

STANDALONE UNAUDITED FINANCIAL RESULTS
For the quarter and nine months ended December 31, 2010

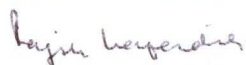
₹. Lakhs

| Particulars | Quarter ended | | Nine months ended | | Audited year ended Mar. 31, 2010 |
|---|---------------|---------------|-------------------|---------------|-------------------------------------|
| | Dec. 31, 2010 | Dec. 31, 2009 | Dec. 31, 2010 | Dec. 31, 2009 | |
| Sales | 89246 | 73007 | 245639 | 214926 | 298887 |
| Less : Excise Duty | 5543 | 3686 | 14708 | 10736 | 15089 |
| Net Sales | 83703 | 69321 | 230931 | 204190 | 283798 |
| Income from Joint Ventures - Dividend | 100 | 0 | 838 | 560 | 860 |
| Other Income from operations | 523 | 161 | 938 | 592 | 945 |
| Total Income | 84326 | 69482 | 232707 | 205342 | 285603 |
| Expenditure | | | | | |
| Consumption of raw materials | 21022 | 15137 | 56038 | 43910 | 60858 |
| Purchase of traded goods | 18683 | 13642 | 50820 | 38329 | 55660 |
| Stores and spares consumed | 1586 | 1392 | 5918 | 7269 | 8747 |
| Power & fuel | 10241 | 7937 | 27839 | 22411 | 30854 |
| Employees cost | 4552 | 3327 | 12781 | 10146 | 13488 |
| Freight outward | 9047 | 6253 | 22243 | 16770 | 24767 |
| (Increase) / Decrease in stock in trade & work in progress | (881) | (395) | (653) | (1504) | (2792) |
| Depreciation | 3135 | 2271 | 7875 | 6684 | 8985 |
| Other expenditure | 13675 | 11126 | 35567 | 30750 | 42893 |
| Total Expenditure | 81060 | 60690 | 218428 | 174765 | 243460 |
| Profit from operations before other income, finance cost, tax and exceptional items | 3266 | 8792 | 14279 | 30577 | 42143 |
| Other Income | 50 | 49 | 222 | 208 | 285 |
| Profit before finance cost, tax and exceptional items | 3316 | 8841 | 14501 | 30785 | 42428 |
| Finance cost | 3181 | 1230 | 6128 | 3682 | 4831 |
| Profit before tax and exceptional items | 135 | 7611 | 8373 | 27103 | 37597 |
| Exceptional items : | | | | | |
| Profit / (Loss) on sale of assets / investments | (206) | - | 96 | 115 | (747) |
| Amalgamation expenses | - | - | - | - | (1025) |
| Profit/(Loss) before tax | (71) | 7611 | 8469 | 27218 | 35825 |
| Tax expenses | 33 | (2479) | (2457) | (8882) | (10720) |
| Net Profit/(Loss) after tax | (38) | 5132 | 6012 | 18336 | 25105 |
| Paid-up Equity Share Capital (₹. 10/- per share) | 50336 | 29825 | 50336 | 29825 | 50336 |
| Reserves excluding revaluation reserves | - | - | - | - | 66614 |
| EPS - (Basic, diluted and not annualised) (₹.) | (0.01) | 1.05 | 1.22 | 3.73 | 5.11 |
| Public Shareholding : | | | | | |
| Number of Shares | 126,475,411 | 114,123,811 | 126,475,411 | 114,123,811 | 126,475,411 |
| Percentage of shareholding | 25.13 | 38.26 | 25.13 | 38.26 | 25.13 |
| Promoters and promoter group shareholding | | | | | |
| a) Pledged / encumbered | | | | | |
| Number of shares | - | - | - | - | - |
| Percentage of shares (as a % of the total shareholding of promoters 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 | 184,126,189 | 376,881,169 | 184,126,189 | 376,881,169 |
| Percentage of shares (as a % of the total shareholding of promoters and promoter group) | 100 | 100 | 100 | 100 | 100 |
| Percentage of shares (as a % of the total share capital of the Company) | 74.87 | 61.74 | 74.87 | 61.74 | 74.87 |

Notes:

- Figures of the previous periods have been regrouped wherever necessary. The figures for the quarter and nine months ended December 31, 2009 include management certified results of H. & R. Johnson (India) Limited and RMC Readymix (India) Private Limited which have been amalgamated with the Company from the appointed date of April 1, 2009. There was no limited review required for their results of the quarter and nine months ended December 31, 2009 as both the companies were unlisted. The accounting effect of amalgamation was given in the quarter ended March 31, 2010. Pursuant to the amalgamation, the equity capital of the Company was increased in March, 2010. The Earning Per Share (EPS) for all the periods has been computed on the enhanced equity capital, to make it comparable.
- The interim dividend of ₹ 1/- per equity share of ₹ 10/- each for the financial year 2010-11, declared at the Board Meeting held on October 27, 2010 has been paid during the quarter.
- The Company has in December 2010, resumed production of clinker at Unit-II Satna, which had been temporarily suspended due to an accident in the Blending Silo.
- There were no complaints pending at the beginning of the quarter ended December 31, 2010. During the said quarter, the Company received 5 investor complaints, all of which have been redressed.
- The Statutory Auditors have carried out the limited review of the results for the quarter and nine months ended December 31, 2010.
- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on January 18, 2011.

for and on behalf of the Board of Directors


 RAJESH G. KAPADIA
 CHAIRMAN

Place : Mumbai
 Date : January 18, 2011

PRISM CEMENT LIMITED

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

SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED
For the quarter ended December 31, 2010

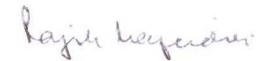
₹. Lakhs

| Particulars | Standalone Unaudited Quarter ended | | Standalone Unaudited Nine Months ended | | Standalone Audited Year ended |
|---|------------------------------------|-----------|--|-----------|-------------------------------|
| | Dec. 2010 | Dec. 2009 | Dec. 2010 | Dec. 2009 | Mar. 2010 |
| Segment Revenue | | | | | |
| a) Cement | 24,668 | 24,054 | 70,051 | 75,569 | 102,062 |
| b) TBK | 36,551 | 28,739 | 99,639 | 81,005 | 115,540 |
| c) RMC | 23,521 | 16,689 | 64,003 | 48,768 | 68,001 |
| Total | 84,740 | 69,482 | 233,693 | 205,342 | 285,603 |
| Less : Inter Segment Revenue | 414 | - | 986 | - | - |
| Gross Sales / Income from operations | 84,326 | 69,482 | 232,707 | 205,342 | 285,603 |
| Segment Results | | | | | |
| a) Cement | 4 | 6,335 | 5,942 | 22,797 | 31,687 |
| b) TBK | 2,382 | 2,080 | 6,496 | 6,804 | 8,784 |
| c) RMC | 880 | 377 | 1,841 | 976 | 1,672 |
| Total | 3,266 | 8,792 | 14,279 | 30,577 | 42,143 |
| Less : (i) Finance Cost | 3,181 | 1,230 | 6,128 | 3,682 | 4,831 |
| (ii) Other Un-allocable expenditure net of unallocable Income | 156 | (49) | (318) | (323) | 1,487 |
| Total Profit/(Loss) Before Tax | (71) | 7,611 | 8,469 | 27,218 | 35,825 |
| Capital employed | | | | | |
| a) Cement | 139,985 | 78,460 | 139,985 | 78,460 | 104,209 |
| b) TBK | 53,254 | 46,037 | 53,254 | 46,037 | 48,761 |
| c) RMC | 20,534 | 21,189 | 20,534 | 21,189 | 20,675 |
| d) Unallocated | (96,556) | (29,744) | (96,556) | (29,744) | (56,695) |
| Total | 117,217 | 115,942 | 117,217 | 115,942 | 116,950 |

Notes:

- The Company has identified primary segments based on the products and does not have any secondary segments. The primary 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".
- Capital Employed of Cement includes Capital Expenditure of ₹. 22,655 Lakhs (previous period ₹. 24,507 Lakhs) yet to be capitalised.

for and on behalf of the Board of Directors



RAJESH G. KAPADIA
CHAIRMAN

Place : Mumbai
Date : January 18, 2011