



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-2

December 13, 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 and half year ended
September 30, 2016

Pursuant to Regulations 30 & 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 December 13, 2016 taken on record Unaudited Financial Results of the Company for the quarter and half year ended September 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. Certificate of Debenture Trustee in terms of SEBI LODR Regulation 52(5) of the Regulations.
3. Investor Update for the quarter ended September 30, 2016.

The meeting commenced at 11.00 a.m. and concluded at 04.40 p.m.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

Encl. : As above

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 and Half
Year ended on September 30, 2016**

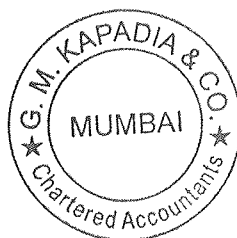
To the Board of Directors
Prism Cement Limited
Mumbai

1. We have reviewed the accompanying statement of unaudited standalone financial results ('the Statement') of **Prism Cement Limited** ('the Company') for the quarter and half year ended on September 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. Attention is drawn to the fact that the figures for the quarter and half year ended September 30, 2015, including the reconciliation of loss under Indian Accounting Standards (Ind AS) of the corresponding quarter with loss reported under previous GAAP, as reported in these financial results have been approved by Company's Board of Directors but have not been subjected to review.
2. 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.
3. We conducted our review of the Statement 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.
4. 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 i.e. Ind AS prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder 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 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.

For G. M. Kapadia & Co.

Chartered Accountants

Firm Registration. No. 104767W



Atul Shah

Partner

Membership No. 039569

Place : Mumbai
Date : December 13, 2016

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 and half year ended September 30, 2016

₹ Crores

Sr. No.	Particulars	Unaudited Quarter Ended			Unaudited Half Year Ended	
		Sept 30, 2016	June 30, 2016	Sept 30, 2015	Sept 30, 2016	Sept 30, 2015
1	Income from operations :					
(a)	Net Sales	1,259.94	1,406.33	1,413.56	2,666.27	2,828.40
(b)	Other Income from operations	7.55	3.28	5.46	10.83	8.27
	Total Income from operations	1,267.49	1,409.61	1,419.02	2,677.10	2,836.67
2	Expenses :					
(a)	Cost of materials consumed	281.94	315.78	304.11	597.72	638.54
(b)	Purchases of stock-in-trade	267.73	261.47	316.41	529.20	616.37
(c)	Stores and spares consumed	20.69	8.78	22.68	29.47	41.11
(d)	Power & fuel	147.94	174.27	173.69	322.21	355.67
(e)	Excise Duty	100.08	119.42	103.56	219.50	214.03
(f)	Employee benefits expense	95.81	93.79	92.91	189.60	179.54
(g)	Freight outward	152.88	174.01	176.50	326.89	374.22
(h)	Changes in inventories of finished goods, work-in-progress and stock-in-trade	7.56	6.99	44.53	14.55	13.40
(i)	Depreciation and amortisation expense	39.85	40.85	38.26	80.70	77.28
(j)	Other expenses	160.56	156.61	150.12	317.17	305.18
	Total Expenses	1,275.04	1,351.97	1,422.77	2,627.01	2,815.34
3	Profit / (Loss) from operations before Other Income, Finance cost and Exceptional items (1-2)	(7.55)	57.64	(3.75)	50.09	21.33
4	Other Income	25.50	19.63	18.57	45.13	35.32
5	Profit from ordinary activities before Finance cost and Exceptional items (3+4)	17.95	77.27	14.82	95.22	56.65
6	Finance cost	39.22	55.35	66.90	94.57	128.97
7	Profit / (Loss) from ordinary activities before Exceptional items (5-6)	(21.27)	21.92	(52.08)	0.65	(72.32)
8	Exceptional items : Settlement under long-term Gas supply agreement with GAIL (India) Ltd., for the calendar year 2014	-	-	(3.61)	-	(3.61)
9	Profit / (Loss) from ordinary activities before Tax (7+/-)8	(21.27)	21.92	(55.69)	0.65	(75.93)
10	Tax expenses	-	6.27	(18.31)	6.27	(23.65)
11	Net Profit / (Loss) for the period (9-10)	(21.27)	15.65	(37.38)	(5.62)	(52.28)
12	Other Comprehensive Income (net of tax)	(0.33)	(0.19)	(0.07)	(0.52)	(0.16)
13	Total Comprehensive Income (after tax) (11+12)	(21.60)	15.46	(37.45)	(6.14)	(52.44)
14	Paid-up Equity Share Capital (Face value ₹ 10/- per share)	503.36	503.36	503.36	503.36	503.36
15	Net Worth				934.23	
16	Earning Per Share - (Basic, diluted and not annualised) (₹)	-0.42	0.31	-0.74	-0.11	-1.04
17	Debt Service Coverage Ratio (refer note no.9(a))				0.83	0.59
18	Interest Service Coverage Ratio (refer note no.9(b))				1.86	1.04
19	Debt - Equity Ratio				1.79	
20	Asset cover Ratio				1.76	
21	Debenture Redemption Reserve (₹ crores)				91.59	
22	Capital Redemption Reserve (₹ crores)				10.75	

