

**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/848/2016-17/Q-1

August 9, 2016

The National Stock Exchange (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. : Unaudited Financial Results for the quarter ended June 30, 2016

Pursuant to Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Regulations"), this is to inform you that the Company's Board of Directors has at its Meeting held on August 9, 2016 taken on record Unaudited Financial Results of the Company for the quarter ended June 30, 2016, along with following :

1. The Limited Review Report of M/s. G. M. Kapadia & Co., Statutory Auditors of the Company, in terms of SEBI LODR Regulation 33(3)(C)(i) of the Regulations.
2. Investor Update for the quarter ended June 30, 2016.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

Encl. : As above

PRISM CEMENT LIMITED

CIN : L26942TG1992PLC014033

Registered Office : 305, Laxmi Niwas 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 FINANCIAL RESULTS

For the quarter ended June 30, 2016

₹ Crores

Particulars	Unaudited Quarter Ended	
	June 30, 2016	June 30, 2015
1 Income from operations :		
(a) Net Sales	1,406.33	1,414.84
(b) Other Income from operations	3.28	2.81
Total Income from operations	1,409.61	1,417.65
2 Expenses :		
(a) Cost of materials consumed	315.78	334.43
(b) Purchases of stock-in-trade	261.47	299.96
(c) Stores and spares consumed	8.78	18.43
(d) Power & fuel	174.27	181.98
(e) Excise Duty	119.42	110.47
(f) Employee benefits expense	93.79	86.63
(g) Freight outward	174.01	197.72
(h) Changes in inventories of finished goods, work-in-progress and stock-in-trade	6.99	(31.13)
(i) Depreciation and amortisation expense	40.85	39.02
(j) Other expenses	156.61	155.06
Total Expenses	1,351.97	1,392.57
3 Profit from operations before Other Income, Finance cost and Exceptional items (1-2)	57.64	25.08
4 Other Income	19.63	16.75
5 Profit from ordinary activities before Finance cost and Exceptional items (3+4)	77.27	41.83
6 Finance cost	55.35	62.07
7 Profit / (Loss) from ordinary activities before Exceptional items (5-6)	21.92	(20.24)
8 Exceptional items	-	-
9 Profit / (Loss) from ordinary activities before Tax (7(+/-)8)	21.92	(20.24)
10 Tax expenses	6.27	(5.34)
11 Net Profit / (Loss) for the period (9-10)	15.65	(14.90)
12 Other Comprehensive Income (net of tax)	(0.19)	(0.09)
13 Total Comprehensive Income (after tax) (11+12)	15.46	(14.99)
14 Paid-up Equity Share Capital (Face value ₹ 10/- per share)	503.36	503.36
15 Earning Per Share - (Basic, diluted and not annualised) (₹)	0.31	-0.30

Notes :

- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on August 9, 2016.
- The Statutory Auditors of the Company have carried out a limited review of the results for the current quarter only. The results and other financial information for the quarter ended June 30, 2015 have not been subjected to limited review/audit. However, the management has exercised necessary due diligence to ensure that the standalone financial results provide a true and fair view of its affairs.
- Results for the quarter ended June 30, 2016 are in compliance with Indian Accounting Standards (Ind AS) in terms of SEBI's circular bearing no CIR/CFD/FAC/62/2016 dated July 5, 2016. The results for the quarter ended June 30, 2015 have been restated to comply with Ind AS and are comparable on like to like basis.
- Income from operations has been presented in accordance with Ind AS 18. Excise duty has been presented as an expense.

4

**SIGNED FOR IDENTIFICATION
BY**

**G. M. KAPADIA & CO.
MUMBAI.**

- 5 Reconciliation of Net Profit as ~~previously reported~~ on account of transition from the previous Indian GAAP to Ind AS for the quarter ended June 30, 2015 :

