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/848/2013/473

November 12, 2013

Fax No. 26598237 / 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 November 12, 2013 taken on record the Statement of Standalone Unaudited Results for the quarter and half year ended September 30, 2013.

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

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 / half year ended on September 30, 2013

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 / half year ended on September 30, 2013 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter 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 Engagement (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 referred to in sub-section (3C) of section 211 of the Companies Act, 1956 which as per a clarification issued by the Ministry of Corporate Affairs continue to apply under section 133 of the Companies Act, 2013 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. F104767W

Atul Shah
Partner
Membership No. 039569

Mumbai
Date: November 12, 2013

PRISM CEMENT LIMITED

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

STATEMENT OF STANDALONE UNAUDITED RESULTS
For the quarter and half year ended September 30, 2013

Part I

₹ Crores

Particulars	Quarter ended			Half Year ended		Year ended
	Sept. 30, 2013 Unaudited	June 30, 2013 Unaudited	Sept. 30, 2012 Unaudited	Sept. 30, 2013 Unaudited	Sept. 30, 2012 Unaudited	Mar. 31, 2013 Audited
Sales of products and services	1,242.94	1,230.51	1,144.54	2,473.45	2,368.04	5,123.67
Less : Excise Duty	91.53	99.40	82.37	190.93	170.95	381.00
Net Sales	1,151.41	1,131.11	1,062.17	2,282.52	2,197.09	4,742.67
Income from Joint Ventures/Subsidiaries - Dividend	-	-	-	-	-	0.04
Other Income from operations	8.03	2.86	6.82	10.89	9.11	25.76
Total Income from operations (net)	1,159.44	1,133.97	1,068.99	2,293.41	2,206.20	4,768.47
Expenses :						
Cost of materials consumed	292.70	298.86	274.90	591.56	591.47	1,213.67
Purchases of stock-in-trade	234.82	200.64	227.06	435.46	435.56	933.85
Stores and spares consumed	32.20	19.57	27.54	51.77	42.64	84.17
Power & fuel	189.16	209.12	174.49	398.28	302.82	745.28
Employee benefits expense	75.47	71.80	66.15	147.27	129.84	258.93
Freight outward	143.62	156.90	124.68	300.52	260.07	588.39
Changes in inventories of finished goods, work-in-progress and stock-in-trade	28.78	(50.94)	(23.72)	(22.16)	(10.88)	(23.83)
Depreciation and amortisation expense	43.31	42.79	39.23	86.10	76.94	159.80
Other expenses	180.78	190.48	158.81	371.26	319.01	708.04
Total Expenses	1,220.84	1,139.22	1,069.14	2,360.06	2,147.47	4,668.30
Profit/(Loss) from operations before Other income, Finance cost and Exceptional items	(61.40)	(5.25)	(0.15)	(66.65)	58.73	100.17
Other Income	126.79	1.74	1.34	128.53	1.93	5.53
Profit/(Loss) before Finance cost and Exceptional items	65.39	(3.51)	1.19	61.88	60.66	105.70
Finance cost	61.44	54.87	47.87	116.31	91.32	190.31
Profit/(Loss) before Exceptional items	3.95	(58.38)	(46.68)	(54.43)	(30.66)	(84.61)
Exceptional items :						
Exchange gain on redemption of investments	7.86	-	1.62	7.86	1.62	1.62
Profit / (Loss) before Tax	11.81	(58.38)	(45.06)	(46.57)	(29.04)	(82.99)
Tax expense	(5.75)	(10.51)	(14.18)	(16.26)	(9.15)	(23.51)
Net Profit/(Loss) after Tax	17.56	(47.87)	(30.88)	(30.31)	(19.89)	(59.48)
Paid-up Equity Share Capital (₹10/- per share)	503.36	503.36	503.36	503.36	503.36	503.36
Reserves excluding revaluation reserves						586.35
EPS - (Basic, diluted and not annualised) (₹)	0.36	-0.97	-0.63	-0.61	-0.41	-1.21
Debt Service Coverage Ratio (refer note no.5a)				0.50	0.81	0.71
Interest Service Coverage Ratio (refer note no. 5b)				1.34	1.52	1.40

Part II
Select Information for the quarter and half year ended September 30, 2013

(A)	**Particulars of Shareholding**						
	Public Shareholding :						
	Number of Shares	126,475,411	126,475,411	126,475,411	126,475,411	126,475,411	126,475,411
	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	376,881,169	376,881,169	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	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	3					
	Disposed off during the Quarter	3					
	Remaining unresolved at the end of the Quarter	Nil					

Notes :

1 The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on November 12, 2013. The Statutory Auditors have carried out the limited review of the results for the quarter and half year ended September 30, 2013.

