



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/848/2014/535

July 29, 2014

Fax No. 265 982 37 / 38

The National Stock Exchange Limited,
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East),
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 July 29, 2014 taken on record the Statement of Standalone Unaudited Results for the quarter ended June 30, 2014.

A copy of the advertisement of the Statement of Standalone Unaudited Results being released, pursuant to Clause 41 of the Listing Agreement alongwith a copy of Limited Review Report of M/s. G. M. Kapadia & Co., Statutory Auditors of the Company and Investor Update is enclosed for your information.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

ANEETA S. KULKARNI
COMPANY SECRETARY

Encl: As above

PRISM CEMENT LIMITED

CIN : L28942AP1992PLC014033

Registered Office : 305, Laxmi Nivas 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 RESULTS
For the quarter ended June 30, 2014

Part I	Particulars	₹ Crores			
		Quarter ended		Year ended	
		June 30, 2014 Unaudited	March 31, 2014 Audited	June 30, 2013 Unaudited	March 31, 2014 Audited
	Sales of products and services	1,499.31	1,635.33	1,230.51	5,344.82
	Less : Excise Duty	115.40	116.21	99.40	400.56
	Net Sales	1,383.91	1,519.12	1,131.11	4,944.26
	Income from Joint Ventures/Subsidiaries - Dividend	-	0.04	-	0.04
	Other Income from operations	4.85	4.80	2.86	20.56
	Total Income from operations (net)	1,388.76	1,523.96	1,133.97	4,964.86
	Expenses :				
	Cost of materials consumed	348.88	345.49	298.66	1,243.30
	Purchases of stock-in-trade	271.52	350.17	200.64	1,010.52
	Stores and spares consumed	18.17	18.02	19.57	95.32
	Power & fuel	207.45	209.63	209.12	808.01
	Employee benefits expense	73.88	69.93	71.80	288.65
	Freight outward	176.53	178.37	156.90	634.40
	Changes in inventories of finished goods, work-in-progress and stock-in-trade	(20.76)	26.10	(50.94)	(30.85)
	Depreciation and amortisation expense	36.61	45.65	42.79	176.59
	Other expenses	195.59	207.44	190.48	775.06
	Total Expenses	1,307.87	1,450.80	1,139.22	5,001.00
	Profit / (Loss) from operations before Other Income, Finance cost and Exceptional Items	80.89	73.16	(5.25)	(36.14)
	Other Income	3.60	2.72	1.74	140.44
	Profit / (Loss) before Finance cost and Exceptional Items	84.49	75.88	(3.51)	104.30
	Finance cost	64.64	61.90	54.87	241.50
	Profit / (Loss) before Exceptional Items	19.85	13.98	(58.38)	(137.20)
	Exceptional Items :				
	Exchange Gain on Redemption of Investments / Amalgamation expenses written back	-	1.50	-	9.37
	Profit / (Loss) before Tax	19.85	15.48	(58.38)	(127.83)
	Tax expenses	6.41	4.48	(10.51)	(46.18)
	Net Profit / (Loss) after Tax	13.24	11.00	(47.87)	(81.65)
	Paid-up Equity Share Capital (₹ 10/- per share)	503.36	503.36	503.36	503.36
	Reserves excluding revaluation reserves				504.70
	EPS - (Basic, diluted and not annualised) (₹)	0.27	0.22	-0.97	-1.66
Part II					
Select Information for the quarter ended June 30, 2014					
(A) Particulars of Shareholding					
Public Shareholding :					
Number of Shares		126,475,411	126,475,411	126,475,411	126,475,411
Percentage of shareholding		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		376,881,169	376,881,169	376,881,169	376,881,169
Percentage of shares (as a % of the total shareholding of promoter and promoter group)		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
(B) Investor Complaints					
Pending at the beginning of the Quarter		NII			
Received during the Quarter		NII			
Disposed off during the Quarter		NII			
Remaining unresolved at the end of the Quarter		NII			

Notes :

- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on July 29, 2014. The Statutory Auditors have carried out the limited review of the results for the quarter ended June 30, 2014.
- Effective from April 1, 2014, the useful lives of fixed assets have been revised in accordance with Schedule II to the Companies Act, 2013 (the Act). Due to above, depreciation charge for the quarter ended June 30, 2014 is lower by ₹ 8.92 crores. Further based on transitional provision provided in Note 7(b) of Schedule II to the Act, an amount of ₹ 7.39 crores (net of deferred tax) has been adjusted with retained earnings in respect of assets having no useful life as on the effective date.
- In the month of June 2014, 12,351,600 equity shares of the Company held through Prism Trust for the benefit of the Company were sold. The surplus received by the Company has not been considered in the above results and in the computation of Earnings Per Share (EPS).
- EPS for the previous periods have been calculated excluding shares held through Trust. Since such shares were sold during the quarter, EPS for the quarter has been calculated on the entire Issued Share Capital of the Company.
- Figures of the previous periods have been regrouped wherever necessary.

for and on behalf of the Board of Directors

VIJAY AGGARWAL
MANAGING DIRECTOR

Place: Mumbai
Date : July 29, 2014



PRISM CEMENT LIMITED

CIN : L26942AP1992PLC014033

Registered Office : 305, Laxmi Nivas 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 SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED
For the quarter ended June 30, 2014

₹ Crores

Particulars	Quarter ended			.Year ended
	June 30, 2014 Unaudited	March 31, 2014 Audited	June 30, 2013 Unaudited	March 31, 2014 Audited
Segment Revenue				
a) Cement	600.07	592.82	482.96	1,947.20
b) TBK	489.94	624.16	385.80	1,891.58
c) RMC	303.13	311.18	269.35	1,143.10
Total	1,393.14	1,528.16	1,138.11	4,981.88
Less : Inter Segment Revenue	4.38	4.20	4.14	17.02
Net Sales / Income from operations	1,388.76	1,523.96	1,133.97	4,964.86
Segment Results				
a) Cement	78.81	61.86	0.20	(23.57)
b) TBK	1.93	2.13	(5.97)	117.96
c) RMC	0.15	10.67	0.52	9.89
Total	80.89	74.66	(5.25)	104.28
Less : (i) Finance cost	64.84	61.90	54.87	241.50
(ii) Other Un-allocable expenditure net of un-allocable income	(3.60)	(2.72)	(1.74)	(9.39)
Total Profit / (Loss) Before Tax	19.65	15.48	(58.38)	(127.83)
Capital employed				
a) Cement	1,617.54	1,590.91	1,546.61	1,590.91
b) TBK	870.65	838.36	914.06	838.36
c) RMC	221.10	224.86	242.94	224.86
d) Unallocated	(1,631.38)	(1,646.07)	(1,661.76)	(1,646.07)
Total	1,077.91	1,008.06	1,041.85	1,008.06

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


VIJAY AGGARWAL
 MANAGING DIRECTOR

Place : Mumbai
Date : July 29, 2014



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, 2014

To the Board of Directors
Prism Cement Limited

1. We have reviewed the accompanying statement of unaudited standalone financial results of **Prism Cement Limited** ('the Company') for the quarter ended on June 30, 2014 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoters Group Shareholding' which have been traced from disclosures made by the management to stock exchanges and have not been reviewed by us. 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.
2. We conducted our review in accordance with the Standard on Review Engagements (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 notice that causes us to believe that the accompanying statement of unaudited standalone financial results prepared in accordance with the Accounting Standards notified under the Companies Act, 1956 (which were deemed to be applicable as per Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014 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 G. M. KAPADIA & CO.

Chartered Accountants

Firm Registration No. 104767W



Atul Shah
Partner

Place: Mumbai

Date : July 29, 2014

Membership No: 039569



Investor Update

July 29, 2014

Prism Cement Limited today announced Un-audited standalone financial results for the Quarter ended June 30, 2014

Financial Overview (Un-audited for the Quarter ended June 30, 2014)

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q1 '14-15	Q4 '13-14	Q1 '13-14
Sales	1,499	1,635	1,231
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	118	119	38
Profit / (Loss) before tax	20	15	(58)
Net Profit / (Loss) after tax	13	11	(48)
EPS (₹)	0.27	0.22	-0.97

Segmental Results

(Figures in ₹ Crores)