		₹ Crores
Sr. No.	Particulars	Unaudited
	Net Profit/ (Loss) after tax for the period under previous Indian GAAP	(8.04)
	Benefit / (Charge) :	
a	Impact on re-classification of Stores & Spares as Property, Plant & Equipment	(1.68)
b	Impact on Expected Credit Loss on Trade Receivables	(3.35)
c	Discounting / unwinding of liabilities	0.03
d	Depreciation Impact relating to componentisation charged in the last quarter of the financial year 2015-16, now considered quarter wise	(3.16)
e	Fair Value of Financial Guarantee	0.29
f	Others	(0.22)
g	Deferred tax on above (a to f) adjustments (net)	1.14
h	Reclassification of Actuarial gains/(losses), arising in respect of employee benefits scheme, to other comprehensive income (net of tax)	0.09
	Net Profit / (Loss) for the period under Ind AS	(14.90)

- 6 The Company has created and maintained adequate security with respect to its secured listed non-convertible debt securities.
- 7 Figures of the previous period have been regrouped wherever necessary.

for and on behalf of the Board of Directors

Place: Mumbai
Date : August 9, 2016


VIJAY AGGARWAL
MANAGING DIRECTOR

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G. M. KAPADIA & CO.
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PRISM CEMENT LIMITED

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STANDALONE UNAUDITED SEGMENT INFORMATION

For the quarter ended June 30, 2016

₹ Crores

Particulars	Unaudited Quarter Ended	
	June 30, 2016	June 30, 2015
1 Segment Revenue		
a) Cement	635.21	575.06
b) TBK	445.68	527.31
c) RMC	335.23	319.63
Total	1,416.12	1,422.00
Less : Inter Segment Revenue	6.51	4.35
Net Sales / Income from operations	1,409.61	1,417.65
2 Segment Results		
a) Cement	81.90	44.85
b) TBK	(18.22)	(9.36)
c) RMC	10.79	4.17
Total	74.47	39.66
Less : (i) Finance cost	55.35	62.07
(ii) Other Un-allocable expenditure net of un-allocable income	(2.80)	(2.17)
Total Profit / (Loss) Before Tax	21.92	(20.24)
3 Segment Assets		
a) Cement	2,339.11	2,483.87
b) TBK	1,210.94	1,263.83
c) RMC	434.52	426.50
d) Unallocated	160.36	199.80
Total	4,144.93	4,374.00
4 Segment Liabilities		
a) Cement	855.74	793.93
b) TBK	521.12	493.19
c) RMC	264.41	226.71
d) Unallocated	1,548.35	1,904.07
Total	3,189.62	3,417.90
5 Capital Employed		
a) Cement	1,483.37	1,689.94
b) TBK	689.82	770.64
c) RMC	170.11	199.79
d) Unallocated	(1,387.99)	(1,704.27)
Total	955.31	956.10

Notes :

- The operating 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 period have been regrouped wherever necessary.

for and on behalf of the Board of Directors

Place : Mumbai
Date : August 9, 2016

SIGNED FOR IDENTIFICATION
BY

G. M. KAPADIA & CO.
MUMBAI.


VIJAY AGGARWAL
MANAGING DIRECTOR

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 Unaudited Standalone Financial Results for the Quarter
ended on June 30, 2016**

To the Board of Directors
Prism Cement Limited

1. We have reviewed the accompanying statement of unaudited standalone financial results ('the Statement') of **Prism Cement Limited** ('the Company') for the quarter ended June 30, 2016, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by Circular No. CIR / CFD / FAC / 62 / 2016 dated July 5, 2016. This Statement which is the responsibility of the Company's Management and has been approved by the Board of Directors, is prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" (Ind AS 34) prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to express an opinion on the Statement.
2. We conducted our review in accordance with the Standard on Review Engagement (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 attention that causes us to believe that the Statement prepared in accordance with applicable Indian Accounting Standards and other recognised accounting practices and policies, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI circular bearing nos. CIR / CFD / CMD / 15 / 2015 dated November 30, 2015 and CIR / CFD / FAC / 62 / 2016 dated July, 5 2016, including the manner in which it is to be disclosed, or that it contains any material misstatement.



G. M. KAPADIA & CO.

4. We have not reviewed / audited the financial results and other financial information for the Quarter ended on June 30, 2015 which have been presented in the Statement solely based on the financial information compiled by the Management.

For G. M. Kapadia & Co.
Chartered Accountants
Firm Registration No. 104767W



Atul Shah

Atul Shah
Partner

Place : Mumbai

Date : August 09, 2016

Membership No. 039569



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 m² 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

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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.