Notes :

- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on December 13, 2016.
- The Statutory Auditors of the Company have carried out limited review of results for the quarter and half year ended September 30, 2016 only. The results and financial information for the quarter and half year ended September 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 and half year ended September 30, 2016 are in compliance with Indian Accounting Standard (Ind AS) in terms of SEBI's circular bearing no. CIR/CFD/FAC/62/2016 dated July 5, 2016. The results for the quarter and half year ended September 30, 2015 have been restated to comply with Ind AS. The figures for the corresponding periods have been regrouped, wherever necessary, to make them comparable.
- Income from operations has been presented in accordance with Ind AS 18. Excise duty has been presented as an expense.
- The Company has created and maintained adequate security with respect to its secured listed non-convertible debt securities.
- The Company has disputed levy of Entry Tax imposed by States on the movement of certain goods and out of the total demands, a sum of ₹ 56.24 crores is treated as a contingent liability as of September 30, 2016. The Nine Judges Bench of Hon'ble Supreme Court, vide its judgment dated November 11, 2016, has upheld the constitutional validity of the levy of Entry Tax by the States and has laid down standards for when an Entry tax legislation is violative of the Constitution. It has not upheld any specific State Entry tax legislation and the same is left to be determined by the regular bench of the Supreme Court hearing the matter. Pending decision by such bench and considering legal advice received, the management is of the view that no additional provision is required to be made. The Company has provided bank guarantee to the exchequer for the above amount.

SIGNED FOR IDENTIFICATION

BY



G. M. KAPADIA & CO.
MUMBAI

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

		₹ Crores
Sr. No.	Particulars	Unaudited
	Net Profit/ (Loss) after tax for the period under previous Indian GAAP	(33.26)
	Benefit / (Charge) :	
a	Impact on re-classification of Stores & Spares as Property, Plant & Equipment	0.52
b	Impact on Expected Credit Loss on Trade Receivables	(2.13)
c	Discounting / unwinding of liabilities	(0.01)
d	Depreciation Impact relating to componentisation charged in the last quarter of the financial year 2015-16, now considered quarter wise	(3.20)
e	Fair Value of Financial Guarantee	0.28
f	Others	(0.39)
g	Deferred tax on above (a to f) adjustments (net)	0.74
h	Reclassification of Actuarial gains/(losses), arising in respect of employee benefits scheme, to other comprehensive income (net of tax)	0.07
	Net Profit / (Loss) for the period under Ind AS	(37.38)

8 Additional disclosures as per Regulation 52(4) of SEBI (Listing Obligations and Disclosure Requirements 2015), are given below in respect of Non Convertible Debentures (NCD's) pertaining to the Company as on September 30, 2016 :

