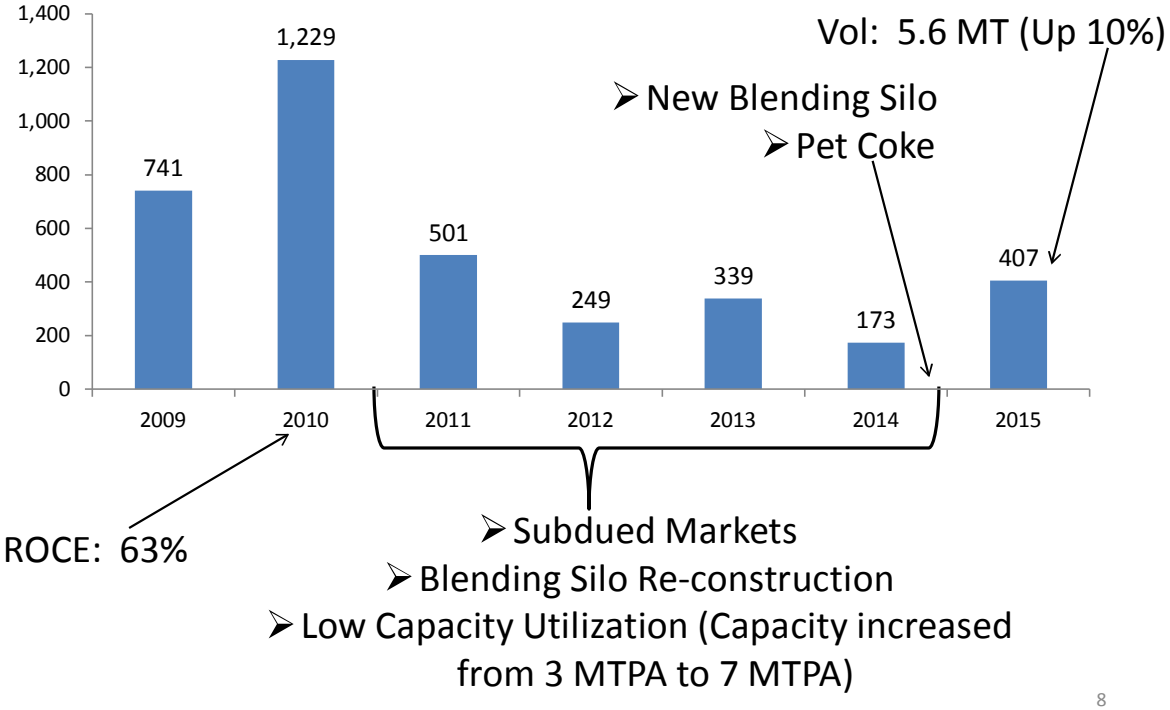


- 81% Trade Sales. Primarily caters to rural and tier 2 & 3 city Housing
- Wide network of over 3,800 dealers & ~ 90 stocking points
  - Healthy receivables. FY 15 debtors: < 1 day



- Launched premium cement Hi-Tech in Bihar and recently in UP
- Superior Product mix (94% PPC and 3% Hi-Tech)

EBITDA / Ton trend



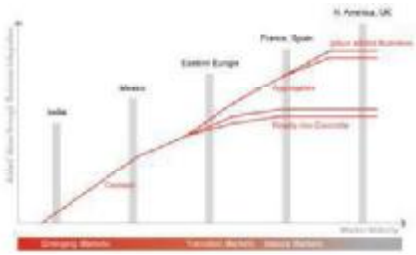
Cement - Expansion

- Green-field plant to come up in Kurnool District, Andhra Pradesh:
  - Cement Capacity: 4.8 MTPA
  - ~ 3,000 acres of land acquired
  - Large limestone reserves secured; Mine development activities in progress
  - Bengaluru, Chennai, and Hyderabad within 300 KMs radius from the Site

RMC

Mix with the Best

Ready-mixed Concrete



Source: Espirito Santo Investment Bank Research

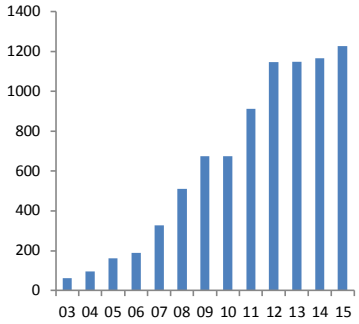
- Ready-mixed concrete is strategic route to market for cement
- Modern channel of cement distribution
- As markets mature, higher value in Ready-mixed concrete business and aggregates as compared to cement

