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 17, 2016

The National Stock Exchange of India Ltd., Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051.	The Bombay Stock Exchange, Corporate Relationship Department, P. J. Towers, Dalal Street, Fort, Mumbai - 400 023.
Code : PRISMCEM	**Code : 500338**

Dear Sir,

Sub : Intimation of Investor/Analyst Meets

Ref. : Intimation under Regulation 30(6) of the SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the following Institutional Investor meetings were held on August 16, 2016 with the Company and the Investor Presentation, May 2016 and Investor Update, August 2016 which were given to them, are enclosed herewith for your records :

Name of Investor	Venue	Type of Meeting
India First Life Insurance Co. Ltd.	Mumbai	One-on-one
Singular Capital India Advisors LLP	Mumbai	One-on-one
Baring Private Equity Partners (I) Pvt. Ltd.	Mumbai	One-on-one
Reliance Capital Asset Management Co.	Mumbai	One-on-one
LIC Mutual Fund Asset Management Ltd.	Mumbai	One-on-one
Rare Enterprises	Mumbai	One-on-one
DSP Blackrock Investment Managers Pvt Ltd.	Mumbai	One-on-one
Sameeksha Capital Pvt Ltd.	Mumbai	One-on-one
Newport Investment Advisors Ltd.	Mumbai	One-on-one
Birla Sunlife Asset Management Co. Ltd.	Mumbai	One-on-one
AUM Fund Advisors LLP	Mumbai	One-on-one
SBI Fund Management Pvt. Ltd.	Mumbai	One-on-one
E & R Advisors	Mumbai	One-on-one
SageOne Investment Advisors LLP	Mumbai	One-on-one
Progress Capital	Mumbai	One-on-one
Principal Pnb Asset Management Co. Pvt. Ltd.	Mumbai	One-on-one
Veda Investment Managers Pvt. Ltd.	Mumbai	One-on-one
Spark Capital Advisors (I) Pvt. Ltd.	Mumbai	One-on-one

Thanking you,

Yours faithfully,

for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

Encl. ; As above

AMONGST INDIA'S LEADING INTEGRATED BUILDING MATERIALS COMPANY

Prism Cement Limited

Investor Presentation

May'16

Our Brands

PRISM चैम्पियन सीमेन्ट

PRISM PLUS चैम्पियन सीमेन्ट

PRISM DURATECH CEMENT

PRISM HI-TECH CEMENT

JOHNSON TILES
REDEFINING LIFESTYLES, WORLDWIDE.

JOHNSON ENDURA
INDUSTRIAL TILING SOLUTIONS

JOHNSON KITCHENS
KITCHENS TAKE CENTRESTAGE

JOHNSON BATHROOMS
FIND CLARITY

JOHNSON MARBLE&QUARTZ
NATURE, REINVENTED

JOHNSON PORSELANO
BEAUTIFUL IMPRESSIONS.FOREVER.

JOHNSON MARBONITE
PREFERRED OVER ITALIAN MARBLE

Integrated Building Materials Company

Prism Cement

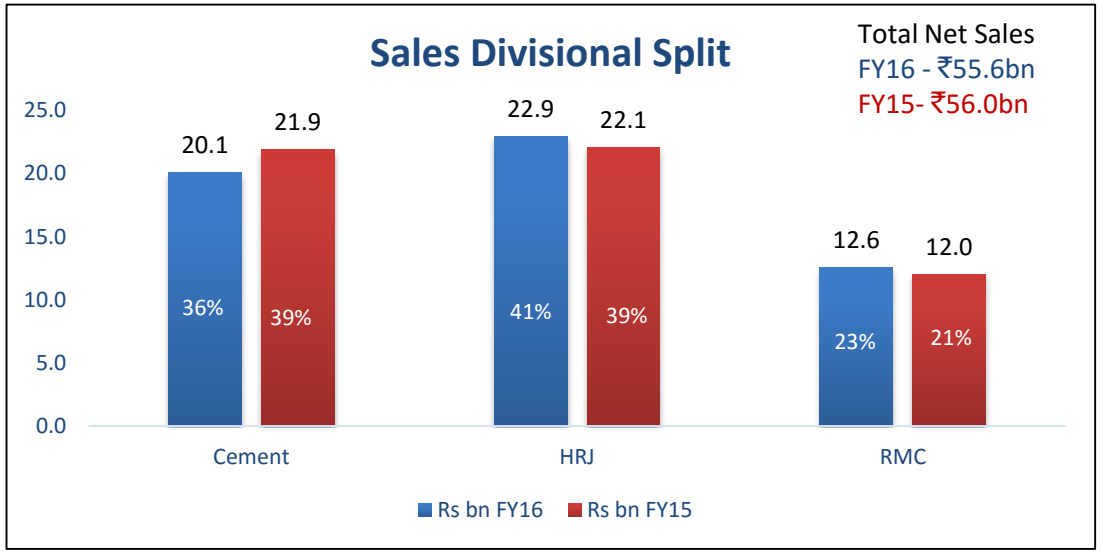
- PPC
  - Champion
  - Champion Plus
  - Hi-tech / Duratech
- OPC

