



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/848/2013/426

May 9, 2013

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 May 9, 2013, approved the audited accounts for the quarter and year ended March 31, 2013.

A copy of the advertisement being released in this connection, pursuant to Clause 41 of the Listing Agreement is enclosed for your information.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

STATEMENT OF AUDITED RESULTS
For the quarter and year ended March 31, 2013

₹ Crores

Part I Particulars	Standalone Quarter ended			Standalone year ended		Consolidated year ended	
	Mar. 31, 2013 Audited	Dec. 31, 2012 Unaudited	Mar. 31, 2012 Audited	Mar. 31, 2013 Audited	Mar. 31, 2012 Audited	Mar. 31, 2013 Audited	Mar. 31, 2012 Audited
Sales of products and services	1,479.37	1,276.26	1,461.55	5,123.67	4,821.74	5,211.63	4,892.68
Less : Excise Duty	108.61	101.44	105.28	381.00	340.90	388.62	342.93
Net Sales	1,370.76	1,174.82	1,356.27	4,742.67	4,480.84	4,823.01	4,549.75
Income from Joint Ventures/Subsidiaries - Dividend	0.04	-	0.02	0.04	0.02	-	-
Other Income from operations	12.17	4.48	7.90	25.76	23.85	48.13	46.45
Total Income from operations (net)	1,382.97	1,179.30	1,364.19	4,768.47	4,504.71	4,871.14	4,596.20
Expenses :							
Cost of materials consumed	321.60	300.60	334.36	1,213.67	1,174.69	1,370.65	1,326.63
Purchases of stock-in-trade	273.62	224.67	290.02	933.85	908.70	603.49	568.81
Stores and spares consumed	18.52	21.51	21.09	84.17	92.39	86.48	111.24
Power & fuel	232.42	212.57	180.93	750.25	719.03	693.40	658.12
Employee benefits expense	62.89	66.20	51.29	258.93	222.99	308.96	263.54
Freight outward	163.54	164.78	148.63	588.39	519.58	592.61	523.23
Changes in inventories of finished goods, work-in-progress and stock-in-trade	(1.13)	(11.82)	32.31	(23.83)	(33.49)	(50.26)	(55.05)
Depreciation and amortisation expense	42.10	40.76	38.36	159.80	147.28	179.89	162.24
Other expenses	167.74	190.26	171.89	703.07	638.18	750.39	691.35
Total Expenses	1,311.30	1,208.53	1,268.88	4,668.30	4,389.35	4,745.63	4,450.11
Profit / (Loss) from operations before Other income, Finance cost and Exceptional items	71.67	(30.23)	95.31	100.17	115.36	125.51	146.09
Other Income	2.02	1.58	1.00	5.53	4.99	16.13	13.61
Profit / (Loss) before Finance cost and Exceptional items	73.69	(28.65)	96.31	105.70	120.35	141.64	159.70
Finance cost	49.11	49.88	41.67	190.31	163.54	228.03	183.78
Profit / (Loss) before Exceptional items	24.58	(78.53)	54.64	(84.61)	(43.19)	(86.39)	(24.08)
Exceptional items :							
Profit / (Loss) on disposal of assets and investments	-	-	(4.00)	1.82	(2.80)	1.66	(4.00)
Profit / (Loss) before Tax	24.58	(78.53)	50.64	(82.79)	(45.99)	(84.73)	(28.08)
Tax expenses	10.30	(24.67)	14.10	(23.51)	(15.95)	(24.21)	(11.23)
Net Profit / (Loss) after Tax	14.28	(53.86)	36.54	(59.48)	(30.01)	(60.52)	(16.85)
Share of Profit / (Loss) of associates	-	-	-	-	-	-	-
Minority interest	-	-	-	-	-	(1.95)	(1.59)
Net Profit / (Loss) after Tax, Minority interest and Share of profit/(loss) of associates	14.28	(53.86)	36.54	(59.48)	(30.01)	(62.47)	(18.44)
Paid-up Equity Share Capital (₹10/- per share)	503.36	503.36	503.36	503.36	503.36	503.36	503.36
Reserves excluding revaluation reserves	-	-	-	586.35	645.21	645.33	707.24
EPS - (Basic, diluted and not annualised) (₹)	0.29	-1.10	0.74	-1.21	-0.61	-1.27	-0.38
Debt Service Coverage Ratio (refer note no.3(a))	-	-	-	0.71	0.64	-	-
Interest Service Coverage Ratio (refer note no.3(b))	-	-	-	1.40	1.62	-	-

Part II
Select information for the quarter and year ended March 31, 2013

(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	12,64,75,411
Percentage of shareholding	25.13	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	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	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	74.87
(B) Investor Complaints							
Pending at the beginning of the Quarter	Nil						
Received during the Quarter	8						
Disposed off during the Quarter	8						
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 May 8, 2013 and approved by the Board of Directors at its meeting held on May 9, 2013.
- 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.
- 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
- For the current year, loss of ₹ 2.17 crores (Previous Year : loss ₹ 5.00 crores) arising on account of exchange difference on long term foreign currency borrowings, utilised for purchase of fixed assets has been capitalised.
- Exceptional item for the quarter/year ended March 31, 2012 includes estimated loss of ₹ 4.00 crores on account of accident at Unit-II in the Cement Division at Satna (MP).
- Figures of the previous periods have been regrouped wherever necessary. The figures for the quarter ended 31st March are the balancing figures between audited figures in respect of the full financial year and the published year to date figures upto 31st December.
- The Company has changed reporting of figures to ₹ crores.

