



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



Ref : ASK/UD/848/2015/Q3/NSE

February 5, 2015

Fax No. 26598237 / 38

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

Code : PRISMCEM

Dear Sir,

Re : Board Meeting

This is to inform you that the Company's Board of Directors has at its Meeting held on February 5, 2015 taken on record the Statement of Standalone Unaudited Results for the quarter and nine months ended December 31, 2014.

A copy of the advertisement of the Statement of Standalone Unaudited Results being released, pursuant to Clause 41 of the Listing Agreement alongwith a copy of Limited Review Report of M/s. G. M. Kapadia & Co., Statutory Auditors of the Company and Investor Update is enclosed for your information.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

PRISM CEMENT LIMITED

CIN : L26942AP1992PLC014033

Registered Office : 305, Laxmi Nivas Apartments, Ameerpet, Hyderabad - 500 016.
Phone : +91 40 23400218 ; Fax : +91 40 23402249 ; e-mail : investor@prismcement.com ; website : www.prismcement.com
Corporate Office : 'Rahejas', Main Avenue, V. P. Road, Santacruz (West), Mumbai - 400 054.

STATEMENT OF STANDALONE UNAUDITED RESULTS For the quarter and nine months ended December 31, 2014

Part I

₹ Crores

Particulars	Quarter ended			Nine months ended		Year ended
	Dec. 31, 2014	Sept. 30, 2014	Dec. 31, 2013	Dec. 31, 2014	Dec. 31, 2013	March 31, 2014
	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
Sales of products and services	1,428.33	1,439.38	1,236.04	4,367.02	3,709.49	5,344.82
Less : Excise Duty	99.98	107.36	93.42	322.74	284.35	400.56
Net Sales	1,328.35	1,332.02	1,142.62	4,044.28	3,425.14	4,944.26
Income from Joint Ventures/Subsidiaries - Dividend	-	-	-	-	-	0.04
Other Income from operations	9.47	5.75	4.87	20.07	15.76	20.56
Total Income from operations (net)	1,337.82	1,337.77	1,147.49	4,064.35	3,440.90	4,964.86
Expenses :						
Cost of materials consumed	315.07	337.46	306.25	1,001.41	897.81	1,243.30
Purchases of stock-in-trade	295.68	298.50	224.89	865.70	660.35	1,010.52
Stores and spares consumed	22.43	23.26	25.53	63.66	77.30	95.32
Power & fuel	179.57	185.57	200.10	572.59	598.38	808.01
Employee benefits expense	80.78	79.58	71.45	234.24	218.72	288.65
Freight outward	177.87	179.58	155.51	533.98	456.03	634.40
Changes in inventories of finished goods, work-in-progress and stock-in-trade	13.25	(28.60)	(34.79)	(36.11)	(58.95)	(30.85)
Depreciation and amortisation expense	34.75	33.00	44.84	104.36	130.94	176.59
Other expenses	216.53	216.22	196.36	628.34	567.62	775.06
Total Expenses	1,335.93	1,324.57	1,190.14	3,968.37	3,550.20	5,001.00
Profit/(Loss) from operations before Other income, Finance cost and Exceptional items	1.89	13.20	(42.65)	95.98	(109.30)	(36.14)
Other Income	4.55	21.79	9.19	29.94	137.72	140.44
Profit/(Loss) before Finance cost and Exceptional items	6.44	34.99	(33.46)	125.92	28.42	104.30
Finance cost	66.77	64.31	63.29	195.92	179.60	241.50
Profit/(Loss) before Exceptional items	(60.33)	(29.32)	(96.75)	(70.00)	(151.18)	(137.20)
Exceptional items :						
Exchange gain on redemption of investments / Amalgamation expenses written back	-	-	0.01	-	7.87	9.37
Profit / (Loss) before Tax	(60.33)	(29.32)	(96.74)	(70.00)	(143.31)	(127.83)
Tax expense	(19.66)	(9.56)	(34.40)	(22.81)	(50.66)	(46.18)
Net Profit/(Loss) after Tax	(40.67)	(19.76)	(62.34)	(47.19)	(92.65)	(81.65)
Paid-up Equity Share Capital (₹10/- per share)	503.36	503.36	503.36	503.36	503.36	503.36
Reserves excluding revaluation reserves	-	-	-	-	-	504.70
EPS - (Basic, diluted and not annualised) (₹)	-0.81	-0.39	-1.27	-0.94	-1.89	-1.66

Part II

Select information for the Quarter and Nine months ended December 31, 2014

(A) Particulars of Shareholding						
Public Shareholding :						
Number of Shares	126,475,411	126,475,411	126,475,411	126,475,411	126,475,411	126,475,411
Percentage of shareholding	25.13	25.13	25.13	25.13	25.13	25.13
Promoters and promoter group shareholding :						
a) Pledged / encumbered :						
Number of shares	-	-	-	-	-	-
Percentage of shares (as a % of the total shareholding of promoter and promoter group)	-	-	-	-	-	-
Percentage of shares (as a % of the total share capital of the Company)	-	-	-	-	-	-
b) Non-encumbered :						
Number of shares	376,881,169	376,881,169	376,881,169	376,881,169	376,881,169	376,881,169
Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00	100.00	100.00	100.00	100.00	100.00
Percentage of shares (as a % of the total share capital of the Company)	74.87	74.87	74.87	74.87	74.87	74.87
(B) Investor Complaints						
Pending at the beginning of the Quarter	Nil					
Received during the Quarter	1					
Disposed off during the Quarter	1					
Remaining unresolved at the end of the Quarter	Nil					