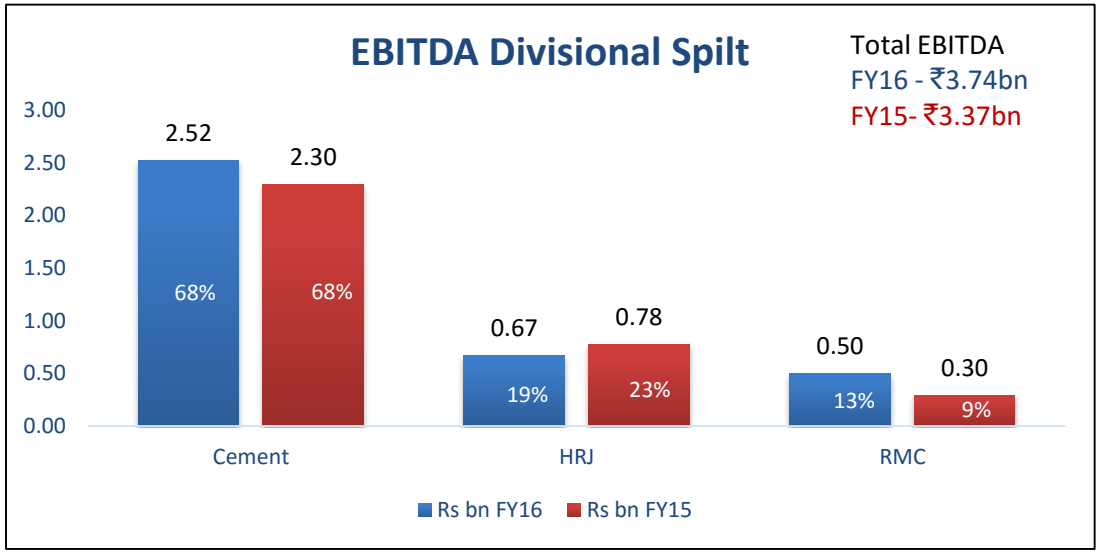
RMC Readymix

- Ready-mixed concrete
- Aggregates
- Manufactured Sand

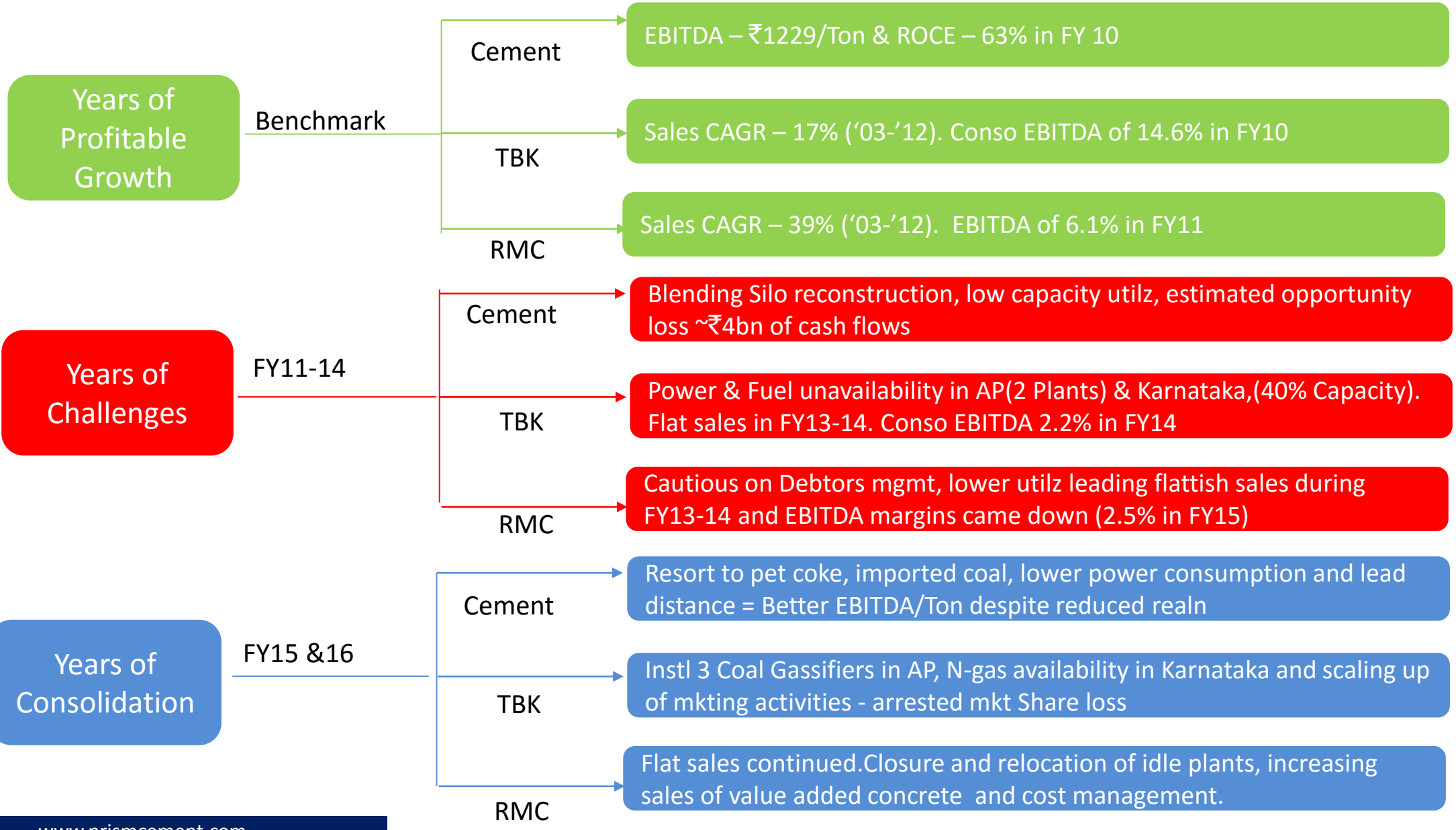
H&R Johnson (India)

- Tiles (Ceramic, Vitrified, Industrial)
- Sanitaryware & Faucets (Bath Fittings)
- Modular Kitchens
- Construction Chemicals
- Engg. Marbles & Quartz