for and on behalf of the Board of Directors


RAJESH G. KAPADIA
 CHAIRMAN

Place: Mumbai
 Date: May 9, 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 year ended March 31, 2013

₹ Crores

Particulars	Stand-alone Quarter ended			Stand-alone Year ended		Consolidated Year ended	
	Mar. 31, 2013 Audited	Dec 31, 2012 Unaudited	Mar. 31, 2012 Audited	Mar. 31, 2013 Audited	Mar. 31, 2012 Audited	Mar. 31, 2013 Audited	Mar. 31, 2012 Audited
Segment Revenue							
a) Cement	565.15	488.13	549.39	1,882.20	1,713.88	1,882.20	1,713.88
b) TBK	529.81	428.07	513.97	1,775.09	1,675.11	1,832.06	1,728.71
c) RMC	291.85	266.84	305.54	1,127.60	1,133.79	1,127.50	1,133.79
d) Others						46.67	38.83
Total	1,386.51	1,183.04	1,368.90	4,784.79	4,522.78	4,888.43	4,615.21
Less : Inter Segment Revenue	3.84	3.74	4.71	16.32	18.07	17.29	19.01
Net Sales / Income from operations	1,382.97	1,179.30	1,364.19	4,768.47	4,504.71	4,871.14	4,596.20
Segment Results							
a) Cement	52.51	(32.32)	60.30	64.67	36.41	64.67	36.41
b) TBK	5.20	0.58	14.81	15.39	44.26	33.59	70.16
c) RMC	13.96	1.51	16.20	21.73	31.89	21.73	31.89
d) Others						5.23	2.04
Total	71.67	(30.23)	91.31	101.79	112.56	125.22	140.50
Less : (i) Finance cost	49.11	49.88	41.67	190.31	183.54	228.03	183.78
(ii) Other Un-allocable expenditure net of un-allocable income	(2.02)	(1.58)	(1.00)	(5.53)	(4.99)	(16.13)	(13.61)
Total Profit / (Loss) Before Tax after Minority interest	24.56	(78.53)	50.64	(82.99)	(45.99)	(86.88)	(29.67)
Capital employed							
a) Cement	1,514.74	1,491.86	1,376.54	1,514.74	1,376.54	1,514.74	1,376.54
b) TBK	802.20	806.23	758.15	802.20	758.15	1,086.17	997.52
c) RMC	243.77	234.28	235.89	243.77	235.89	243.77	235.89
d) Others						146.80	141.06
e) Unallocated	(1,471.00)	(1,456.94)	(1,222.01)	(1,471.00)	(1,222.01)	(1,842.79)	(1,530.41)
Total	1,089.71	1,075.43	1,148.57	1,089.71	1,148.57	1,148.69	1,210.60

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 (Ready-mixed 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". "Others" represent Insurance business which is not a reportable segment as per Accounting Standard-17.
- 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 : May 9, 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

STATEMENT OF ASSETS AND LIABILITIES AS AT MARCH 31, 2013

₹ Crores

Particulars	Standalone Year ended		Consolidated Year ended	
	March 31, 2013	March 31, 2012	March 31, 2013	March 31, 2012
A EQUITY AND LIABILITIES				
1 Shareholders' Funds :				
(a) Share Capital	503.36	503.36	503.36	503.36
(b) Reserves and Surplus	586.35	645.21	645.33	707.24
Sub-total - Shareholders' Funds	1,089.71	1,148.57	1,148.69	1,210.60
2 Minority Interest			53.30	51.33
3 Non-current Liabilities :				
(a) Long-term borrowings	1,017.65	895.95	1,248.03	1,063.05
(b) Deferred tax liabilities (net)	91.91	115.66	102.56	125.37
(c) Other long-term liabilities	107.59	89.63	109.82	90.82
(d) Long-term provisions	35.38	30.35	40.95	35.40
Sub-total - Non-current Liabilities	1,252.53	1,131.69	1,501.36	1,314.64
4 Current Liabilities :				
(a) Short-term borrowings	263.87	143.00	367.22	226.03
(b) Trade payables	777.95	615.92	754.89	564.67
(c) Other current liabilities	657.79	548.99	729.19	628.29
(d) Short-term provisions	8.03	37.67	18.46	48.36
Sub-total - Current Liabilities	1,707.64	1,345.58	1,869.76	1,467.35
TOTAL - EQUITY & LIABILITIES	4,049.88	3,625.74	4,573.11	4,043.92
B ASSETS				
1 Non-current Assets :				
(a) Fixed Assets	2,093.36	1,979.57	2,394.05	2,258.93
(b) Goodwill on consolidation			45.20	45.18
(c) Non-current investments	378.24	390.00	240.03	234.17
(d) Deferred tax assets (net)			9.67	1.54
(e) Long-term loans and advances	203.52	135.54	190.25	154.16
(f) Other non-current assets	4.52	0.38	15.83	8.73
Sub-total - Non-current Assets	2,679.64	2,605.49	2,895.03	2,702.71
2 Current Assets :				
(a) Current investments			106.25	120.35
(b) Inventories	467.41	427.28	586.95	515.69
(c) Trade receivables	477.86	346.33	476.32	328.53
(d) Cash and cash equivalents	37.48	56.51	98.90	92.61
(e) Short-term loans and advances	312.02	232.13	331.00	224.37
(f) Other current assets	75.47	58.00	78.66	59.66
Sub-total - Current Assets	1,370.24	1,120.25	1,678.08	1,341.21
TOTAL - ASSETS	4,049.88	3,625.74	4,573.11	4,043.92

Notes :

- 1 Non-current investments includes 1,23,51,600 shares of the Company held in a Trust for the benefit of the Company.
- 2 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 : May 9, 2013