Notes :

- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on February 05, 2015. The Statutory Auditors have carried out the limited review of the results for the quarter and nine months ended December 31, 2014.
- 1,23,51,600 Equity Shares of the Company held through Trust for the benefit of the Company, prior to its disposal in the month of June 2014, were excluded in computing Earning Per Share (EPS).
- During the current quarter and nine months ended December 31, 2014, dividend income of ₹ Nil (previous quarter ₹ 6.26 crores & nine months ended December 31, 2013: ₹ 131.05 crores) and for the year ended March 31, 2014, dividend income of ₹ 131.05 crores was received from Lifestyle Investments Pvt. Limited, an erstwhile wholly owned subsidiary of the Company, which has been shown under Other Income in the above results.
- In view of the order of the Hon'ble Supreme Court of India, the coal block at Sial Ghogri allocated to the Company stands de-allocated effective March 31, 2015. No adjustment has been made by the Company in the carrying value of investment made in coal mining assets including land, infrastructure and clearance etc. of ₹ 42.01 crores and the difference if any, shall be accounted for when the final compensation is determined pursuant to directive vide The Coal Mines (Special Provisions) Second Ordinance, 2014 dated December 26, 2014. The Company has paid / provided additional levy as determined by the Court in respect of coal extracted.
- Figures of the previous periods have been regrouped wherever necessary.

for and on behalf of the Board of Directors

VIJAY AGGARWAL
MANAGING DIRECTOR



PRISM CEMENT LIMITED

CIN : L26942AP1992PLC014033

Registered Office : 305, Laxmi Nivas Apartments, Ameerpet, Hyderabad - 500 016.
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STANDALONE SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED For the quarter and nine months ended December 31, 2014

₹ Crores

Particulars	Quarter ended			Nine months ended		Year ended
	Dec. 31, 2014 Unaudited	Sept. 30, 2014 Unaudited	Dec. 31, 2013 Unaudited	Dec. 31, 2014 Unaudited	Dec. 31, 2013 Unaudited	March 31, 2014 Audited
Segment Revenue						
a) Cement	512.80	524.91	433.77	1,637.78	1,354.38	1,947.20
b) TBK	532.47	522.42	429.66	1,544.83	1,267.42	1,891.58
c) RMC	297.11	294.59	287.76	894.83	831.92	1,143.10
Total	1,342.38	1,341.92	1,151.19	4,077.44	3,453.72	4,981.88
Less : Inter Segment Revenue	4.56	4.15	3.70	13.09	12.82	17.02
Net Sales / Income from operations	1,337.82	1,337.77	1,147.49	4,064.35	3,440.90	4,964.86
Segment Results						
a) Cement	7.89	33.97	(32.08)	120.67	(85.43)	(23.57)
b) TBK	(3.53)	0.64	(5.24)	(0.96)	115.83	117.96
c) RMC	(0.88)	(4.29)	0.94	(5.02)	(0.78)	9.89
Total	3.48	30.32	(36.38)	114.69	29.62	104.28
Less : (i) Finance cost	66.77	64.31	63.29	195.92	179.60	241.50
(ii) Other Un-allocable expenditure net of unallocable Income	(2.96)	(4.67)	(2.93)	(11.23)	(6.67)	(9.39)
Total Profit / (Loss) Before Tax	(60.33)	(29.32)	(96.74)	(70.00)	(143.31)	(127.83)
Capital employed						
a) Cement	1,644.39	1,677.20	1,524.92	1,644.39	1,524.92	1,590.91
b) TBK	847.65	868.31	886.17	847.65	886.17	838.36
c) RMC	192.82	200.65	223.31	192.82	223.31	224.86
d) Unallocated	(1,667.38)	(1,688.01)	(1,637.34)	(1,667.38)	(1,637.34)	(1,646.07)
Total	1,017.48	1,058.15	997.06	1,017.48	997.06	1,008.06

Notes :

- The Company has identified primary segments based on the products and does not have any secondary segments. The primary reportable segments identified are Cement, TBK (Tile, Bath & Kitchen) and RMC (Readymixed Concrete). Segment revenue, segment expenses, segment assets and segment liabilities have been identified to segments on the basis of their relationship to the operating activities of the segment. Revenue, expenses, assets and liabilities, which relate to the Company as a whole and are not allocable to segments on reasonable basis have been included under "Unallocated revenue / expenses / assets / liabilities".
- Figures of the previous periods have been regrouped wherever necessary.