Prism Cement- Efforts towards re-creating history

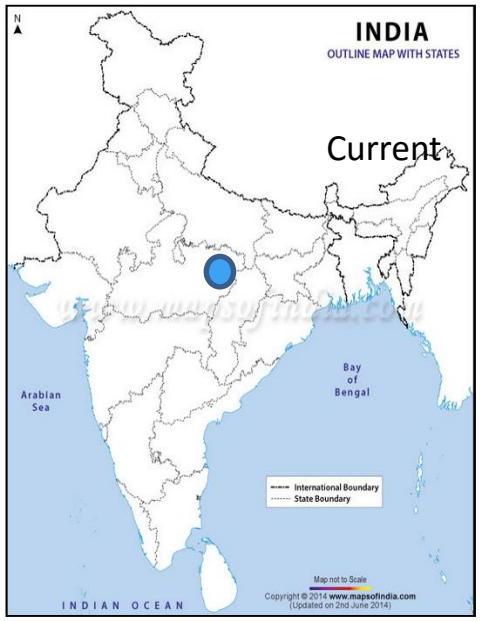


Business Environment – expect better demand environment

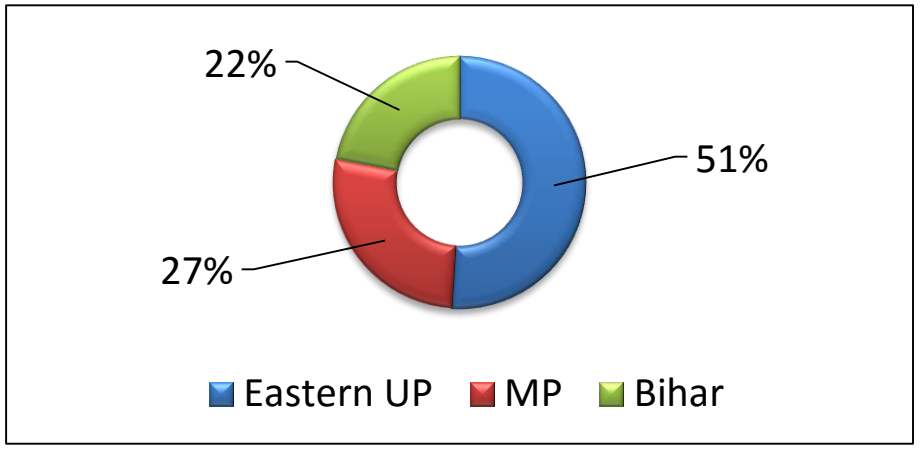
- Infrastructure activities likely to pick up – especially road construction (concretization), railways incl dedicated freight corridors, ports and power
- Focus on Housing for all Program. Rural housing likely to see demand growth subject to normal monsoons
- Passage of Real Estate Bill might lead to better demand over longer period
- Government initiatives on Smart Cities, Swacch Bharat Abhiyan and Make in India
- Softening interest rate and benign commodity / fuel prices, although fuel prices seem to be bottoming out
- GST likely to benefit overall economy, especially sectors with significant unorganized presence, e.g Tiles and Ready mixed concrete.

PRISM
CEMENT

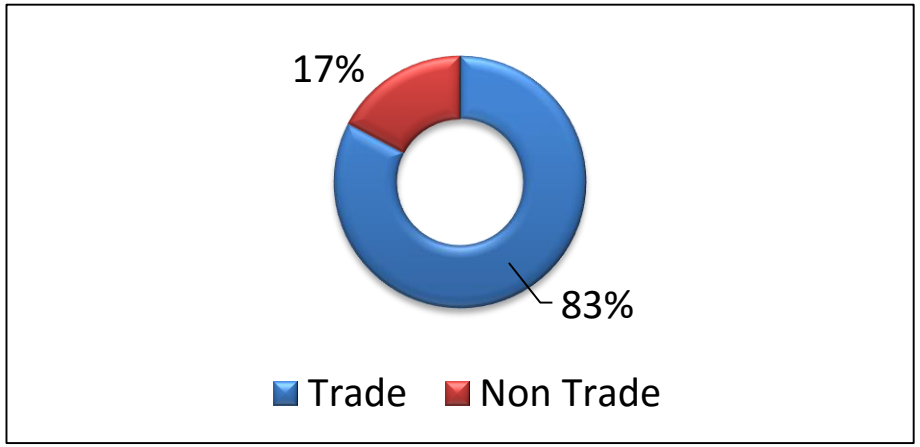
Cement Overview



- 2 Modern Plants in Satna, MP(Central India) with effective capacity of 7mn ton
- Superior Capital Employed < ~US$ 38mn/ton
- No significant capacities planned in Cluster. Consolidation happening in the cluster
- Wide network of ~3790 dealers and ~ 155 stocking points
- Launched Premium Cement Duratech and Champion Plus in UP, MP & Bihar
- Superior Product Mix – Hi-tech, Duratech and Champion Plus contributed ~6% of total volume in FY16 v/s 3% in FY15
- Growth plans – Greenfield expansion in Kurnool District, AP. ~3000 acres of land in possession, limestone reserves secured and environment clearance in place



Sales Mix



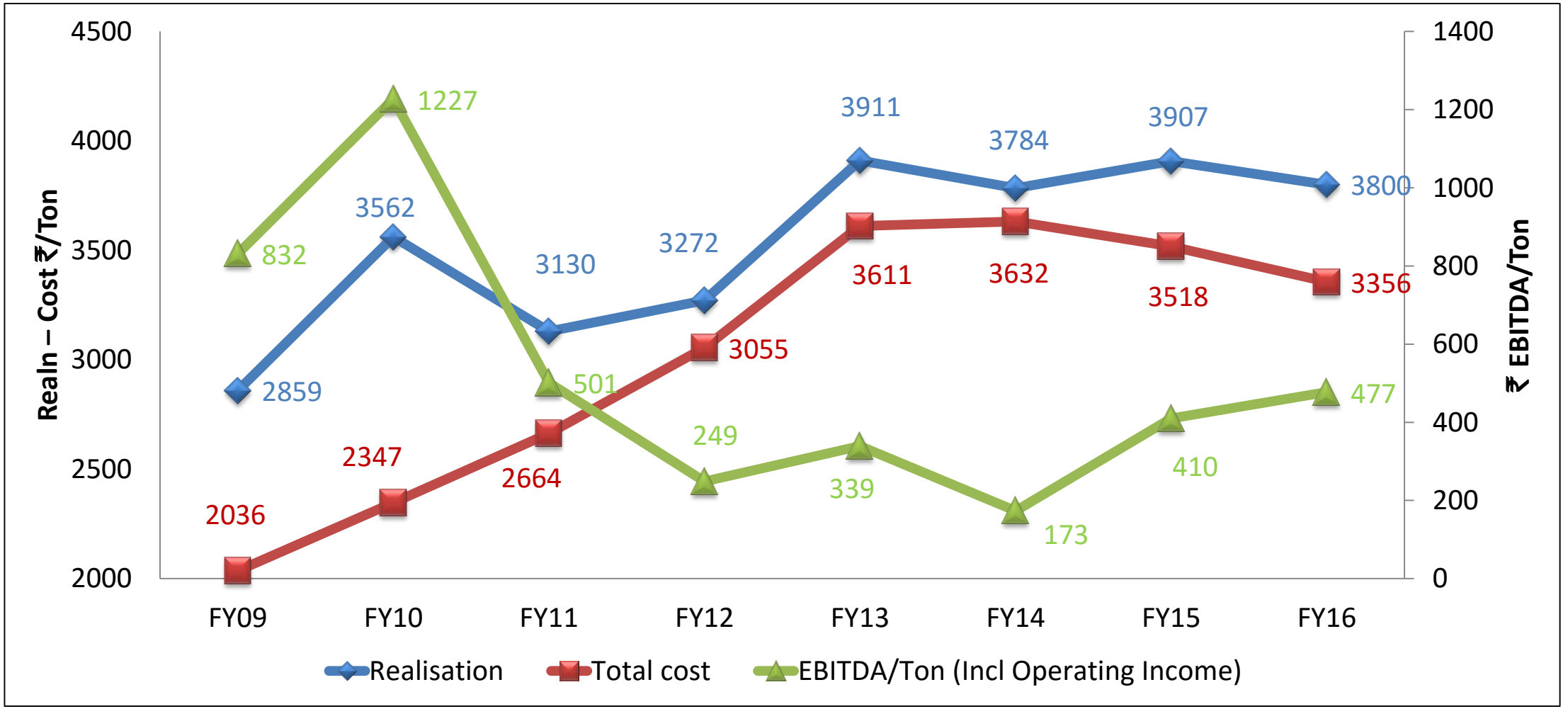
Cement – Financial & Operational Highlights

