



PRISM CEMENT LIMITED

"Rahejas", Main Avenue, V.P. Road,
Santacruz (W), Mumbai - 400 054.
Tel.: +91-22-6675 4142 / 43, Fax : 2600 1304



Ref: ASK/UD/848/2012/323

January 24, 2012

Fax No. 265 982 37 / 38

The National Stock Exchange Limited,
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E),
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 January 24, 2012 taken on record the Un-audited Standalone Financial Results for the quarter and nine months ended December 31, 2011.

A copy of the advertisement of Un-audited Standalone Financial Results being released, pursuant to Clause 41 of the Listing Agreement is enclosed for your information.

As required under Clause 41 of the Listing Agreement, we are also sending herewith a copy of Limited Review Report of M/s. N. M. Rajji & Co., Statutory Auditors of the Company.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

A S Kulkarni

ANEETA S. KULKARNI
COMPANY SECRETARY

Encl: As above

PRISM CEMENT LIMITED

Regd. Office : 305, Laxmi Nivas Apartments, Ameerpet, Hyderabad - 500 016
Corp. Office : 'Rahejas', Main Avenue, V. P. Road, Santacruz (W), Mumbai - 400 054

UNAUDITED STANDALONE FINANCIAL RESULTS
For the quarter and nine months ended December 31, 2011

₹ Lakhs

Particulars	Quarter ended			Nine months ended		Audited year ended Mar. 31, 2011
	Dec. 31, 2011	Sept. 30, 2011	Dec. 31, 2010	Dec. 31, 2011	Dec. 31, 2010	
Sales	1,20,280	1,07,889	89,246	3,33,108	2,45,639	3,55,694
Less : Excise Duty	8,289	8,140	5,543	23,562	14,708	20,170
Net Sales	1,11,991	99,749	83,703	3,09,546	2,30,931	3,35,524
Income from Joint Ventures - Dividend	-	-	100	-	838	838
Other Income from operations	1,760	1,968	523	4,834	938	2,509
Total Income	1,13,751	1,01,717	84,326	3,14,380	2,32,707	3,38,871
Expenditure						
Consumption of raw materials	26,261	25,476	21,022	77,651	56,038	81,534
Purchase of traded goods	21,604	20,785	18,683	60,459	50,820	72,599
Stores and spares consumed	1,860	2,050	1,586	7,130	5,918	7,974
Power & fuel	20,248	18,259	10,241	53,810	27,839	42,820
Employees cost	5,802	5,745	4,552	17,128	12,781	17,280
Freight outward	12,508	12,617	9,047	37,095	22,243	33,239
(Increase) / Decrease in stock in trade & work in progress	(4,597)	2,928	(881)	(5,171)	(653)	(2,501)
Depreciation and Amortisation	3,742	3,611	3,135	10,892	7,875	11,330
Other expenditure	19,054	17,311	13,645	52,906	35,095	51,811
Total Expenditure	1,06,482	1,08,782	81,030	3,11,900	2,17,956	3,16,086
Profit / (Loss) from operations before Other income, Finance cost, Tax and Exceptional items	7,269	(7,065)	3,296	2,480	14,751	22,785
Other Income	94	28	50	126	222	301
Profit / (Loss) before Finance cost, Tax and Exceptional items	7,363	(7,037)	3,346	2,606	14,973	23,086
Finance cost	4,101	4,572	3,211	12,388	6,600	10,116
Profit / (Loss) before Tax and Exceptional items	3,262	(11,609)	135	(9,782)	8,373	12,970
Exceptional items :						
Profit on sale of assets / investments	-	120	(206)	120	96	96
Profit / (Loss) before Tax	3,262	(11,489)	(71)	(9,662)	8,469	13,066
Tax expenses	(1,010)	3,580	33	3,008	(2,457)	(3,487)
Net Profit / (Loss) after Tax	2,252	(7,909)	(38)	(6,654)	6,012	9,579
Paid-up Equity Share Capital (₹10/- per share)	50,336	50,336	50,336	50,336	50,336	50,336
Reserves excluding revaluation reserves	-	-	-	-	-	70,447
EPS - (Basic, diluted and not annualised) (₹)	0.46	-1.61	-0.01	-1.36	1.22	1.95
Public Shareholding :						
Number of Shares	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411
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	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169
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

Notes:

- The Company has long-term foreign currency borrowings which have been utilised for the purchase of fixed assets. As per the circular issued by MCA, the Company has exercised the option to adjust the foreign exchange differences, w.e.f. April 1, 2011, on such borrowings to the cost of Fixed Assets. Due to this, the foreign exchange losses of Rs. 210 lakhs for the current quarter and Rs. 396 lakhs for earlier two quarters have been capitalised as Fixed Assets. Consequently, after taking depreciation charge on the amount capitalised, the profit before tax for the current quarter is higher by Rs. 596 lakhs.
- Earning Per Share (EPS) has been computed without considering 1,23,51,600 equity shares held in Trust for the benefit of the Company.
- There were no complaints pending at the beginning of the quarter ended December 31, 2011. During the said quarter, the Company received 15 investor complaints, all of which have been redressed.
- Figures of the previous periods have been regrouped wherever necessary.
- The Statutory Auditors have carried out the limited review of the results for the quarter and nine months ended December 31, 2011.
- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on January 24, 2012.