for and on behalf of the Board of Directors


VIJAY AGGARWAL
MANAGING DIRECTOR

Place: Mumbai
Date : February 5, 2015



G. M. KAPADIA & CO.
(REGISTERED)

CHARTERED ACCOUNTANTS

1007, RAHEJA CHAMBERS, 213, NARIMAN POINT, MUMBAI 400 021, INDIA

PHONE : (91-22) 6611 6611 FAX : (91-22) 6611 6600

**Limited Review Report on the Standalone Unaudited Financial Results
for the quarter and nine months ended on December 31, 2014**

To the Board of Directors
Prism Cement Limited

1. We have reviewed the accompanying statement of standalone unaudited financial results of **Prism Cement Limited** ('the Company') for the quarter and nine months ended on December 31, 2014 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoters Group Shareholding' which have been traced from disclosures made by the management to stock exchanges and have not been reviewed by us. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.
2. We conducted our review in accordance with the Standard on Review Engagements (SRE) 2410, 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity' issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
3. Based on our review conducted as above, nothing has come to our notice that causes us to believe that the accompanying statement of standalone unaudited financial results prepared in accordance with the Accounting Standards notified under the Companies Act, 1956 (which were deemed to be applicable as per Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014) and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.



4. Emphasis of matter

Without qualifying our report and as more fully described in note no. 4 to the standalone unaudited financial results, no adjustment has been made to the carrying value of assets relating to coal mining activities of the Company as the amount of compensation receivable in terms of The Coal Mines (Special Provision) Second Ordinance, 2014 is yet to be crystalized.

For G. M. KAPADIA & CO.

Chartered Accountants

Firm Registration No. 104767W



A handwritten signature in blue ink, appearing to read "Atul Shah".

Atul Shah

Partner

Membership No: 039569

Place: Mumbai

Date : February 5, 2015



Investor Update

February 5, 2015

Prism Cement Limited today announced Un-audited standalone financial results for the Quarter ended December 31, 2014

Financial Overview (Un-audited for the Quarter ended December 31, 2014)

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q3 '14-15	Q2 '14-15	Q3 '13-14
Sales	1,428	1,439	1,236
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	37	46	2
Profit / (Loss) before tax	(60)	(29)	(97)
Net Profit / (Loss) after tax	(41)	(20)	(62)
EPS (₹)	-0.81	-0.39	-1.27

Segmental Results

(Figures in ₹ Crores)

Particulars	Q3 '14-15			Q2 '14-15			Q3 '13-14		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	513	532	297	525	522	295	434	430	288
Segment Results	8	(4)	(1)	34	1	(4)	(32)	(5)	1
Capital Employed	1,644	848	193	1,677	868	201	1,525	886	223

Performance Review and key developments

During the Quarter ended December 31, 2014, the Company produced 8.65 lac tons of clinker and 12.16 lac tons of cement. The Company despatched

0.41 lac tons of clinker and 12.01 lac tons of cement during the Quarter ended December 31, 2014 as against 0.04 lac tonnes of clinker and 11.30 lac tonnes of cement during the Quarter ended December 31, 2013.

The Cement Division introduced various cost saving initiatives which were successfully implemented. However, the cost benefits were negated by lower realisations as compared to the preceding Quarter.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the Quarter were ₹ 532 Crores, thereby growing at a healthy rate of 24% when compared to the corresponding Quarter last year. The growth was on account of higher capacity utilization post implementation of cost saving measures last year and continued intensive activities on the marketing front. The Gas supply in one of the Andhra Pradesh Plants which was disrupted due to pipeline maintenance by GAIL in Q2 has commenced in the last week of Q3. As a result, the Plant had to run on high-cost fuels (LPG / Propane). The Division has launched 60 x 120 Size Tiles in GVT Category during the Quarter.

The RMC Readymix (India) (RMC) Division sales turnover increased by 3% as compared to the corresponding Quarter last year. However, profitability of the Division continued to be under pressure due to lower capacity utilization. During the Quarter under review, a few plants were demobilized. The Division is in the process of identifying new locations where it plans to relocate unused / underutilized assets.

The Company is in the process of replacing expensive bank borrowings with NCDs in a phased manner to reduce interest cost.

Industry Scenario / Future Outlook

With key initiatives on the cost front at Prism Cement Division implemented last year, the Division is on a stronger footing with a cost competitive structure. Moreover, with a stable government and consequent optimism, the demand for cement should improve in the medium term which bodes well for the Division.

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 two 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', Ordinary Portland Cement (OPC), and premium quality grade of cement under 'HI-TECH' brand. Prism Cement has the highest quality standards due to efficient plant operations with automated controls. It caters mainly to markets of UP, MP and Bihar, with an average lead distance of 405 kms from its plant at Satna, MP. It has a wide marketing network with about 3,700 dealers serviced from ~100 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 3 strong brands, viz. Johnson, Johnson Marbonite, and Johnson Endura. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 54 million m² per annum spread across 9 manufacturing plants across the country which is 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 83 ready-mixed concrete plants in 35 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 8 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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Prism Cement Limited

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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.