Particulars	Unit	FY16	FY15	FY10
Cement & clinker sales volume	Mn Ton	5.29	5.60	2.86
Net Sales	Rs in bn	20.1	21.9	10.2
Net realization incl clinker	Rs/Ton	3800	3907	3562
Total cost	Rs in bn	17.7	19.7	6.7
Total cost	Rs/Ton	3356	3518	2347
EBITDA incl operating income	Rs/Ton	477	410	1229

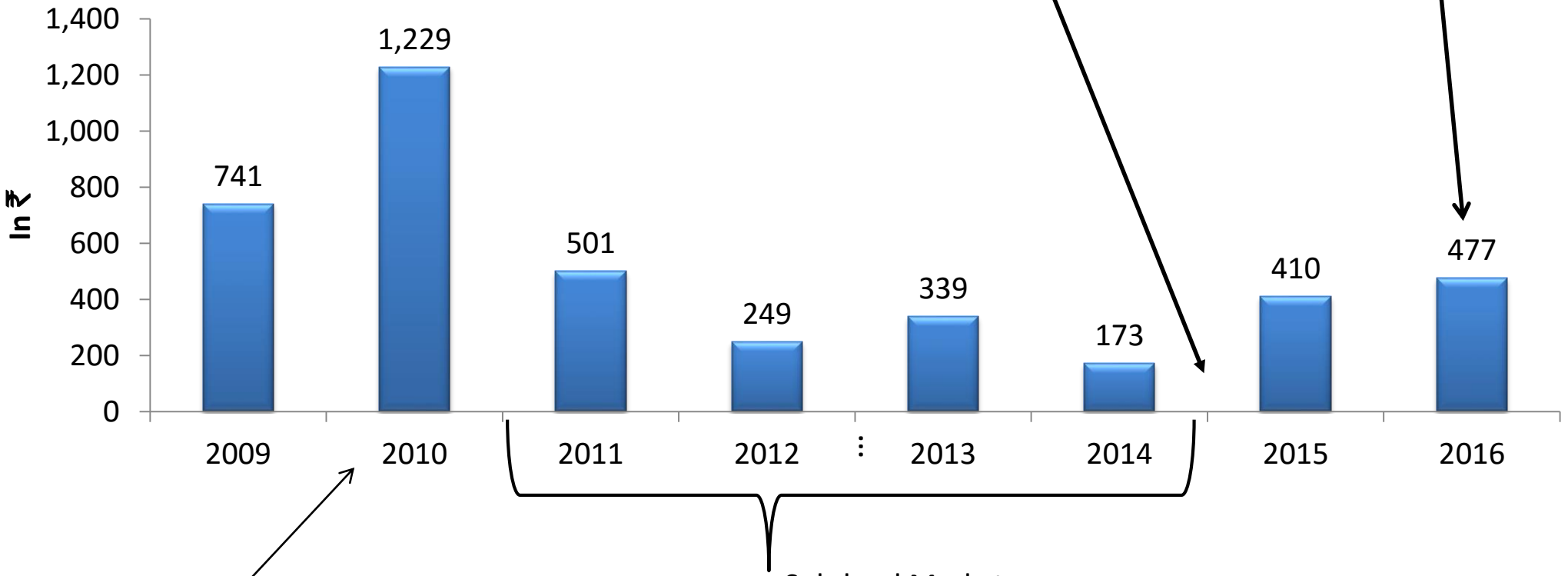
Freight & forwarding	Unit	FY16	FY15	FY10
Lead Distance	Kms	405	399	377
Mode Mix				
Railway	%	63	64	73
Road	%	37	36	27

Power and fuel	Unit	FY16	FY15	FY10
Power consumption per ton of cement	Kwh	71	73	72
Fuel Mix				
Pet-Coke	%	59	61	0
Coal	%	41	38	100
AFR	%	0	2	0
Note: Fuel Mix is on Calorific Value				