for and on behalf of the Board of Directors

Rajesh Kapadia
RAJESH G. KAPADIA
CHAIRMAN



PRISM CEMENT LIMITED

Regd. Office : 305, Laxmi Nivas Apartments, Ameerpet, Hyderabad - 500 016
Corp. Office : 'Rahejas', Main Avenue, V. P. Road, Santacruz (W), Mumbai - 400 054

SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED
For the quarter and nine months ended December 31, 2011

₹ Lakhs

Particulars	Unaudited Standalone Quarter ended			Unaudited Standalone Nine months ended		Audited Standalone Year ended
	Dec. 31, 2011	Sept. 30, 2011	Dec. 31, 2010	Dec. 31, 2011	Dec. 31, 2010	Mar. 31, 2011
Segment Revenue						
a) Cement	45,665	35,416	24,668	1,16,555	70,051	1,06,070
b) TBK	39,413	40,299	36,551	1,16,257	99,639	1,42,894
c) RMC	29,176	26,405	23,521	82,900	64,003	91,333
Total	1,14,254	1,02,120	84,740	3,15,712	2,33,693	3,40,297
Less : Inter Segment Revenue	503	403	414	1,332	986	1,426
Net Sales / Income from operations	1,13,751	1,01,717	84,326	3,14,380	2,32,707	3,38,871
Segment Results						
a) Cement	6,056	(8,109)	4	(2,334)	6,342	11,093
b) TBK	557	808	2,377	3,170	6,518	8,322
c) RMC	656	236	915	1,644	1,891	3,370
Total	7,269	(7,065)	3,296	2,480	14,751	22,785
Less : (i) Finance cost	4,101	4,572	3,211	12,388	6,600	10,116
(ii) Other Un-allocable expenditure net of unallocable Income	(94)	(148)	156	(246)	(318)	(397)
Total Profit / (Loss) Before Tax	3,262	(11,489)	(71)	(9,662)	8,469	13,066
Capital employed						
a) Cement	1,43,228	1,41,084	1,39,985	1,43,228	1,39,985	1,40,997
b) TBK	77,136	76,676	69,354	77,136	69,354	50,467
c) RMC	22,544	22,478	20,534	22,544	20,534	20,503
d) Unallocated	(1,28,779)	(1,28,361)	(1,12,656)	(1,28,779)	(1,12,656)	(91,184)
Total	1,14,129	1,11,877	1,17,217	1,14,129	1,17,217	1,20,783

Notes:

- The Company has identified primary segments based on the products and does not have any secondary segments. The primary 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

Rajesh G. Kapadia

RAJESH G. KAPADIA
CHAIRMAN

Place : Mumbai
Date : January 24, 2012



N. M. RAIJI & CO.

Chartered Accountants

Universal Insurance Building,
Pherozeshah Mehta Road,
Mumbai-400 001. INDIA

Telephone: 2287 0068
2287 3463

Telefax : 91 (22) 2282 8646
91 (22) 2265 0578

E-mail : nmr.ho@nmraiji.com

**The Board of Directors,
Prism Cement Limited.**

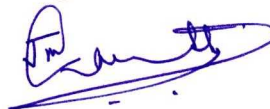
LIMITED REVIEW REPORT OF PRISM CEMENT LIMITED

1. We have reviewed the accompanying Statement of unaudited standalone financial results of **PRISM CEMENT LIMITED** ('the Company') for the quarter and nine months ended December 31, 2011 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoters Group Shareholding' which have been traced from disclosures to stock exchanges made by the management and have not been audited by us. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors in its meeting held on January 24, 2012. 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, *Engagement for Review of Interim Financial Information* 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 misstatements. 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. H & R Johnson (India) and RMC Readymix (India) divisions of the Company were reviewed by branch auditors, another firm of Chartered Accountants, the reports of which were provided to us. We have relied on the said reports for the purpose of opining on the limited review.
4. Based on our review conducted as stated in para 2 above and considering the reports of other two divisions as mentioned in para 3 above, nothing has come to our notice that causes us to believe that the accompanying statement of unaudited standalone financial results prepared in accordance with applicable Accounting Standards 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.

For N. M. RAIJI & CO.

Chartered Accountants

Firm Registration No. 108296W



J. M. GANDHI

Partner

Membership No: 37924

Place : Mumbai

Date: January 24, 2012