

PRISM CEMENT LIMITED

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

STATEMENT OF STANDALONE UNAUDITED RESULTS
For the quarter and nine months ended December 31, 2012

₹ Crores

Part I

Particulars	Unaudited Quarter ended			Unaudited Nine months ended		Audited year ended
	Dec. 31, 2012	Sept. 30, 2012	Dec. 31, 2011	Dec. 31, 2012	Dec. 31, 2011	Mar. 31, 2012
Sales of products and services	1,276.26	1,144.59	1,215.78	3,644.30	3,360.25	4,821.74
Less : Excise Duty	101.44	82.37	82.89	272.39	235.62	340.90
Net Sales	1,174.82	1,062.22	1,132.89	3,371.91	3,124.63	4,480.84
Income from Joint Ventures - Dividend	-	-	-	-	-	0.02
Other Income from operations	4.48	6.82	3.53	13.59	16.24	23.85
Total Income from operations (net)	1,179.30	1,069.04	1,136.42	3,385.50	3,140.87	4,504.71
Expenses :						
Cost of materials consumed	300.60	274.90	285.87	892.07	840.11	1,174.69
Purchases of stock-in-trade	224.67	227.06	222.95	660.23	618.86	908.70
Stores and spares consumed	21.51	28.32	18.60	65.65	71.30	92.39
Power & fuel	212.57	175.62	202.48	517.83	538.10	719.03
Employee benefits expense	66.20	66.15	58.22	196.04	171.68	222.99
Freight outward	164.78	124.68	125.10	424.85	370.97	519.58
Changes in inventories of finished goods, work-in-progress and stock-in-trade	(11.82)	(23.72)	(52.84)	(22.70)	(65.72)	(33.49)
Depreciation and amortisation expense	40.76	39.23	37.42	117.70	108.92	147.28
Other expenses	190.26	156.95	167.57	505.33	470.43	638.18
Total Expenses	1,209.53	1,069.19	1,065.37	3,357.00	3,124.65	4,389.35
Profit / (Loss) from operations before Other income, Finance cost and Exceptional items	(30.23)	(0.15)	71.05	28.50	16.22	115.36
Other Income	1.58	1.34	1.68	3.51	3.85	4.99
Profit / (Loss) before Finance cost and Exceptional items	(28.65)	1.19	72.73	32.01	20.07	120.35
Finance cost	49.88	47.87	40.11	141.20	117.89	163.54
Profit / (Loss) before Exceptional items	(78.53)	(46.68)	32.62	(109.19)	(97.82)	(43.19)
Exceptional items :						
Profit / (Loss) on disposal of assets and investments	-	1.62	-	1.62	1.20	(2.80)
Profit / (Loss) before Tax	(78.53)	(45.06)	32.62	(107.57)	(96.62)	(45.99)
Tax expenses	(24.67)	(14.18)	10.10	(33.81)	(30.08)	(15.98)
Net Profit / (Loss) after Tax	(53.86)	(30.88)	22.52	(73.76)	(66.54)	(30.01)
Paid-up Equity Share Capital (₹10/- per share)	503.36	503.36	503.36	503.36	503.36	503.36
Reserves excluding revaluation reserves						645.21
EPS - (Basic, diluted and not annualised) (₹)	-1.10	-0.63	0.46	-1.50	-1.36	-0.61

Part II

Select information for the Quarter and Nine months ended December 31, 2012

(A) Particulars of Shareholding						
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
(B) Investor Complaints						
Pending at the beginning of the Quarter	Nil					
Received during the Quarter	7					
Disposed off during the Quarter	7					
Remaining unresolved at the end of the Quarter	Nil					

Notes:

- The above statement has been reviewed by the Audit Committee at its meeting held on January 23, 2013 and approved by the Board of Directors at its meeting held on January 24, 2013. The Statutory Auditors have carried out the limited review of the results for the quarter and nine months ended December 31, 2012.
- Earning Per Share (EPS) has been computed without considering 1,23,51,600 equity shares of the Company held in a Trust for the benefit of the Company and dividend income received on the said shares.
- During the current quarter, expenditure of ₹ 8.04 crores (corresponding previous quarter ₹ Nil) has been incurred on account of annual shutdown of the Company's cement unit. Annual shutdown expenditure for the nine months ended December 31, 2012 is ₹ 27.71 crores (corresponding previous nine months ₹ 24.65 crores).
- During the current quarter, foreign exchange difference loss of ₹ 1.57 crores (corresponding previous quarter loss of ₹ 6.06 crores) on long term foreign currency borrowings utilised for the purpose of acquiring of fixed assets have been capitalised, as the Company had exercised the option given by the MCA notification dated December 29, 2011. Other foreign exchange difference loss during the quarter of ₹ 3.32 crores (corresponding previous quarter loss of ₹ 3.76 crores) has been taken as other expenses in the above results.
- Figures of the previous periods have been regrouped wherever necessary.
- The Company has changed reporting of figures to ₹ crores.

for and on behalf of the Board of Directors

Rajesh G. Kapadia
RAJESH G. KAPADIA
CHAIRMAN

Place: Mumbai
Date: January 24, 2013



PRISM CEMENT LIMITED

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

SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED For the quarter and nine months ended December 31, 2012

₹ Crores

Particulars	Unaudited Quarter ended			Unaudited Nine months ended		Audited Year ended
	Dec. 31, 2012	Sept. 30, 2012	Dec. 31, 2011	Dec. 31, 2012	Dec. 31, 2011	Mar. 31, 2012
Segment Revenue						
a) Cement	488.13	370.27	456.32	1,317.05	1,164.81	1,713.88
b) TBK	428.07	429.07	393.60	1,245.28	1,161.13	1,675.11
c) RMC	266.84	273.83	291.53	835.65	828.25	1,133.79
Total	1,183.04	1,073.17	1,141.45	3,397.98	3,154.19	4,522.78
Less : Inter Segment Revenue	3.74	4.13	5.03	12.48	13.32	18.07
Net Sales / Income from operations	1,179.30	1,069.04	1,136.42	3,385.50	3,140.87	4,504.71
Segment Results						
a) Cement	(32.32)	(6.60)	60.57	12.06	(27.71)	36.41
b) TBK	0.58	8.54	4.15	10.19	29.44	44.26
c) RMC	1.51	(0.47)	6.33	7.87	15.69	31.89
Total	(30.23)	1.47	71.05	30.12	17.42	112.56
Less : (i) Finance cost	49.88	47.87	40.11	141.20	117.89	163.54
(ii) Other Un-allocable expenditure net of unallocable Income	(1.58)	(1.34)	(1.68)	(3.51)	(3.85)	(4.99)
Total Profit / (Loss) Before Tax	(78.53)	(45.06)	32.62	(107.57)	(96.62)	(45.99)
Capital employed						
a) Cement	1,491.86	1,487.33	1,432.28	1,491.86	1,432.28	1,376.54
b) TBK	806.23	820.46	771.36	806.23	771.36	758.15
c) RMC	234.28	234.10	225.44	234.28	225.44	235.89
d) Unallocated	(1,456.94)	(1,412.60)	(1,287.79)	(1,456.94)	(1,287.79)	(1,222.01)
Total	1,075.43	1,129.29	1,141.29	1,075.43	1,141.29	1,148.57

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

Rajesh G. Kapadia

RAJESH G. KAPADIA
CHAIRMAN

Place : Mumbai
Date : January 24, 2013



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@nmraiiji.com

The Board of Directors,
Prism Cement Limited.

LIMITED REVIEW REPORT OF 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 December 31, 2012 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, 2013. 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 the 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 of results.
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 Standalone Unaudited 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, 2013