Sr. No.	Security Description	ISIN	Previous due dates for payment (Before September 30, 2016)		Next due date for payment (After September 30, 2016)		Credit Rating at the time of Issuance	Credit Rating as on September 30, 2016	Balance as on September 30, 2016 (₹ Crores)
			Interest	Principal	Interest	Principal			
1	12.65% NCDs Tranche - I								
	Series "A"	INE010A07091	22.07.2016	N.A.	22.07.2017	22.07.2017	IND A-	IND A-	100.00
	Series "B"	INE010A07109	22.07.2016	N.A.	22.07.2017	22.07.2017	IND A-	IND A-	50.00
2	11.25% NCDs Tranche - II								
	Series "A"	INE010A07117	20.08.2016	N.A.	24.04.2017	24.04.2017	ICRA A-	ICRA A-	55.00
	Series "B"	INE010A07125	28.04.2016	28.04.2016	N.A.	N.A.	ICRA A-	ICRA A-	-
	Series "C"	INE010A07133	20.08.2016	N.A.	21.06.2017	21.06.2017	ICRA A-	ICRA A-	55.00
3	11.70% NCDs Tranche - III	INE010A07141	25.11.2015	N.A.	25.11.2016	25.11.2019	ICRA A-	ICRA A-	100.00
4	10.75% NCDs Tranche - IV								
	Series "A" (#)	INE010A07190	21.01.2016	N.A.	21.01.2017	21.01.2020	ICRA A-	ICRA A-	150.00
	Series "B" (Zero Coupon with yield to maturity (YTM) 11.25%)	INE010A07166	N.A.	N.A.	N.A.	26.04.2018	ICRA A-	ICRA A-	50.00
5	11% NCDs Tranche - V	INE010A07174	02.02.2016	N.A.	02.02.2017	25.04.2018	ICRA A-	ICRA A-	50.00
6	0.75% + SBI Base Rate NCDs Tranche - VI	INE010A07182	19.05.2016	19.05.2016	N.A.	N.A.	IND A-	IND A-	-
7	0.55% + SBI Base Rate NCDs Tranche - VII	INE010A08040	30.09.2016	N.A.	31.10.2016	14.09.2018	ICRA A-	ICRA A-	100.00

(#) In case of Tranche - IV NCDs, Series "A" of Rs.150 Crores, Rate of Interest has been changed from 11.25% to 10.75% p.a. effective from 21.07.2016. The said NCDs has been transferred from ISIN No. INE010A07158 to new ISIN No. INE010A07190.

9 The formula used for calculation of Ratios are as under :

- (a) Debt Service Coverage Ratio = Profit before Depreciation, Interest and Tax / (Interest + Principal repayment of long term loans).
(b) Interest Service Coverage Ratio = Profit before Depreciation, Interest and Tax / Interest.

10 Figures of the previous period have been regrouped wherever necessary.

Place: Mumbai
Date : December 13, 2016

SIGNED FOR IDENTIFICATION
BY

G. M. KAPADIA & CO.
MUMBAI.

for and on behalf of the Board of Directors


VIJAY AGGARWAL
MANAGING DIRECTOR

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

STANDALONE UNAUDITED SEGMENT INFORMATION

For the quarter and half year ended September 30, 2016

₹ Crores

Sr. No.	Particulars	Unaudited Quarter Ended			Unaudited Half Year Ended	
		Sept 30, 2016	June 30, 2016	Sept 30, 2015	Sept 30, 2016	Sept 30, 2015
1	Segment Revenue					
	a) Cement	512.38	635.21	564.62	1,147.59	1,139.68
	b) TBK	454.77	445.68	545.73	900.45	1,073.04
	c) RMC	304.62	335.23	312.59	639.85	632.22
	Total	1,271.77	1,416.12	1,422.94	2,687.89	2,844.94
	Less : Inter Segment Revenue	4.28	6.51	3.92	10.79	8.27
	Total Income from operations	1,267.49	1,409.61	1,419.02	2,677.10	2,836.67
2	Segment Results					
	a) Cement	26.67	81.90	19.78	108.57	64.63
	b) TBK	(18.10)	(18.22)	(14.69)	(36.32)	(24.05)
	c) RMC	(3.22)	10.79	2.47	7.57	6.64
	Total	5.35	74.47	7.56	79.82	47.22
	Less : (i) Finance cost	39.22	55.35	66.90	94.57	128.97
	(ii) Other Un-allocable expenditure net of un-allocable income	(12.60)	(2.80)	(3.65)	(15.40)	(5.82)
	Total Profit / (Loss) Before Tax	(21.27)	21.92	(55.69)	0.65	(75.93)
3	Segment Assets					
	a) Cement	2,370.79	2,339.11	2,445.88	2,370.79	2,445.88
	b) TBK	1,174.01	1,210.94	1,249.55	1,174.01	1,249.55
	c) RMC	428.46	434.52	417.20	428.46	417.20
	d) Unallocated	161.13	160.36	200.36	161.13	200.36
	Total	4,134.39	4,144.93	4,312.99	4,134.39	4,312.99
4	Segment Liabilities					
	a) Cement	814.23	855.74	750.79	814.23	750.79
	b) TBK	493.25	521.12	503.50	493.25	503.50
	c) RMC	249.18	264.41	235.48	249.18	235.48
	d) Unallocated	1,643.50	1,548.35	1,907.88	1,643.50	1,907.88
	Total	3,200.16	3,189.62	3,397.65	3,200.16	3,397.65
5	Capital Employed					
	a) Cement	1,556.56	1,483.37	1,695.09	1,556.56	1,695.09
	b) TBK	680.76	689.82	746.05	680.76	746.05
	c) RMC	179.28	170.11	181.72	179.28	181.72
	d) Unallocated	(1,482.37)	(1,387.99)	(1,707.52)	(1,482.37)	(1,707.52)
	Total	934.23	955.31	915.34	934.23	915.34

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.