Ready-mixed Concrete Industry

- Started in mid-90s; Penetration increasing
- ~ 10% of total cement used for concrete in India is sold through RMC Channel
  - Metros / tier 1 (~35%) and tier 2 (~20%)
  - In developed countries: 50% - 70%
- Several benefits such as assured quality, speed, saving of site space, reduced labor, reduced wastage, safety etc
- Industry volume: ~ 30 million m^3 per annum
  - Residential 45% ; Commercial 35% ; Infrastructure 20%
- Steady-state Industry growth rate > 20% per annum due to:
  - Growth of cement consumption in India
  - Conversion from site-mix to ready-mix

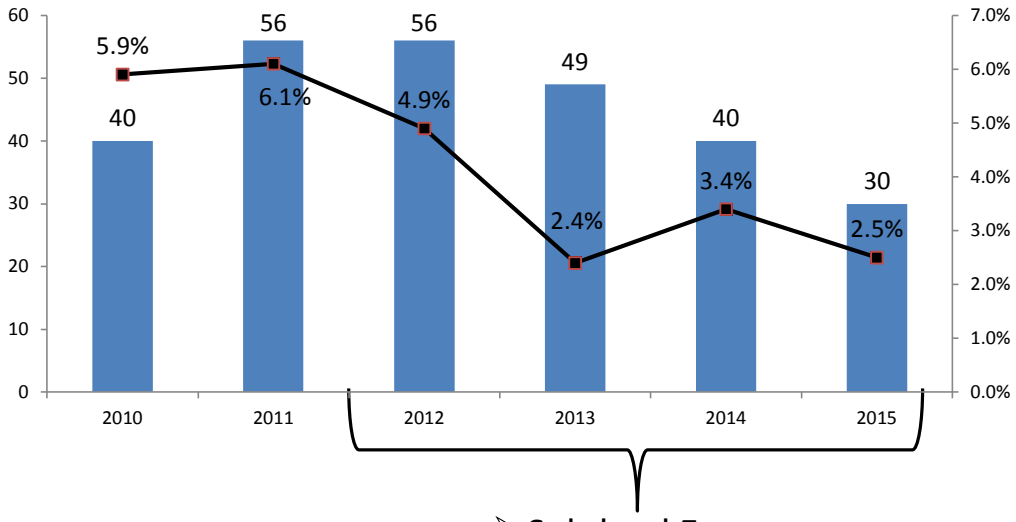
RMC Readymix (India)

- 2nd largest player in India with national footprint
- 81 Plants in 35 cities / towns
- Backward Integration: 8 Plants – Aggregates and Manufactured Sand



- '03 – '12 Sales CAGR: 39%
- Flattish for last 3 years, on account of subdued economy
- Demand drivers: Urbanisation and Infrastructure

RMC – Performance



- Subdued Economy
- Extra Cautious on Debtors Management
- Capacity Utilization dropped to 40%

RMC Dynamics

- EBITDA Margins: 3 – 7%

- Asset Turns: > 6x
  - Capital Employed: ₹ 198 crores ($ 31 Mn)
  - Sales: ₹ 1,226 crores (@ 40% utilization) ($ 195 Mn)

- Industry Structure
  - Barriers to Entry: Location and permission in cities
  - ~ 60% unorganized. GST implementation would shift the market towards organized sector
  - RMC's share of the market will likely grow from less than 10 percent of total cement demand today to as high as 25 percent by 2025 (*Source: Cement Vision 2025*, *a Report by Confederation of Indian Industry-AT Kearny, 2014)*

JOHNSON®

REDEFINING LIFESTYLES, WORLDWIDE.

H & R Johnson (India)

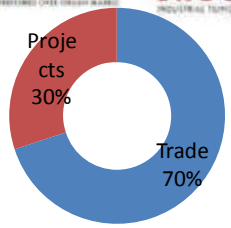
- Set-up in 1958; Pioneer of Ceramic tiles in India
- Wide range: Tiles, Sanitary ware, Bath fittings, Modular Kitchens, Construction Chemicals
- 11 Manufacturing Plants (Own & JVs) with largest capacity of over 54 mn m^2 / annum

JOHNSON
REDEFINING LIFESTYLES, WORLDWIDE.