Cement – Realization and Cost Trend



Cement EBITDA/Ton



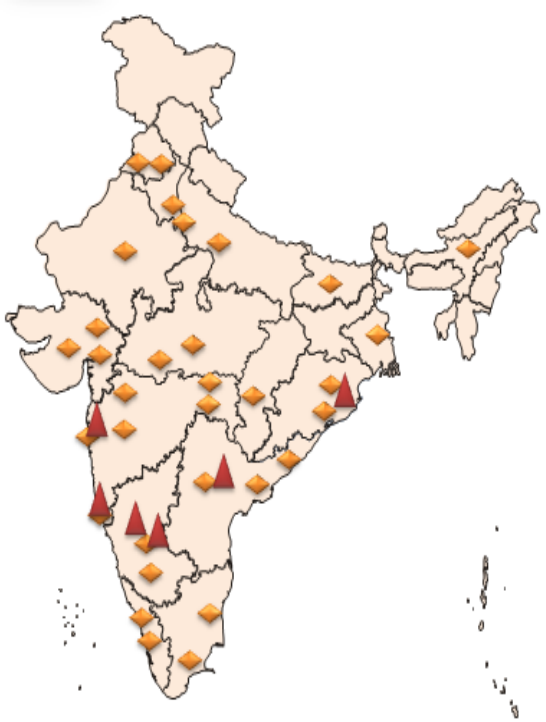
- New Blending Silo
- Pet Coke
- Despite reduced realn
- Q4FY16 EBITDA / ton at ₹594

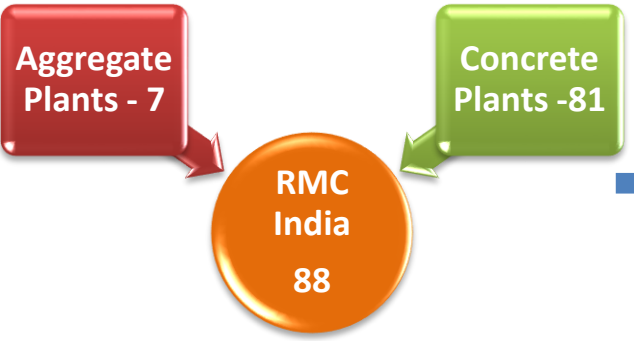
ROCE: 63%

- Subdued Markets
- Blending Silo Re-construction
- Low Capacity Utilization (Capacity increased from 3 MTPA to 7 MTPA)

RMC
Mix with the Best

RMC Overview





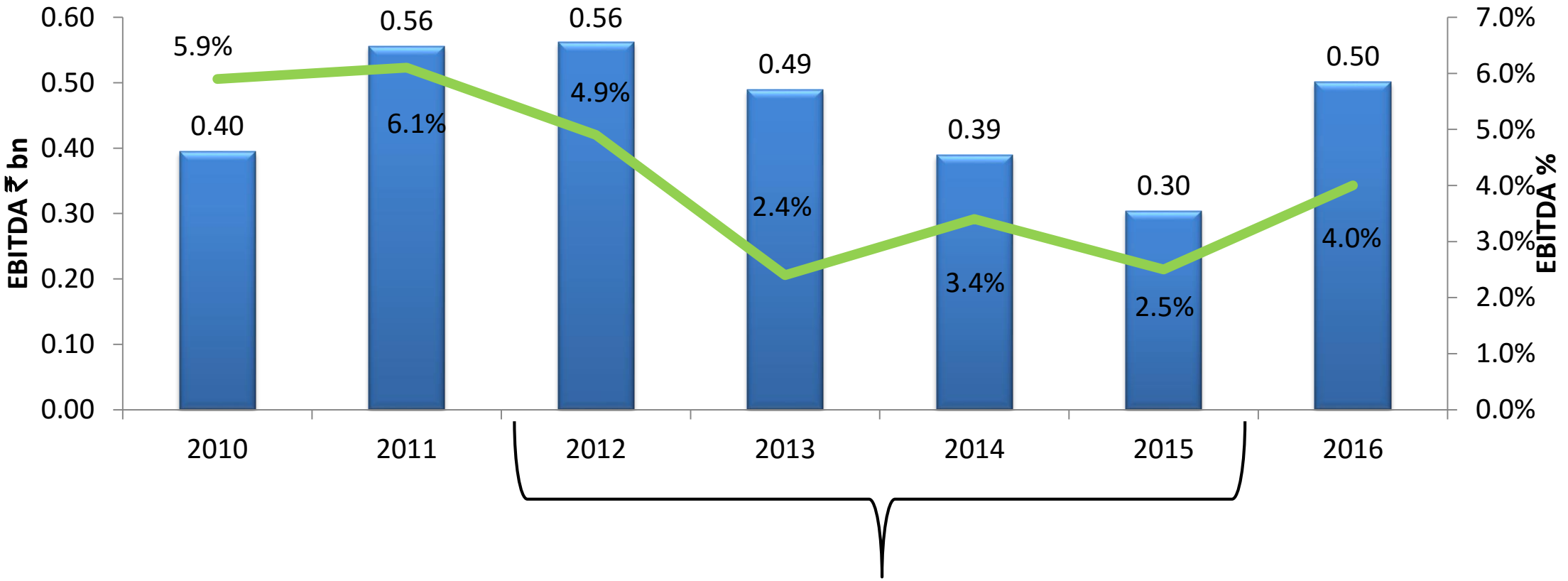
- Ready mixed concrete is concrete in ready to use form. It is one of the most versatile building material used in construction.
- Started in mid-90s : ~10% of total cement used for concrete in India is through RMC route (Metros / Tier1 ~35% & Tier2 ~20%) v/s 50-70% in developed economies
- Industry Structure
  - Barriers to entry : Location and permission in cities
  - ~60% unorganized. GST implementation would shift market towards organized players
- RMC to gain further on account of Real Estate Bill being cleared. Benefits such as consistent quality, saving of site space, reduced labour, safety etc
- Excise benefit extended to captive site plants in FY16 Budget

RMC Readymix (India)

- 2nd largest player : pan India presence with 81 Plants in 38 Cities/towns
- Backward integration: 7 plants of aggregates & manufactured sand
- NABL Accredited Labs
- ’03-’12 Sales CAGR of 39%. After nearly flattish growth for 4 years, double digit growth expected in the medium term
  - Demand drivers – Urbanization & Infrastructure, affordable housing offers growth opportunity
- EBITDA margins bottoming out (4% in FY16). Levers for margin improvement
  - Improvement in capacity utilization (~40% in FY16)
  - Increase in sales of Value Added products and focus on IHB
  - Cost management program in place
- ROCE to improve (~15% in FY16)
  - EBITDA margin: 3-7%
  - Asset turnover: >7x (Capital Employed – ~Rs1.8bn and Sales ~Rs12.6bn)

