



BIRLA CORPORATION LIMITED

1, SHAKESPEARE SARANI, 2ND FLOOR, KOLKATA - 700 071

Phone : (033) 6603 3300 / 01 / 02, Fax : (033) 2288 4426

E-mail : coordinator@birlacorp.com; Website : www.birlacorporation.com

Ref. No. 74G/

January 30, 2016

The Manager
Listing Department,
National Stock Exchange of India Limited
'Exchange Plaza', C-1, Block G,
Bandra-Kurla Complex, Bandra (East),
Mumbai- 400 051
Fax No. (022) 2659 8237/38/8348

Dear Sir,

We are enclosing herewith a copy of Press Release issued by the Company after the Board Meeting held on date i.e. 30th January, 2016.

This is for your kind information and necessary action.

Thanking you,

Yours faithfully

For **BIRLA CORPORATION LIMITED**

(GIRISH SHARMA)
Jt. President (Indirect Taxes)
& Company Secretary

Encl: As above

Confirmatory copy by courier

REGISTERED OFFICE : Birla Building, 9/1 R. N. Mukherjee Road, Kolkata - 700 001

Phone : (033) 2210 6991, 6603 6777 / 726, Fax : (033) 2248 2872 / 7988, CIN : L01132WB1919PLC003334

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Press Release (Q3: 2015-16)
30 January 2016

BIRLA CORPORATION Q3 NET SALES AT Rs 794 crores

	Q3 2015-16	Q2 2015-16	Q3 2014-15
Cement despatch (Lakh Tons)	19.65	19.59	18.23
Net Sales/Income from Operations (Net of Excise Duty) (Rs in Crores)	793.93	801.78	743.18
Profit Before Exceptional Items & Tax (Rs in Crores)	15.84	55.16	7.61
Profit After Tax (Rs in Crores)	6.57	18.48	15.00

Birla Corporation Limited, the flagship Company of the M P Birla Group and Cement major, has achieved cement production of 19.63 lakh tons (18.05 lakh tons) during the third quarter of the current fiscal. Net Sales/Income from Operations stood at Rs 793.93 crores (Rs 743.18 crores). The despatch of cement stood at 19.65 lakh tons (18.23 lakh tons).

The Profit after Tax was Rs 6.57 crores against Rs 15.00 crores in the previous corresponding quarter. Profit before exceptional items was Rs 15.84 crores, against Rs 7.61 crores, during the previous corresponding quarter.

Shri Harsh V. Lodha, Chairman of the Company, said after the meeting of the Board of Directors in Kolkata today that the Company had initiated various cost reduction measures and could optimize on various variable costs, including higher use of pet coke instead of coal at Satna, higher use of fly ash and slag and purchase of power from the exchanges at rates lower than the grid. Further, steps had been to reduce power consumption at all units. However, profit was impacted in the wake of cement prices being the lowest in the past three years in the markets where the Company is operating.

Profit during the quarter under review was also impacted owing to higher provisioning for exceptional items, the District Mineral Foundation (DMF) and the National Mineral Exploration Trust, additional bonus liability upon the enactment of the Payment of Bonus (Amendment) Act, 2015, and additional liability for electricity in respect of the Durgapur units, totalling Rs 16.63 crores.

Referring to mechanical mining in Chanderia, Shri Lodha said most of the additional equipment was already in operation. Some balancing equipment would arrive soon and it is expected that the Company shall be in a position to meet 70% of the Unit's limestone requirement. The Company is in the process of learning and stabilizing the operation since the process of mechanical mining for limestone is very difficult, being tried for the first time in India. However, the performance of the unit has been affected as it had to purchase limestone at higher costs. The unit was not able to run one kiln for about two months because of non-availability of limestone.

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AFRS: The Company is installing equipment to set up the Alternative Fuel and Raw Material Feeding System (AFRS) for higher use of alternative fuel on continuous basis at its clinker manufacturing units. This initiative to utilize alternative fuel, in the form of agricultural waste, is expected to be operational by the first quarter of the next fiscal.

Vacant land at the Company's cement plants is being utilized to grow alternative fuel inputs to meet the Alternative Fuel and Raw material requirement partially. This pioneering move will ensure the availability of alternative fuel throughout the year, bring down the fuel cost and help in reducing the carbon footprint.

Chanderia: After completion of the studies on full-scale mining and submission of report by the Central Building Research Institute (CBRI) to the Supreme Court, the respondent (PIL petitioner) had submitted objections to the report. Birla Corporation Limited also submitted its counter arguments as well as an Interim Application (IA), seeking interim relief for blasting at the existing working pit. On hearing the IA on 16 December 2015, the Supreme Court ordered to list it along with the Special Leave Petition in February 2016.

Jute Division: The performance of the Jute Division has improved substantially on the back of better operational efficiency, consequent to the continuous modernization and upgrading of equipment, including the operation of a large number of new looms. Reduction in manpower, higher productivity per workman, lower power and steam consumption, use of caddies instead of coal to produce steam and reduction in consumption of raw jute as well as thread wastage, etc. resulted in better performance of the Division. If Government orders are forthcoming and the demand for jute bags for packaging of food grains continues, the Division will do even better. Investments in the past and judicious selection of product mix are yielding the desired results.

Financial Highlights:

FOR THE QUARTER ENDING 31 DECEMBER 2015

- **Net Sales** at Rs 793.93 crores, up by 6.83% *
- **EBIDTA** at Rs 72.59 crores. **PAT** at Rs 6.57 crores. **EPS** at Rs 0.85
- **Cement Despatches** at 19.65 lakh tons, up by 7.79% *
- **Cement Production** at 19.63 lakh tons, up by 8.75% *
- **Percentage of Blended Cement** as a % of **Total Cement Despatches** continues to be high at about 82%

FOR THE NINE-MONTH PERIOD ENDING 31 DECEMBER 2015

- **Net Sales** at Rs 2369.19 crores, decreased by 0.02 % *
- **EBIDTA** at Rs 274.46 crores. **PAT** at Rs 41.69 crores. **EPS** at Rs 5.41
- **Cement Despatches** at 58.80 lakh tons, increased by 1.96% *
- **Cement Production** at 58.81 lakh tons, increased by 2.10% *
- **Percentage of Blended Cement** as a % of **Total Cement Despatches** continues to be high at about 84%

*as compared to the corresponding quarter and period of previous year, respectively.

DISCLAIMER

Statements in this release describing the Company's objectives, projections, estimates, expectations or predictions may be 'forward looking statements' within the meaning of applicable laws or regulations. Actual results could, however, differ materially from those expressed or implied. Important factors that could make a difference to the Company's Operations include global and domestic demand-supply conditions, finished goods prices, raw materials and fuel costs & availability, transportation cost, changes in Government regulations and tax structure, economic developments within India and the countries with which the Company has business contacts and other factors such as litigation and industrial relations. Neither our Company, our Directors, nor any of our affiliates, have any obligation to update or otherwise revise any statements reflecting circumstances arising after this date or to reflect the occurrence of the underlying events, even if the underlying assumptions do not come to fruition.

Chandra