JOHNSON MARBONITE

JOHNSON ENDURA

- Strong brand equity



- Large, national Trade network of ~10,000 retail points
- 70% sales from Trade channel

HRJ: Business Model

- "House of Johnson" chain of Retail Outlets
  - 28 across the country
  - Selling complete range of products
  - Contributes ~10% of Division's total sales

- Manufacturing Joint Ventures
  - Asset Light business model
  - 5 Manufacturing JVs contributing to 65% of the capacity
    - Gujarat: 3
    - AP: 2

HRJ: Business Model

- Built complimentary businesses to leverage Brand and Distribution

Construction Chemicals

- 50% Stake in Ardex Endura—JV with Ardex, Germany
- R&D Driven
- Pioneer in tile fixing adhesives
- Added industrial flooring and waterproofing
- Plants in Begaluru and Vadodara; Pan India presence

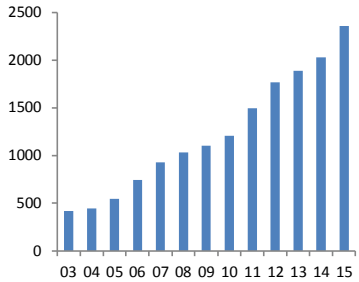
Bathrooms

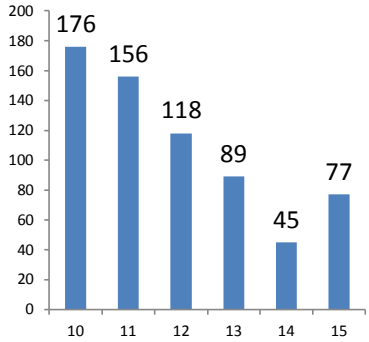
- Sanitaryware , Taps, Bath Fittings, wellness products
- Healthy industry structure; Brand and after sales service play key role
- 2 Manufacturing plants for Fittings—Baddi, HP & Samba, J&K

Modular Kitchens

- Sunrise industry
- High growth potential
- Offers complete range of products including installation
- Tie-up with a German company for sourcing

HRJ: Financial Trend





- '03 – '12 Sales CAGR: 17%
- Flattish in FY 13 and 14:
  - 40% of total capacity in AP & Karnataka which suffered on account of power and fuel unavailability
- EBITDA (Conso) declined till FY 14:
  - FY 10: ₹ 176 crores (14.6% of sales) ($ 28 Mn)
  - FY 14: ₹ 45 crores (2.2% of sales) ($ 7 Mn)
- In FY 15, Sales and EBITDA recovery started:
  - Sales up 16%
  - EBITDA up 73%

HRJ: Key Initiatives

- Addressed Power and Fuel issues in South by:
  - Installing 3 Coal Gassifiers in 2 Plants in AP
  - Winning bids for onshore micro Gas wells in AP
  - Natural Gas pipeline connectivity completed for Karnataka plant
  - Started purchasing Traded power
- Further strengthening Brand leadership
  - Scaling-up marketing activities
  - Signed Ms. Katrina Kaif as brand ambassador and started TV advertising

Strategic Investment

- 74% stake in Raheja QBE General Insurance
- JV with QBE Group of Australia
- Focus on Speciality products like Liability insurance, Marine liability and Trade Credit
- Prism's investment: ₹ 153 crores ($ 24 Mn)
- FY 15 financials:
  - Gross written premium: ₹ 29 crores ($ 5 Mn)
  - Profit before tax: ₹ 17 crores ($ 3 Mn)

Management Profile

Management Profile

- Mr. Vijay Aggarwal, 46 years, Managing Director
  - B. Tech (Elec.) from IIT, Delhi and PGDM from IIM, Ahmedabad
  - Tenure in Company: 21 years
  - Past experience includes SBI Capital Markets
  - On the Board of various companies including Exide Industries, Aptech, Asianet Satellite Communications, and Ardex Endura (India)

Management Profile

- Mr. Ganesh Kaskar, 55 years, Executive Director – HRJ
  - M. Tech (Civil) from IIT, Mumbai
  - Tenure in Company: 18 years
  - Past experience includes ACC and Tata Consulting Engineers

- Mr. Venugopal M Panicker, 50 years, Executive Director – RMC
  - Chartered Accountant, Company Secretary and a Member of the Institute of Company Secretaries & Administrators, UK (AICSA-UK)
  - Tenure in Company: 18 years
  - Past experience includes Walchandnagar, Tatas and Williamson Magor