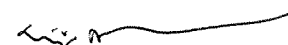
for and on behalf of the Board of Directors

SIGNED FOR IDENTIFICATION
BY



G. M. KAPADIA & CO.
MUMBAI.

Place : Mumbai
Date : December 13, 2016



VIJAY AGGARWAL
MANAGING DIRECTOR

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

UNAUDITED STANDALONE STATEMENT OF ASSETS & LIABILITIES AS AT SEPTEMBER 30, 2016

₹ Crores

Sr. No.	Particulars	As at Sept 30, 2016 Unaudited	
A	ASSETS		
1	Non Current Assets :		
(a)	Property, Plant and Equipment	1,979.33	
(b)	Capital work-in-progress	77.01	
(c)	Other Intangible assets	17.45	
(d)	Financial Assets		
(i)	Investments	349.70	
(ii)	Loans	18.16	
(iii)	Others	0.34	
(e)	Deferred Tax Assets (net)	30.24	
(f)	Other non-current assets	207.44	2,679.67
2	Current Assets :		
(a)	Inventories	457.44	
(b)	Financial Assets		
(i)	Trade receivables	571.97	
(ii)	Cash and cash equivalents	89.54	
(iii)	Bank balances other than (ii) above	20.49	
(iv)	Loans	5.22	
(v)	Others	102.30	
(c)	Current Tax Assets (Net)	55.56	
(d)	Other current assets	178.23	1,480.75
	Total Assets		4,160.42
B	EQUITY AND LIABILITIES		
1	Equity :		
(a)	Equity Share Capital	503.36	
(b)	Other Equity	430.87	934.23
2	Liabilities :		
I	Non Current Liabilities :		
(a)	Financial Liabilities		
(i)	Borrowings	969.61	
	Other financial liabilities (other than those specified in (b) below, to be specified)	238.82	
(ii)	Provisions	23.39	
(b)	Other non-current liabilities	22.66	1,254.48
II	Current Liabilities :		
(a)	Financial Liabilities		
(i)	Borrowings	346.84	
(ii)	Trade payables	688.44	
(iii)	Other financial liabilities (other than those specified in (c) below)	681.00	
(b)	Other current liabilities	227.04	
(c)	Provisions	23.36	
(d)	Current Tax Liabilities	5.03	1,971.71
	Total Equity and Liabilities		4,160.42

SIGNED FOR IDENTIFICATION
BY

G. M. Kapadia
G. M. KAPADIA & CO.
MUMBAI.

for and on behalf of the Board of Directors

Vijay Aggarwal
VIJAY AGGARWAL
MANAGING DIRECTOR

Place : Mumbai
Date : December 13, 2016



ATSL/CO/16-17/3873
December 13, 2016

The Company Secretary
Prism Cement Limited
Raheja's, Main Avenue,
V P Road, Santacruz West,
Mumbai – 400054

Kind Attn: Ms. Aneeta Kulkarni

Dear Madam,

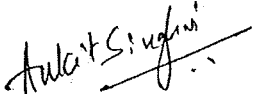
Re.: Debenture Trustee for various Listed Non-Convertible Debentures (NCDs) issued by Prism Cement Limited (the Company) – September 2016

This has reference to the captioned NCDs issued by your Company and listed on the Stock Exchange ("Listed Debt Securities").

Pursuant to Regulation 52(4) read with Regulation 52 (5) of the SEBI (Listing Obligations and Disclosure Requirements) 2015, the Company is required to submit its half yearly/annual financial results to the Stock Exchange, with a letter of the Debenture Trustee (Axis Trustee Services Limited) that the Debenture Trustee has noted the contents furnished by the Company as per Regulation 52(4).

In pursuance thereof we hereby confirm that we have received the said aforesaid information and we have noted the contents of the same.