2 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, if any, received on the said shares.

3 During the quarter and half year ended September 30, 2013, expenditure of ₹ 18.70 crores (corresponding previous quarter and half year ₹ 19.67 crores) has been incurred on account of annual shutdown in one of the cement units of the Company.

4 The Company's HRJ Division operates part of its business through manufacturing and trading Subsidiaries / Joint Ventures. Dividend income received from such Subsidiaries / Joint Ventures are taken as Operating Income. Dividend received from other Subsidiaries / Joint Ventures is shown as Other Income. During the quarter and half year ended September 30, 2013, dividend income of ₹ 124.79 crores (corresponding previous quarter and half year : ₹ Nil) was received from Lifestyle Investments Pvt. Limited, a wholly owned subsidiary, which has been shown under Other Income.

5 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.

6 The Company has changed reporting of figures to ₹ crores.

7 Figures of the previous periods have been regrouped wherever necessary.

Place: Mumbai
Date : November 12, 2013

G. M. KAPADIA & CO. MUMBAI Chartered Accountants

for and on behalf of the Board of Directors

VIJAY AGGARWAL
MANAGING DIRECTOR

PRISM CEMENT LIMITED

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

STANDALONE SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED

For the quarter and half year ended September 30, 2013

₹ Crores

Particulars	Quarter ended			Half Year ended		Year ended
	Sept. 30, 2013 Unaudited	June 30, 2013 Unaudited	Sept. 30, 2012 Unaudited	Sept. 30, 2013 Unaudited	Sept. 30, 2012 Unaudited	Mar. 31, 2013 Audited
Segment Revenue						
a) Cement	437.65	482.96	370.27	920.61	828.92	1,882.20
b) TBK	451.96	385.80	429.07	837.76	817.21	1,775.09
c) RMC	274.81	269.35	273.78	544.16	568.81	1,127.50
Total	1,164.42	1,138.11	1,073.12	2,302.53	2,214.94	4,784.79
Less : Inter Segment Revenue	4.98	4.14	4.13	9.12	8.74	16.32
Net Sales / Income from operations	1,159.44	1,133.97	1,068.99	2,293.41	2,206.20	4,768.47
Segment Results						
a) Cement	(53.55)	0.20	(6.60)	(53.35)	44.38	64.67
b) TBK	127.04	(5.97)	8.54	121.07	9.61	15.39
c) RMC	(2.24)	0.52	(0.47)	(1.72)	6.36	21.73
Total	71.25	(5.25)	1.47	66.00	60.35	101.79
Less : (i) Finance cost	61.44	54.87	47.87	116.31	91.32	190.31
(ii) Other Un-allocable expenditure net of un-allocable income	(2.00)	(1.74)	(1.34)	(3.74)	(1.93)	(5.53)
Total Profit/(Loss) Before Tax	11.81	(58.38)	(45.06)	(46.57)	(29.04)	(82.99)
Capital employed						
a) Cement	1,497.48	1,546.61	1,487.33	1,497.48	1,487.33	1,514.74
b) TBK	851.31	888.80	820.46	851.31	820.46	802.20
c) RMC	234.29	242.94	234.10	234.29	234.10	243.77
d) Unallocated	(1,523.68)	(1,636.50)	(1,412.60)	(1,523.68)	(1,412.60)	(1,471.00)
Total	1,059.40	1,041.85	1,129.29	1,059.40	1,129.29	1,089.71

Notes :

1 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".