Particulars	Q1 '14-15			Q4 '13-14			Q1 '13-14		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	600	490	303	593	624	311	483	386	269
Segment Results	79	2	0	62	2	11	0	(6)	1
Capital Employed	1,618	871	221	1,591	838	225	1,547	914	243

Performance Review and key developments

During the Quarter, Prism Trust has sold its entire holding of 1,23,51,600 equity shares held in the Company. The Company is the beneficiary of the Trust. Prism Trust, which was formed in March 2010, was created after the

merger of erstwhile H. & R. Johnson (India) Limited and erstwhile RMC Readymix (India) Private Limited with the Company. The Trust has realized approx. ₹ 88 crores, at an average price of about Rs. 71.50 per share from this sales transaction. The proceeds have been used to reduce the borrowings of the Company.

During the Quarter ended June 30, 2014, the Company produced 11.29 lac tons of clinker and 13.62 lac tons of cement. During the same period, the Company despatched 1.92 lac tons of clinker and 13.47 lac tons of cement, aggregating to 15.39 lakh tonnes. In the corresponding period last year, the Company had despatched 13.57 lakh tonnes of cement and clinker.

The Company commenced mining of coal in March 2014 from its Coal Block at Chhindwara, Madhya Pradesh and has started initial despatches to its cement plant at Satna, Madhya Pradesh.

The margins of the Cement Division improved as compared to the corresponding Quarter of last year on account of cost saving measures implemented and revival in demand in the markets of interest.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the Quarter were ₹ 490 Crores, thereby growing at a healthy rate of 27% when compared to the corresponding Quarter last year. The growth was on account of higher capacity utilization post implementation of cost saving measures last year and continued intensive activities on the marketing front. The Division opened a new "House of Johnson" during the Quarter, taking the total number to 26 showrooms across the country.

The RMC Readymix (India) (RMC) Division witnessed some early signs of recovery in the construction sector during the Quarter. RMC's sales turnover increased by 13% as compared to the corresponding Quarter last year. However, profitability of the Division continued to be under pressure due to lower capacity utilization and increase in costs, especially fuel.

Expansions

Mine development activities for the cement plant at Kurnool District, Andhra Pradesh are in progress. Project activities will be taken up at an appropriate time.

Industry Scenario / Future Outlook

With key initiatives on the cost front at Prism Cement Division implemented last year, the Division is on a stronger footing with a cost competitive structure. Moreover, with a stable government and consequent optimism, the demand for cement should improve in the medium term which bodes well for the Division.

The robust distribution network, strong brand equity, wide-spread manufacturing locations, and a comprehensive product portfolio of tiles, baths, and kitchens enable H & R Johnson (India) Division to enjoy a distinct competitive advantage over others in the market. Moreover, with the successful completion of recent initiatives to reduce power and fuel cost, the Division is poised for better capacity utilization.

The Ready-mixed Concrete Industry in India is over 20 years old and was growing at a healthy rate till two years back. However, due to uncertainties in the prevailing economic and political environment, volume growth for the industry in the last few quarters has been under pressure. The markets in most of the metros are expected to see a turnaround in the medium term as economy picks up. With the Mega Projects Vertical, RMC Division is focusing on infrastructure segment as well. The markets in tier 2 & tier 3 cities have also been showing maturity which will help the 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 74% 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 Unit II in December, 2010. It manufactures Portland Pozzolana Cement (PPC) with the brand name 'Champion' and Ordinary Portland Cement (OPC). It has recently launched premium quality grade of cement under 'HI-TECH' brand. Prism Cement has the highest quality standards due to efficient plant operations with automated controls. It caters mainly to markets of UP, MP and Bihar, with an average lead distance of 405 kms from its plant at Satna, MP. It has a wide marketing network with about 3,700 dealers serviced from ~100 stocking 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 3 strong brands, viz. Johnson, Johnson Marbonite, and Johnson Endura. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 54 million m² per

annum spread across 9 manufacturing plants across the country which is 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 88 ready-mixed concrete plants in 37 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. Aditya Bob Mahendru
General Manager (Corporate Planning)
Prism Cement Limited
Tel: 91-22-6675 4142-46
Email: abmahendru@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.