Other Information

Borrowings

Shareholding

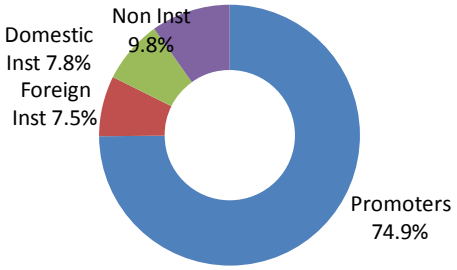
Borrowings

- Borrowings
  - Status (As on 31.03.2015)
    - Consolidated: ₹ 2,236 crores ($ 355 Mn)
    - Stand-alone: ₹ 1,895 crores ($ 301 Mn)
  - Average cost of Debt: 11 %

  - Replacing expensive bank borrowings with NCDs in a phased manner
  - Short-term rating enhanced from A2 to A1 and for Term Loan / NCD from A- (Negative outlook) to A- (Stable Outlook) by ICRA

Shareholding

- Market Cap (As on 13.05.2015): ₹ 5,099 crores ($ 809 Mn)
- Shareholding Pattern (As on 31.03.2015)



- Public category holding over 1% of total shares

Shareholder	%
HDFC Trustee Company Ltd - HDFC Equity Fund	2.7
Goldman Sachs India Fund Ltd	1.7
ICICI Prudential Discovery Fund	1.4
Morgan Stanley Asia (Singapore) PTE	1.4
National Westminster Bank Plc as Trustee of the Jupiter India Fund	1.2

THANK YOU

For further information, please contact:
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+91 22 6675 4142-46

Disclaimer

Cautionary statement regarding forward – looking statements

This presentation may contain certain forward – looking statements relating to the future business, development and economic performance.

Such statements may be subject to a number of risks, uncertainties and other important factors, such as but not limited to (1) competitive pressures; (2) legislative and regulatory developments; (3) global, macroeconomic and political trends; (4) fluctuations in currency exchange rates and general financial market conditions; (5) delay or inability in obtaining approvals from authorities; (6) technical developments; (7) litigations; (8) adverse publicity and news coverage, which could cause actual development and results to differ materially from the statements made in this presentation. Prism Cement Limited assumes no obligation to update or alter forward – looking statements whether as a result of new information, future events or otherwise.

Investor Update

November 03, 2015

Prism Cement Limited today announced un-audited standalone financial results for the quarter ended September 30, 2015

Financial Overview (Un-audited for the quarter ended September 30, 2015)

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q2 '15-16	Q1 '15-16	Q2 '14-15
Sales	1,496	1,476	1,439
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	52	81	47
Profit / (Loss) before tax	(51)	(12)	(29)
Net Profit / (Loss) after tax	(33)	(8)	(20)
EPS (₹)	-0.66	-0.16	-0.39

Segmental Results

(Figures in ₹ Crores)

Particulars	Q2 '15-16			Q1 '15-16			Q2 '14-15		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	531	564	307	518	541	314	525	522	295
Segment Results	23	(12)	3	48	(4)	4	35	0	(4)
Capital Employed	1,701	809	183	1,695	831	201	1,677	868	201

Performance Review and key developments

The quarter ended September 2015 saw improvement in Cement EBITDA at Rs329/ton as compared to Rs276/ton in the corresponding quarter in FY15,

despite lower realizations. During the quarter provision was made towards District Mineral Foundation and National Mineral Exploration Trust including for prior period. This impacted EBITDA to the extent of ~₹33/ton.

For the quarter ended September 30, 2015, the Company sold 13.45 lac tons of cement and clinker as against 12.92 lac tons for the quarter ended September 30, 2014, growth of 4%. The cement volumes were flat as compared to the same period last year. Both the premium brands "Hitech" (launched last year) and "Duratech" (launched in Q1FY16) have been well received by the markets. Together they contributed ~6% of sales during Q2FY16 vis-a-vis 3% of total volume in FY15.

The company had taken various cost rationalization measures in FY15 such as resorting to imported coal, increase in imported pet-coke consumption, reduction in power consumption amongst others.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the quarter were ₹564 Crores, there by growing by 8% when compared to the corresponding quarter in FY15. The Division continued to scale-up its marketing activities through various initiatives like strengthening of distribution network, merchandising and also taken various initiatives to optimize the costs. The Division is making efforts to improve the product mix by upgrading the plants to produce more value added products which will help to improve the realizations.