RMC EBITDA – Performance

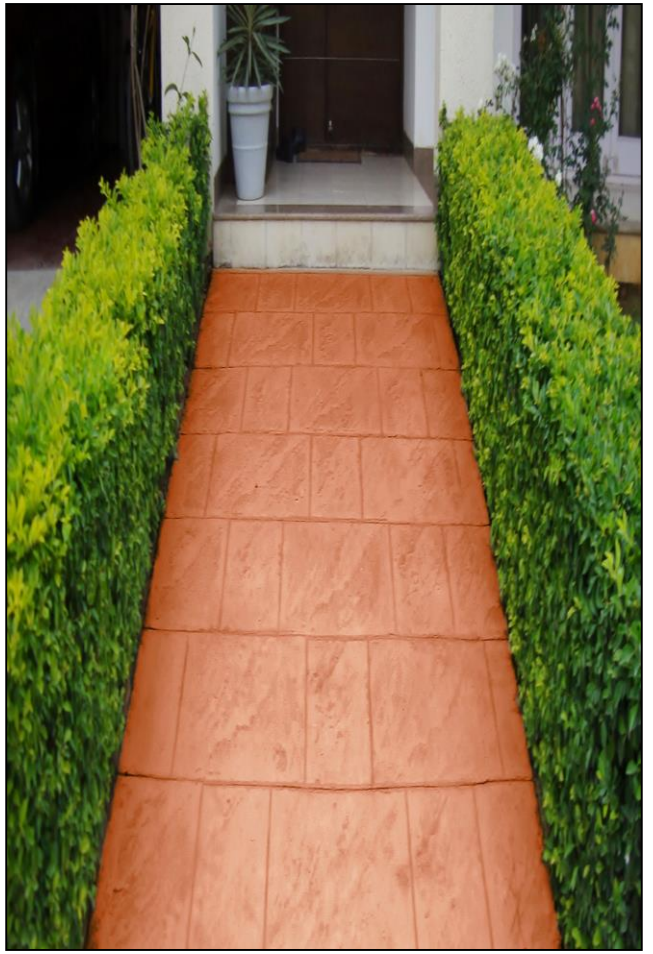
Q4FY16 EBITDA @ 5.7%



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

Enviroprotectcrete™
It is a High Performance and Sustainable concrete. Used in mass foundations, underground structures etc

Thermocrete® is temperature controlled concrete used for mitigating termal tensile cracks



RMC Specials
Value-added Concrete

Perviouscrete™ is “Rain water harvesting” concrete.

Dyecrete™ comprises an eye catching array of concrete that are colourful & textured.

FRCcrete™ is fibre reinforced concrete. Fibres include steel, glass or synthetic fibres. Used in terrace slabs, warehouses, container yards, railway platforms etc.

JOHNSON®
REDEFINING LIFESTYLES, WORLDWIDE.

TBK Overview

- Set up in 1958, offering wide range of tiles, sanitary ware, bath fittings, modular kitchens and construction chemical
- 10 Manufacturing plants(Own & JVs) with capacity of ~58mn m2 pa. Asset light business model through six manufacturing JVs contributing 70% of capacity with 4 JVs in Gujarat & 2 JVs in AP
- Large national trade network of ~1000 dealers
- 26 “House of Johnson” chain of retail outlets across India contributing ~9% of Division’s total sales
- Complimentary businesses to leverage Brand and Distributions

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 Bengaluru 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

