



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/848/2015-16/Q1

August 5, 2015

The National Stock Exchange (India) Limited, Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051. Fax No. 26598237 / 38	Corporate Relationship Department, The Bombay Stock Exchange, P. J. Towers, Dalal Street, Fort, Mumbai – 400 023. Fax No. 22722037 / 39 / 41
Code : PRISMCEM	Code : 500338

Dear Sir,

Re : Board Meeting

This is to inform you that the Company's Board of Directors has at its Meeting held on August 5, 2015 taken on record the Statement of Standalone Unaudited Results for the quarter ended June 30, 2015.

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

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.

STATEMENT OF STANDALONE UNAUDITED RESULTS
For the quarter ended June 30, 2015

Part I

₹ Crores

Particulars	Quarter ended			Year ended
	June 30, 2015 Unaudited	March 31, 2015 Audited	June 30, 2014 Unaudited	March 31, 2015 Audited
Sales of products and services	1,476.41	1,641.99	1,499.31	6,009.01
Less : Excise Duty	110.47	114.46	115.40	437.20
Net Sales	1,365.94	1,527.53	1,383.91	5,571.81
Income from Joint Ventures/Subsidiaries - Dividend	-	0.04	-	0.04
Other Income from operations	2.81	1.96	4.59	22.03
Total Income from operations (net)	1,368.75	1,529.53	1,388.50	5,593.88
Expenses :				
Cost of materials consumed	334.43	343.35	348.88	1,344.76
Purchases of stock-in-trade	299.96	376.92	271.52	1,242.62
Stores and spares consumed	19.06	16.97	18.17	80.83
Power & fuel	181.98	191.68	207.45	764.27
Employee benefits expense	86.67	80.74	74.23	314.98
Freight outward	197.72	185.04	176.53	719.02
Changes in inventories of finished goods, work-in-progress and stock-in-trade	(31.13)	23.68	(20.76)	(12.43)
Depreciation and amortisation expense	33.57	32.48	36.61	136.84
Other expenses	199.05	226.79	194.89	853.48
Total Expenses	1,321.31	1,477.65	1,307.52	5,444.37
Profit from operations before Other income, Finance cost and Exceptional items	47.44	51.88	80.98	149.51
Other Income	2.33	3.54	3.86	33.48
Profit before Finance cost and Exceptional items	49.77	55.42	84.84	182.99
Finance cost	62.06	58.29	65.19	255.86
Profit / (Loss) before Exceptional items	(12.29)	(2.87)	19.65	(72.87)
Exceptional items (Refer Note 2)	-	62.12	-	62.12
Profit / (Loss) before Tax	(12.29)	59.25	19.65	(10.75)
Tax expenses	(4.25)	(2.64)	6.41	(25.45)
Net Profit / (Loss) after Tax	(8.04)	61.89	13.24	14.70
Paid-up Equity Share Capital (₹ 10/- per share)	503.36	503.36	503.36	503.36
Reserves excluding revaluation reserves				512.01
EPS - (Basic, diluted and not annualised) (₹)	-0.16	1.23	0.27	0.29

Part II

Select information for the quarter ended June 30, 2015

(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	Nil			
Received during the Quarter	1			
Disposed off during the Quarter	1			
Remaining unresolved at the end of the Quarter	Nil			

Notes :

- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on August 5, 2015. The Statutory Auditors have carried out the limited review of the results for the quarter ended June 30, 2015.

- (a) Exceptional Items includes :

₹ Crores

Particulars	Quarter ended			Year ended
	June 30, 2015 Unaudited	March 31, 2015 Audited	June 30, 2014 Unaudited	March 31, 2015 Audited
Gain on sale of Investment (Refer Note 2(b))	-	64.00	-	64.00
Transfer fees etc. on amalgamation	-	(1.88)	-	(1.88)
Total	-	62.12	-	62.12

- (b) Gain of ₹ 64 crores during previous year on sale of 1,23,51,600 equity shares of the Company held through Prism Trust for the benefit of the Company was disclosed as below the line adjustment and not considered in arriving at financial results as well as computation of EPS in the unaudited financial results published for the first quarter ended June 30, 2014. However, based on professional advice, the management had treated the same as Exceptional Item for its annual financial results and hence, it is appearing as an adjustment to Exceptional item for the quarter ended March 31, 2015.
- The Company is in the process of determining and identifying significant components of fixed assets as prescribed under Schedule II to the Companies Act, 2013 and the resultant impact, if any, will be considered in due course during the FY 2015-16.
- 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 : August 5, 2015



PRISM CEMENT LIMITED

CIN : L26942AP1992PLC014033

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STANDALONE SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED

For the quarter ended June 30, 2015

₹ Crores

Particulars	Quarter ended			Year ended
	June 30, 2015 Unaudited	March 31, 2015 Audited	June 30, 2014 Unaudited	March 31, 2015 Audited
Segment Revenue				
a) Cement	518.25	563.21	600.06	2,200.99
b) TBK	540.89	661.05	489.69	2,205.88
c) RMC	313.96	309.44	303.13	1,204.27
Total	1,373.10	1,533.70	1,392.88	5,611.14
Less : Inter Segment Revenue	4.35	4.17	4.38	17.26
Net Sales / Income from operations	1,368.75	1,529.53	1,388.50	5,593.88
Segment Results				
a) Cement	47.50	44.69	79.09	166.68
b) TBK	(4.45)	(1.31)	1.74	(1.94)
c) RMC	4.39	6.62	0.15	1.60
Total	47.44	50.00	80.98	166.34
Less : (i) Finance cost	62.06	58.29	65.19	255.86
(ii) Other Un-allocable expenditure net of un-allocable income	(2.33)	(67.54)	(3.86)	(78.77)
Total Profit / (Loss) Before Tax	(12.29)	59.25	19.65	(10.75)
Capital employed				
a) Cement	1,695.10	1,682.70	1,617.54	1,682.70
b) TBK	830.77	842.09	870.65	842.09
c) RMC	201.25	198.05	221.10	198.05
d) Unallocated	(1,719.79)	(1,707.47)	(1,631.38)	(1,707.47)
Total	1,007.33	1,015.37	1,077.91	1,015.37

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 DIRECTORPlace : Mumbai
Date : August 5, 2015

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, 2015**

To the Board of Directors
Prism Cement Limited

1. We have reviewed the accompanying statement of unaudited standalone financial results ('the Statement') of **Prism Cement Limited** ('the Company') for the quarter ended on June 30, 2015 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, prepared in accordance with the Accounting Standards specified under 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

Atul Shah

Partner

Membership No: 039569

Place: Mumbai

Date :August 5, 2015



Investor Update

August 05, 2015

Prism Cement Limited today announced audited standalone financial results for the year ended June 30, 2015

Financial Overview (Audited for the Year ended June 30, 2015)

(Figures in ₹ Crores unless mentioned otherwise)

Particulars	Q1 '15-16	Q4 '14-15	Q1 '14-15
Sales	1,476	1,642	1,499
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	81	84	118
Profit / (Loss) before tax	(12)	59	20
Net Profit / (Loss) after tax	(8)	62	13
EPS (₹)	-0.16	1.23	0.27

Segmental Results

(Figures in ₹ Crores)

Particulars	Q1 '15-16			Q4 '14-15			Q1 '14-15		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	518	541	314	563	661	309	600	490	303
Segment Results	48	(4)	4	45	(1)	7	79	2	0
Capital Employed	1,695	831	201	1,683	842	198	1,618	871	221

Performance Review and key developments

The highlight during the quarter was improvement in Cement EBITDA at ₹507/ton for the quarter ended June 30, 2015 up from ₹433/ton during the quarter ended March 31, 2015 despite lower volumes and realizations.

For the Quarter ended June 30, 2015, the Company sold 13.60 lac tons of cement and clinker as against 15.12 lac tons for the quarter ended June 30, 2014. While the overall volume decline including clinker was 10% yoy, the cement volume declined by 4.8%. The quarter saw the launch of "Duratech" brand in three states – MP, UP and Bihar. The brand was well received in the market.

The company had taken various cost rationalization measures in FY15 such as resorting to imported coal, increase in pet-coke consumption, reduction in power consumption amongst others. In line with earlier communication the incremental benefits of these measures are reflected in the first quarter of FY16.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the Quarter were ₹541 Crores, there by growing by 10% when compared to the corresponding quarter in FY15. The Division continued to scale-up its marketing activities through various initiatives like strengthening of distribution network, merchandising and has also taken various initiatives to optimise the costs.

The RMC Readymix (India) (RMC) Division's sales turnover increased by 4% as compared to the corresponding Quarter of last year. Continuing efforts on demobilizing loss making plants and cost control, the profitability of the Division has seen improvement as compared to the corresponding quarter last year. The Division is in the process of identifying new locations where it plans to relocate unused / underutilized assets.

Industry Scenario / Future Outlook

While the near term demand outlook remains challenging also due to seasonality, cement demand expected to pick in second half of FY16. The long term drivers for cement demand remain intact. Higher government spending on infrastructure, robust growth in rural housing and rising per capita incomes are likely to augur well for the cement industry.

Having said that the cement division is on strong footing with several cost rationalization exercise done in recent quarters.

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 initiatives last year to reduce power and fuel cost, the Division is enhancing its 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 paucity of new construction projects taking off, 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 and construction activities resume. 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 premium quality grade of cement under 'HI-TECH' and 'DURATECH' brand. Prism Cement has the highest quality standards due to efficient plant operations with automated controls. It caters mainly to markets of Eastern UP, MP and Bihar, with an average lead distance of 399 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,800 dealers serviced from ~90 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 54.5 million m² per annum spread across 9 manufacturing plants across the country.

RMC Readymix (India)

RMC Readymix (India) is one of India's leading ready-mixed concrete manufacturers, set-up in 1996. RMC currently operates 79 ready-mixed concrete plants in 35 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. Munzal Shah

Prism Cement Limited

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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.