Yours sincerely,
For **Axis Trustee Services Limited**


Ankit Singhvi
Senior Manager



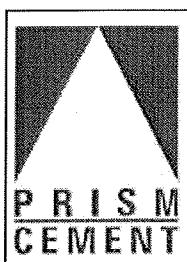
AXIS TRUSTEE SERVICES LTD.

(A wholly owned subsidiary of Axis Bank)

Corporate Identity Number (CIN): U74999MH2008PLC182264

CORPORATE & REGISTERED OFFICE : Axis House, Ground Floor, Wadia International Centre, Pandurang Budhkar Marg, Worli, Mumbai - 400 025.

TEL : 022-6226 0054 / 6226 0050 Website: www.axistrustee.com



Investor Update

December 13, 2016

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

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

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q2 '16-17	Q1 '16-17	Q2 '15-16
Net Sales (excluding Excise)	1,260	1,406	1,414
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	32	98	35
Profit / (Loss) before tax	-21	22	-52
Net Profit / (Loss) after tax	-21	16	-37
EPS (₹)	-0.42	0.31	-0.74

Segmental Results

(Figures in ₹ Crores)

Particulars	Q2 '16-17			Q1 '16-17			Q2 '15-16		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	512	455	305	635	446	335	565	546	313
Segment Results	27	(18)	(3)	82	(18)	11	20	(15)	2
Capital Employed	1,557	681	179	1,483	690	170	1,695	746	182

Performance Review and key developments

After a good beginning to the year, the results for the quarter ended September 2016 were impacted by heavy monsoons. More particularly there was heavy floods in all the three markets (Eastern UP, MP and Bihar) where Cement is sold. The Cement and RMC Division reported lower profitability as compared to quarter ended June 30, 2016 while TBK segment is still in the consolidation phase reporting similar loss. During the first half of FY17, the company reduced standalone debt by nearly ₹159 Crores, reflecting in lower interest cost for the period.

During the quarter under review as per mandated Indian Accounting Standards (IND-AS), Cement EBITDA stood at ₹350/ton. On comparable basis and including operating income Cement EBITDA for the quarter was at ₹441/ton, up from ₹329/ton during the quarter ended September 30, 2015. For the Quarter ended September 30, 2016, the Company sold 11.8 lac tons of cement and clinker as against 13.5 lac tons for the quarter ended September 30, 2015. Overall volumes were down by ~12.6% mainly due to heavy monsoons and sand mining ban in UP. All the three relevant markets where cement is sold saw flood situation for most part of the quarter. The Satna belt saw 1693 mm during Q2FY17 as compared to 785 mm received during Q2FY16.

Further to the Division's successful bid for 120,000 tons per annum of coal from South Eastern Coalfields Limited, it has signed fuel supply agreements. Coal supply is expected to commence during Q3FY17.

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. However the international prices of pet-coke and coal have firmed up significantly adversely affecting the overall costs.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the quarter were ₹455 Crores as compared to ₹546 Crores in the corresponding quarter last year, declining by ~17% 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 decreased by ~3% as compared to the corresponding Quarter of last year.

Industry Scenario / Future Outlook

Demonetization is an unprecedented reform undertaken by the Government of India with significant implications for the Indian economy and market. This single path breaking step by the government has potentially changed the way business shall be done in India.

In the near term we expect better crops for farmers on the back of good monsoons, higher minimum support prices and ongoing thrust of government spending on infrastructure to drive demand for cement industry. However the same could be partially negated in the short term due to demonetization. As a Company, we have taken several initiatives to overcome the cash crunch (at dealers end) by educating / helping dealers on use of POS & mobile apps as alternate mode of payment. Further we have contracted e-wallets companies for registration of dealers and with banks for installing POS device at dealers point.

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.

Going forward, we expect the unorganized segment to increase their prices, have inadequate/interrupted supplies, and face significant working capital crunch. This presents the organized tile sector including HRJ with a unique opportunity to recapture market share from the large unorganized tile market in India, comprising ~60% of overall market.

Demonetization coupled with other historic reforms like GST in due course would result in significant benefit for organized sector including your company.

The Ready-mixed Concrete Industry in India is over 20 years old and was growing at a healthy rate till four years back. With the Mega Projects Vertical, RMC Division is focusing to cater the infrastructure segment, which is showing strong 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 3,900 dealers serviced from ~159 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 61 million m² per annum spread across 11 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 79 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 6 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.