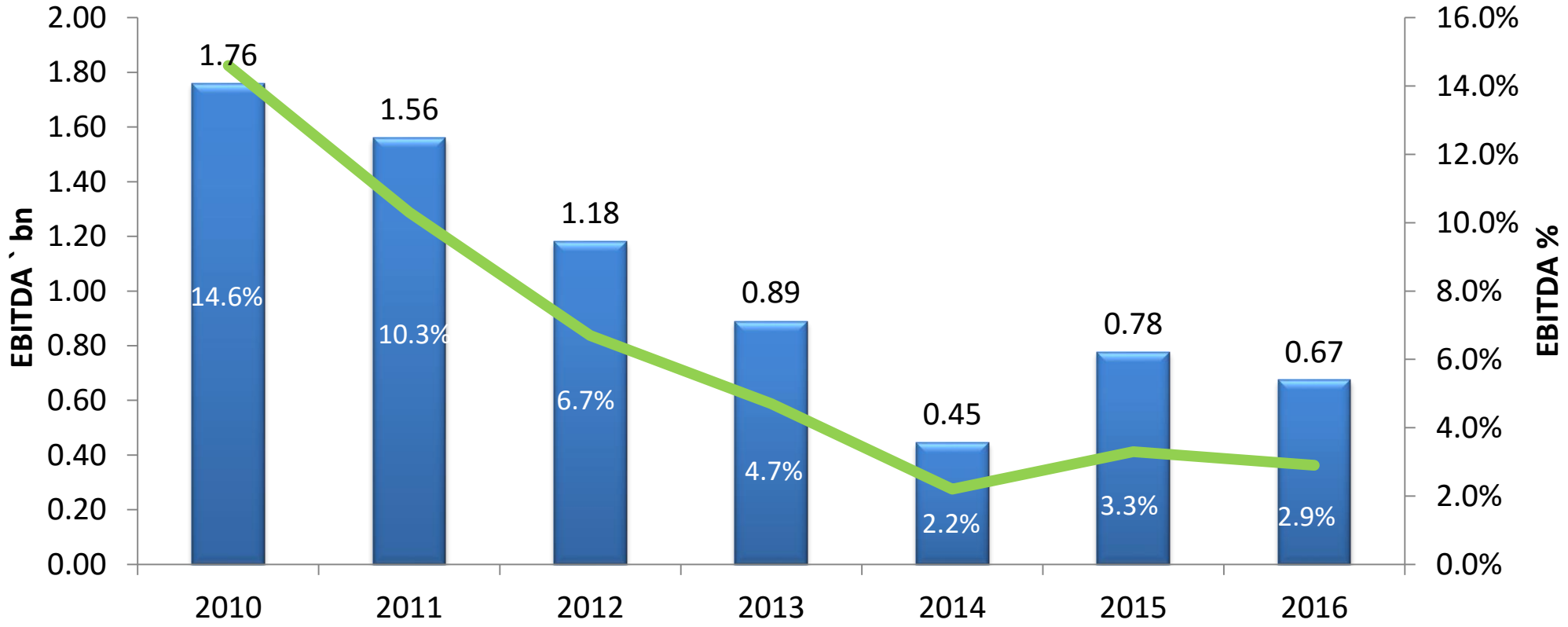
Modular Kitchens

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

On recovery path…

- Enjoyed leadership position with ’03 -’12 (Sales CAGR 17%)
- FY10 consolidated EBITDA margins of 14.6%
- FY11-14, Challenging years as 40% of total capacity in AP and Karnataka suffered on account of power and fuel availability
- Addressed Power and fuel issues in South by
  - Installing 3 coal gassifiers in AP plants and winning bids for onshore micro gas wells
  - Natural gas pipeline connectivity completed for Karnataka plant
- Scaled up marketing activities, distribution channels amongst other
- As a result gained market share since Q4 FY14 for ~18 months
- Margin / Market share recovery expected going forward
  - Gas price reduction
  - Antidumping duty on vitrified tiles
  - Product mix improvement
  - Sales team to generate demand for dealers through strong influencer connect
  - Operating leverage as capacity utilization levels go up

TBK EBITDA - Performance



Strategic Investment – Raheja QBE General Insurance

- JV with QBE Group of Australia
- Focus on speciality products like liability insurance, marine liability and trade credit
- Strategic sale of 23% stake to existing partner for AUS$ 21.6mn
- Prism's investment : 51% stake at book value of ₹1.05bn
- FY16 financials:
  - Gross written premium : ₹0.37bn
  - Profit before tax: ₹0.15bn

Management Profile

Mr. Vijay Aggarwal, Managing Director

- B. Tech (Elec.) from IIT, Delhi and PGDM from IIM, Ahmedabad
- Tenure in Company: 22 years
- Past experience includes SBI Capital Markets
- On the Board of various companies including Exide Industries, Exide Life Insurance Co, Aptech, Asianet Satellite Communications, Ardex Endura (India), Raheja QBE General Insurance Co

Management Profile

Mr. Joydeep Mukherjee, Executive Director & CEO - HRJ

- PGDM in Marketing Management, IGNOU, Kolkata and EMIB - International Business and Marketing from IIFT, New Delhi.
- Tenure in Company: 6 months
- Past experience includes ACC and Hindalco

Mr. Venugopal M Panicker, Executive Director & CEO – RMC

- Chartered Accountant, Company Secretary and a Member of the Institute of Company Secretaries & Administrators, UK (AICSA-UK)
- Tenure in Company: 19 years
- Past experience includes Walchandnagar and Tatas

Mr. Vivek K. Agnihotri, Executive Director & CEO - Cement

- M.B.A. from F.M.S., University of Delhi
- Tenure in Company: 10 months
- Past experience includes Ambuja Cements and ACC

Management Profile

Mrs. Aneeta Kulkarni – Company Secretary

- Company Secretary, LLB, PGDAM (NMIMS) and FIII (Fellow of Insurance Institute of India)
- Tenure in Company: 21 years
- Past experience includes New India Assurance, Thirumalai Chemicals and Vijayshree Chemicals

Mr. Pramod Akhramka , CFO

- Cost and Works Accountant, Chartered Accountant, Company Secretary and Executive Management courses
- Tenure in Company: 2 Years
- Past experience includes Ashok Piramal Group and Vaibhav Global Group

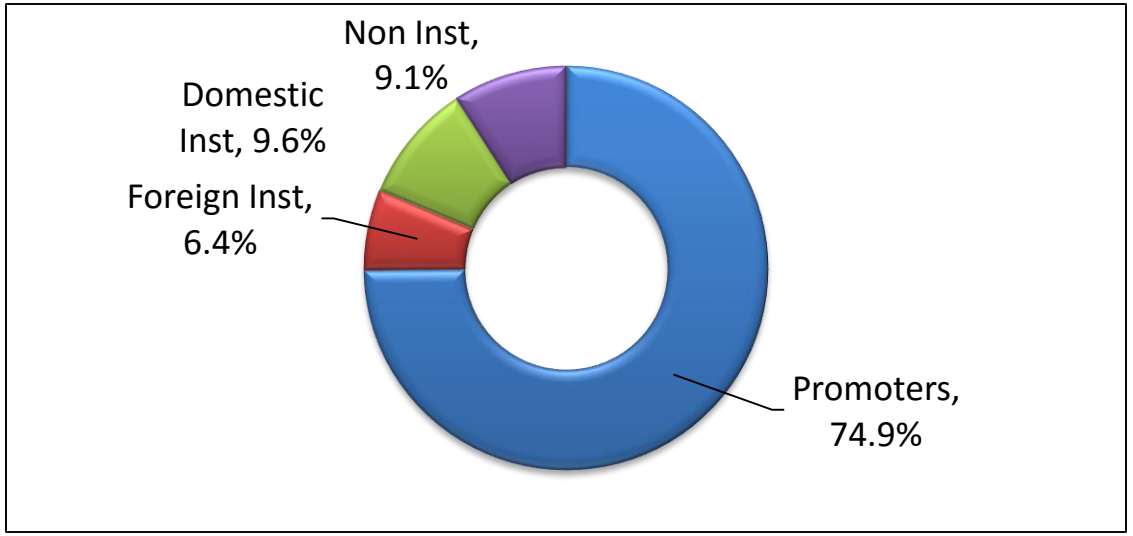
Mr. Rajnish Sacheti, Group President Legal & Indirect Taxes

- Company Secretary
- Tenure in Company: 18 years
- Past experience includes Grasim Industries

Focus on de-leveraging

- Borrowings as on 31st March'16
  - Net consolidated ₹20.7bn, down by ~₹0.9bn
  - Net standalone ₹17.5bn, down by ~₹0.7bn
- Average cost of Standalone debt: 10.75%

Shareholding Pattern as on 31st Mar'16



Public category holding over 1% of total shares

Shareholder	%
HDFC Trustee Company Ltd - HDFC Equity Fund	3.5
Morgan Stanley Asia (Singapore) PTE	2.1
National Westminster Bank Plc as Trustee of the Jupiter India Fund	1.3
Goldman Sachs India Fund	1.2
ICICI Prudential Value Discovery Fund	1.0