The RMC Readymix (India) (RMC) Division's sales turnover increased by 4% as compared to the corresponding quarter in FY15. Profitability of the Division improved during the year as compared to the corresponding period last year. The division posted EBIT of ₹2.8cr as compared to loss of ₹4.3cr on a y-on-y basis. During the quarter under review, few plants were demobilized. The Division is in the process of identifying new locations where it plans to relocate unused / underutilized assets.

During the quarter the Company has agreed, in principle, to sell 23% of its holding in the paid-up capital of Raheja QBE General Insurance Company Limited (Raheja QBE), the general insurance subsidiary, to its existing partner in Raheja QBE, namely the QBE Group, Australia, for a consideration of approximately AUD 21,500,000 (equivalent to approximately ₹103cr).

The proposed transaction is subject to requisite approvals. Once the proposed transaction is consummated, the Company's shareholding in Raheja QBE shall stand reduced from 74% to 51%.

Industry Scenario / Future Outlook

The government has taken several initiatives such Make in India, Swachh Bharat Mission, Housing for All, development of Smart Cities and renewed thrust for Infrastructure development amongst others. This apart stable inflation and recent interest rate cut augur well for all the businesses in medium to long term, though near term challenges remain.

The long term drivers for cement demand remain intact. Higher government spending on infrastructure particularly roads, growth in rural housing and rising per capita incomes are likely to augur well for the cement industry. The cement division is on strong footing with several cost rationalization exercise done in recent quarters.

The robust distribution network, strong brand equity, wide-spread manufacturing locations, and a comprehensive product portfolio of tiles, baths, and kitchens enable H & R Johnson (India) Division to enjoy a distinct competitive advantage over others in the market. Moreover, with the successful completion of initiatives last year to reduce power and fuel cost, the Division is enhancing its capacity utilization.

The Ready-mixed Concrete Industry in India is over 20 years old and was growing at a healthy rate till three years back. However, due to paucity of new construction projects taking off, volume growth for the industry in the last few quarters has been under pressure. The markets in most of the metros are expected to see a turnaround in the medium term as economy picks up and construction activities resume. With the Mega Projects Vertical, RMC Division is focusing on infrastructure segment as well. The markets in tier 2 & tier 3 cities have also been showing maturity which will help the industry's growth.

About Prism Cement Limited

Prism Cement Limited is one of India's leading integrated Building Materials' Company, with a wide range of products from cement, ready-mixed concrete, tiles, bath products to kitchens. The company has three Divisions, viz. Prism Cement, H & R Johnson (India), and RMC Readymix (India). Prism Cement Limited also has a 74% stake in Raheja QBE General Insurance Company Limited, a JV with QBE Group of Australia.

The equity shares of the company are listed on the Bombay and National Stock Exchanges.

Prism Cement

Prism Cement commenced production at its Unit I in August, 1997 and Unit II in December, 2010. It manufactures Portland Pozzolana Cement (PPC) with the brand name 'Champion' and premium quality grade of cement under 'HI-TECH' and 'DURATECH' brand. Prism Cement has the highest quality standards due to efficient plant operations with automated controls. It caters mainly to markets of Eastern UP, MP and Bihar, with an average lead distance of 399 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,800 dealers serviced from ~90 stocking points.

H & R Johnson (India)

Established in 1958, H & R Johnson (India) is the pioneer of ceramic tiles in India. For over five decades, HRJ has added various product categories to offer complete solutions to its customers. Today, HRJ enjoys the reputation of being

the only entity in India to offer end-to-end solutions of Tiles, Sanitaryware, Bath Fittings, Kitchens, and Engineered Marble & Quartz. All the products are sold under 4 strong brands, viz. Johnson, Johnson Marbonite, Johnson Porselano and Johnson Endura and. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 54.5 million m^2 per annum spread across 9 manufacturing plants across the country which is one of the largest in India.

RMC Readymix (India)

RMC Readymix (India) is one of India's leading ready-mixed concrete manufacturers, set-up in 1996. RMC currently operates 77 ready-mixed concrete plants in 36 cities/towns across the Country. Further, the Division has been able to secure new positions in its existing markets which will help it to maintain its growth. RMC has also ventured into the Aggregates business and operates large Quarries and Crushers. At present, RMC has 7 Quarries across the country. RMC has been at the forefront in setting high standards for plant and machinery, production and quality systems and product services in the ready-mixed concrete industry.

Investor Relations

Prism Cement Limited is committed to creating long-term sustainable shareholder value through successful implementation of its growth plans. The company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and financial community.

For additional information, please contact:

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Safe Harbor
Certain statements in this release concerning our future growth prospects are forward-looking statements which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.