2 Figures of the previous periods have been regrouped wherever necessary.

G. M. KAPADIA & CO. ★ MUMBAI ★ Chartered Accountants

for and on behalf of the Board of Directors

VIJAY AGGARWAL
MANAGING DIRECTOR

Place : Mumbai
Date : November 12, 2013

PRISM CEMENT LIMITED

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

STANDALONE STATEMENT OF ASSETS AND LIABILITIES AS AT SEPTEMBER 30, 2013

₹ Crores

	Particulars	Unaudited Half Year ended	Audited Year ended
		September 30, 2013	March 31, 2013
A	**EQUITY AND LIABILITIES**		
1	**Shareholders' Funds :**		
	(a) Share Capital	503.36	503.36
	(b) Reserves and Surplus	556.04	586.35
	Sub-total - Shareholders' Funds	**1,059.40**	**1,089.71**
2	**Non-current Liabilities :**		
	(a) Long-term borrowings	949.48	1,017.65
	(b) Deferred tax liabilities (net)	75.35	91.91
	(c) Other long-term liabilities	104.25	107.59
	(d) Long-term provisions	34.67	35.38
	Sub-total - Non-current Liabilities	**1,163.75**	**1,252.53**
3	**Current Liabilities :**		
	(a) Short-term borrowings	258.70	263.87
	(b) Trade payables	659.46	777.95
	(c) Other current liabilities	940.14	657.79
	(d) Short-term provisions	5.91	8.03
	Sub-total - Current Liabilities	**1,864.21**	**1,707.64**
	TOTAL - EQUITY & LIABILITIES	**4,087.36**	**4,049.88**
B	**ASSETS**		
1	**Non-current Assets :**		
	(a) Fixed Assets	2,113.17	2,093.36
	(b) Non-current investments	347.35	378.24
	(c) Long-term loans and advances	198.77	203.52
	(d) Other non-current assets	0.99	4.52
	Sub-total - Non-current Assets	**2,660.28**	**2,679.64**
2	**Current Assets :**		
	(a) Inventories	492.30	467.41
	(b) Trade receivables	486.57	477.86
	(c) Cash and cash equivalents	31.46	37.48
	(d) Short-term loans and advances	345.29	312.02
	(e) Other current assets	71.46	75.47
	Sub-total - Current Assets	**1,427.08**	**1,370.24**
	TOTAL - ASSETS	**4,087.36**	**4,049.88**

Note :

Non-current investments includes cost of 1,23,51,600 shares (March 31, 2013: 1,23,51,600 shares) of the Company held in a Trust for the benefit of the Company.

for and on behalf of the Board of Directors

VIJAY AGGARWAL
MANAGING DIRECTOR

Place: Mumbai
Date : November 12, 2013

Investor Update

November 12, 2013

Prism Cement Limited today announced Un-audited standalone financial results for the Quarter ended September 30, 2013

Financial Overview (Un-audited for the Quarter ended September 30, 2013)

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q2 '13-14	Q1 '13-14	Q2 '12-13
Sales	1,243	1,231	1,145
Profit / (Loss) before finance cost, tax, depreciation, and exceptional items	109	39	40
Profit / (Loss) before tax	12	(58)	(45)
Net Profit / (Loss) after tax	18	(48)	(31)
EPS* (₹)	0.36	(0.97)	(0.63)

* 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, if any, on the said shares.

Segmental Results

(Figures in ₹ Crores)

Particulars	Q2 '13-14			Q1 '13-14			Q2 '12-13		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	438	452	275	483	386	269	370	429	274
Segment Results	(54)	127	(2)	0	(6)	1	(7)	9	0
Capital Employed	1,497	851	234	1,547	889	243	1,487	820	234

Performance Review and key developments

During the quarter ended September 30, 2013, the Company produced 7.36 lac tons of clinker and 10.89 lac tons of cement. During the same period, the Company despatched 10.98 lac tons of cement and 0.73 lac tons of clinker. In the corresponding period last year, the Company had despatched 9.31 lac tons of cement.

Sluggish demand from the housing and infrastructure segments continued to impact cement volumes and realisations during the Quarter.

The new Blending Silo at Unit II, Satna has become operational during the Quarter.