THANK YOU

For further information, please contact:

Munzal Shah

investorrelations@prismcement.com

+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

August 9, 2016

Prism Cement Limited today announced un-audited standalone financial results for the quarter ended June 30, 2016

Financial Overview (Un-audited for the quarter ended June 30, 2016)

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q1 '16-17	Q1 '15-16
Net Sales (excluding Excise)	1,406	1,415
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	98	64
Profit / (Loss) before tax	22	(20)
Net Profit / (Loss) after tax	16	(15)
EPS (`)	0.31	-0.30

Segmental Results

(Figures in ₹ Crores)

Particulars	Q1 '16-17			Q1 '15-16		
	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	635	446	335	575	527	320
Segment Results	82	(18)	11	45	(9)	4
Capital Employed	1,483	690	170	1,690	771	200

Performance Review and key developments

The year began on a good note. The highlight during the quarter was the second highest ever EBITDA (including operating income) clocked by the Cement Division. The RMC Division has also reported better profitability while TBK segment is still in the consolidation phase reporting higher losses. During the quarter, the company reduced standalone debt by nearly `274 Crores.

During the quarter under review as per mandated Indian Accounting Standards (IND-AS), Cement EBITDA stood at ₹605/ton. On comparable basis and including operating income Cement EBITDA for the quarter was at ₹707/ton, up from ₹507/ton during the quarter ended June 30, 2015. For the Quarter ended June 30, 2016, the Company sold 15.45 lac tons of cement and clinker as against 13.59 lac tons for the quarter ended June 30, 2015. Overall volumes were up by ~13.7%.

The Cement Division announced three initiatives during the quarter:

- **It entered into a supply agreement with ECO Cements Ltd (ECL). ECL operates a cement grinding plant with a capacity of 0.6 mn tons per annum at Bhabhua District of Bihar. ECL will manufacture and supply cement to the Company as per the Company's quality and other specifications. The arrangement with ECL is expected to help the Company optimize its logistic costs as well as improve local availability in its strategic markets of Bihar.**

- **The Company has acquired 15.23% equity stake for `21 Crores in BLA Power Private Limited ('BLA Power'), which is in the sole business of generating thermal power. The Company has entered into a Power Supply Agreement ('PSA') and other related agreements/documents with BLA Power for the purchase and consumption of 25 MW of RTC (Round The Clock) power from BLA Power for its cement plants - Unit I and Unit II at Satna, Madhya Pradesh under the Group Captive Arrangement under the Electricity Rules, 2005. The power supply has commenced and would help reduce power costs.**

- **The Division has successfully bid for 120,000 tons per annum of coal from South Eastern Coalfields Limited (A subsidiary of Coal India Limited) in a recently held auction of coal linkages for the cement industry. The Company has secured part fuel requirement for the next 5 years. This allocation by CIL has been made at floor price.**

The company had taken various cost rationalization measures over the last couple of years such as resorting to imported coal, increase in pet-coke consumption, reduction in power consumption amongst others. In line with earlier communication the incremental benefits of these measures are reflected in the first quarter of FY17.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the quarter were ₹446 Crores as compared to ₹527 Crores in the corresponding quarter last year, declining by ~15.5% yoy. The Division continued to scale-up its marketing activities through various initiatives like strengthening of distribution network, merchandising and has also taken various initiatives to optimize the costs.

The RMC Readymix (India) (RMC) Division's sales turnover increased by 4.7% as compared to the corresponding Quarter of last year. The EBIT margins has increased to 3.2% from 1.3% in the corresponding quarter of last year, improvement of 190 basis points. The division reported EBIT of `10.8 Crores in the current quarter against `4.2 Crores for the quarter ended June 30, 2015.

During the past few quarters, the RMC Division has undertaken several cost management programs pertaining to sourcing of raw material and transportation amongst others. These initiatives has helped in improving the margins.

Industry Scenario / Future Outlook

While the near term demand outlook remains challenging also due to seasonality, demand scenario for all the three Divisions is expected to pick in second half of FY16 on the back of better than normal monsoon and arrears from pay commission.

The long term drivers for cement demand remain intact. Higher government spending on infrastructure, expected growth in housing segment and rising per capita incomes augur well for the cement industry.

The benign fuel prices regime seems to be behind, at least in the near term, the impact of same could be felt in second half of current year. Having said that the Cement Division has taken initiatives to sustain overall cost, few of which are highlighted above.

The H & R Johnson (India) Division continues to possess robust distribution network, strong brand equity, wide-spread manufacturing locations, and a comprehensive product portfolio of tiles, baths, and kitchens. The focus is on increasing the utilization levels and better working capital management. The past few quarters has seen renewed focus on marketing, strengthening channel distribution and continuing the initiatives to rationalize costs. The Division intends to further improve the product display of value added products.

The Ready-mixed Concrete Industry in India is over 20 years old and was growing at a healthy rate till four years back. The Industry has witnessed volume growth in the recent quarters, which had been under pressure due to paucity of new construction projects taking off. The markets in many of the metros are expected to see a turnaround in the near term as economy picks up and construction activities resume. With the Mega Projects Vertical, RMC Division is focusing to cater the infrastructure segment, which is showing signs of revival. The markets in tier 2 & tier 3 cities have also been showing maturity which will help 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 51% 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 scaled up capacity with Unit II in December, 2010. It manufactures Portland Pozzolana Cement (PPC) with the brand name 'Champion' & 'Champion Plus' 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 modern state of the art automated controls. It caters mainly to markets of Eastern UP, MP and Bihar, with an average lead distance of 405 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,870 dealers serviced from ~155 stock 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. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 58 million m^2 per annum spread across 10 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 80 ready-mixed concrete plants in 38 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:

Mr. Munzal Shah
Prism Cement Limited
Tel: (D) +91-22-6104 2229 / (B) 91-22-6675 4142-46
Email: investorrelations@prismcement.com
Website: www.prismcement.com

Address:
"Rahejas", Main Avenue, V. P. Road
Santacruz (W), Mumbai—400 054

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.