



PRISM JOHNSON LIMITED

February 27, 2026

The National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051	The BSE Limited, Corporate Relationship Department, P. J. Towers, Dalal Street, Fort, Mumbai - 400 023
Code : PRSMJOHNSN	Code: 500338

Dear Sir,

Sub.: Media Release

Please find attached a media release titled “**Prism Chakachak**” Gypsum Plaster proposed to be issued by the Company.

This is for your information and dissemination on your website.

Thanking you,

Yours faithfully,
for **PRISM JOHNSON LIMITED**

SHAILESH DHOLAKIA
COMPANY SECRETARY

Encl.: As above



PRISM JOHNSON LIMITED

Prism Johnson Limited Expands Product Range with 'Prism Chakachak' Gypsum Plaster

Mumbai, February 27, 2026: Prism Johnson Limited (BSE: 500338 | NSE: PRSMJOHNSN), amongst India's leading integrated building materials companies, introduces 'Prism Chakachak' Gypsum Plaster under its cement division, Prism Cement. This addition reinforces the Company's strategy of expanding its value-added construction materials portfolio while leveraging its existing distribution network.

Part of Premix Walling Range, Prism Chakachak Gypsum Plaster is a lightweight, quick-setting material designed to deliver smooth, paint-ready wall and ceiling finishes. It requires no water curing, reduces construction time and labor requirement, and offers low shrinkage with minimal cracks. Naturally fire-resistant and eco-friendly, the product provides good thermal and acoustic insulation while adding minimal load to structures.

The Company's cement business, Prism Cement, has a strong presence in Central India, including key markets such as Uttar Pradesh, Madhya Pradesh and Bihar, supported by a dealer network of ~ 2,400 dealers. The product will be made available across the Company's operating regions through this established distribution network.

Prism Johnson Limited offers a diversified portfolio of building materials spanning cement, tiles, bathware, ready-mix concrete, construction chemicals and others. The addition of gypsum plaster further strengthens the Company's integrated product basket, enabling customers to access a wider range of construction and interior solutions under one roof.

About Prism Johnson Limited:

Prism Johnson Limited operates through three key business divisions — Prism Cement, H & R Johnson (India), and Prism RMC — offering a wide portfolio of products to retail, institutional, and infrastructure customers across India.

Its cement division markets products under the brands Champion, Champion Plus, Duratech, and Champion All Weather, with an installed cement capacity of 5.6 MTPA and supply agreements with four grinding units for an aggregate capacity of 1.37 MTPA. It primarily caters to Central and Eastern Uttar Pradesh, Madhya Pradesh, and Bihar.

Through H & R Johnson (India), the Company offers end-to-end solutions in tiles and bath products under brands including Johnson Tiles, Johnson Marbonite, Johnson Porselano, Johnson Endura, Johnson International, and Johnson Marble & Quartz, with an installed tile capacity of approximately 64 million m² per annum across 11 plants (Own & JV).

Prism RMC has a pan-India presence with 87 ready-mix concrete plants across 41 cities and towns, supported by NABL-certified technical laboratories to ensure stringent quality standards.

Media Release

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.

For Additional Information, Please Contact:

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