During the current quarter and half year ended September 30, 2013, expenditure of ₹ 18.70 crores (corresponding previous quarter and half year ₹ 19.67 crores) has been incurred on account of annual shutdown in one of the cement units of the Company.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the Quarter were ₹ 452 Crores, thereby growing by 5% when compared to the corresponding Quarter last year. The Division's profitability was adversely impacted during the Quarter on account of higher fuel and raw material costs when compared to the corresponding period last year. The Division continued to implement the cost-savings projects. The coal gassifier at one of AP Plants has been commissioned during the Quarter and another coal gassifier in the other AP Plant is expected to be commissioned in Q3, FY 14. The Company's AP plants have also started receiving Natural Gas from the allocated wells which would partially meet the fuel requirements of the plants thereby reducing the overall fuel costs. GAIL pipe-line work is in progress and is expected to be set-up during FY 2014. These initiatives would help in reducing the fuel cost of the Division. The Division's Business Process Re-engineering (BPR) project is also under implementation to significantly improve customer service, modernize sales & distribution policies, and reduce operational costs.

In order to further strengthen Johnson's brand equity, the Division has rolled out the new TV campaign featuring Katrina Kaif. The Division shall continue the brand promotion activities during the year.

The Company's wholly-owned foreign subsidiary, Lifestyle Investments Pvt. Limited (LIPL), has sold its stake in Norcros Plc, a company listed on the London Stock Exchange. The Company received an amount of ₹ 125 crores as dividend on the equity shares held in LIPL during the Quarter.

The Quarter under review continued to be challenging for RMC Readymix (India) (RMC) Division. The sales turnover of the Division remained constant on y-o-y basis. However, the profitability of the Division was 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.

The basic infrastructure work and work on the incline is under progress at the Coal Block at Chhindwara, Madhya Pradesh. The construction of the ancillary buildings such as workshop, substation, etc., is nearing completion. The mined coal will be used for captive consumption of the cement plant located at Satna, Madhya Pradesh.

During the quarter, the number of plants operated by the RMC Division increased by four and two plants were demobilized, taking the total number of RMC Plants in operation to ninety.

Industry Scenario / Future Outlook

Cement prices are expected to improve during the balance period of the financial year in anticipation of a revival in demand on the back of a good monsoon and approvals for major infrastructure projects.

Bulk of H & R Johnson (India)'s products are targeted towards affordable housing segment which is growing at a healthy rate and is likely to continue in future as well due to India's economic growth and changing demographics. Moreover, HRJ also has a slew of lifestyle products at premium price points. The robust distribution network, strong brand equity, wide-spread manufacturing locations, and a comprehensive product portfolio of tiles, baths, and kitchens enable HRJ to enjoy a distinct competitive advantage over others in the market.

The Ready-mixed Concrete Industry in India is over 15 years old and was growing at a healthy rate over the last few years. However, due to the prevailing economic environment, the volume growth for the industry in the last few quarters has been under pressure. The markets in some of the metros are expected to see a turnaround shortly as Development permissions are being given at a greater pace. With the Mega Projects Vertical, RMC Division is focusing on infrastructure segment as well. The markets in 2-tier & 3-tier 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 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 425 kms from its plant at Satna, MP. It has a wide marketing network with about 3,300 dealers serviced from 163 stocking points.

H & R Johnson (India)

Established in 1958, H & R Johnson (India) is the pioneer of ceramic tiles in India. Over the past 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. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 54 million m^2 per annum spread across 9 manufacturing plants across the country which is the largest in India.

Under its flagship brand, Johnson, HRJ offers glazed wall and floor tiles, bath products, kitchens, laminate / engineered wooden flooring, and engineered marble and quartz. Johnson Marbonite brand offers a complete range of vitrified tiles (polished and glazed), and Johnson Endura offers industrial tiles and tiles for special applications like bathrooms / high traffic areas / swimming pools etc.

RMC Readymix (India)

RMC Readymix (India) is one of India's leading ready-mixed concrete manufacturers, set-up in 1996. RMC currently operates 90 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
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Email: mahendru.aditya@hrjohnsonindia.com
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Address:
Windsor, 7th Floor, CST Road
Kalina, Santacruz (E)
Mumbai—400098

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.