

**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 and half year ended September 30, 2014

| Part I<br>Particulars  | ₹ Crores                    |                            |                             |                             |                             |                           |
|--|-----------------------------|----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|
|  | Quarter ended               |                            |                             | Half Year ended             |                             | Year ended                |
|  | Sept. 30, 2014<br>Unaudited | June 30, 2014<br>Unaudited | Sept. 30, 2013<br>Unaudited | Sept. 30, 2014<br>Unaudited | Sept. 30, 2013<br>Unaudited | March 31, 2014<br>Audited |
| Sales of products and services   | 1,439.38                    | 1,499.31                   | 1,242.94                    | 2,938.69                    | 2,473.45                    | 5,344.82                  |
| Less : Excise Duty   | 107.36                      | 115.40                     | 91.53                       | 222.76                      | 190.93                      | 400.56                    |
| Net Sales  | 1,332.02                    | 1,383.91                   | 1,151.41                    | 2,715.93                    | 2,282.52                    | 4,944.26                  |
| Income from Joint Ventures/Subsidiaries - Dividend                                       | -                           | -                          | -                           | -                           | -                           | 0.04                      |
| Other Income from operations   | 5.75                        | 4.85                       | 8.03                        | 10.60                       | 10.89                       | 20.56                     |
| Total Income from operations (net)   | 1,337.77                    | 1,388.76                   | 1,159.44                    | 2,726.53                    | 2,293.41                    | 4,964.86                  |
| Expenses :   |                             |                            |                             |                             |                             |                           |
| Cost of materials consumed   | 337.46                      | 348.88                     | 292.70                      | 686.34                      | 591.56                      | 1,243.30                  |
| Purchases of stock-in-trade  | 298.50                      | 271.52                     | 234.82                      | 570.02                      | 435.46                      | 1,010.52                  |
| Stores and spares consumed   | 23.26                       | 18.17                      | 32.20                       | 41.43                       | 51.77                       | 95.32                     |
| Power & fuel   | 185.57                      | 207.45                     | 189.16                      | 393.02                      | 398.28                      | 808.01                    |
| Employee benefits expense  | 79.58                       | 73.88                      | 75.47                       | 153.46                      | 147.27                      | 288.65                    |
| Freight outward  | 179.58                      | 176.53                     | 143.62                      | 356.11                      | 300.52                      | 634.40                    |
| Changes in inventories of finished goods,<br>work-in-progress and stock-in-trade         | (28.60)                     | (20.76)                    | 28.78                       | (49.36)                     | (22.16)                     | (30.85)                   |
| Depreciation and amortisation expense  | 33.00                       | 36.61                      | 43.31                       | 69.61                       | 86.10                       | 176.59                    |
| Other expenses   | 216.22                      | 195.59                     | 180.78                      | 411.81                      | 371.26                      | 775.06                    |
| Total Expenses   | 1,324.57                    | 1,307.87                   | 1,220.84                    | 2,632.44                    | 2,360.06                    | 5,001.00                  |
| Profit/(Loss) from operations before Other income,<br>Finance cost and Exceptional items | 13.20                       | 80.89                      | (61.40)                     | 94.09                       | (66.65)                     | (36.14)                   |
| Other Income   | 21.79                       | 3.60                       | 126.79                      | 25.39                       | 128.53                      | 140.44                    |
| Profit/(Loss) before Finance cost and Exceptional items                                  | 34.99                       | 84.49                      | 65.39                       | 119.48                      | 61.88                       | 104.30                    |
| Finance cost   | 64.31                       | 64.84                      | 61.44                       | 129.15                      | 116.31                      | 241.50                    |
| Profit/(Loss) before Exceptional items   | (29.32)                     | 19.65                      | 3.95                        | (9.67)                      | (54.43)                     | (137.20)                  |
| Exceptional items :  |                             |                            |                             |                             |                             |                           |
| Exchange gain on redemption of investments /<br>Amalgamation expenses written back       | -                           | -                          | 7.86                        | -                           | 7.86                        | 9.37                      |
| Profit / (Loss) before Tax   | (29.32)                     | 19.65                      | 11.81                       | (9.67)                      | (46.57)                     | (127.83)                  |
| Tax expense  | (9.56)                      | 6.41                       | (5.75)                      | (3.15)                      | (16.26)                     | (46.18)                   |
| Net Profit/(Loss) after Tax  | (19.76)                     | 13.24                      | 17.56                       | (6.52)                      | (30.31)                     | (81.65)                   |
| Paid-up Equity Share Capital (₹10/- per share)   | 503.36                      | 503.36                     | 503.36                      | 503.36                      | 503.36                      | 503.36                    |
| Reserves excluding revaluation reserves  |                             |                            |                             |                             |                             | 504.70                    |
| EPS - (Basic, diluted and not annualised) (₹)  | -0.39                       | 0.27                       | 0.36                        | -0.13                       | -0.61                       | -1.66                     |
| Debt Service Coverage Ratio (refer note no.5a)   |                             |                            |                             | 0.57                        | 0.50                        | 0.63                      |
| Interest Service Coverage Ratio (refer note no. 5b)                                      |                             |                            |                             | 1.46                        | 1.34                        | 1.20                      |

**Part II**

**Select information for the quarter and half year ended September 30, 2014**

| (A) Particulars of Shareholding   | Sept. 30, 2014 | June 30, 2014 | Sept. 30, 2013 | Sept. 30, 2014 | Sept. 30, 2013 | March 31, 2014 |
|---|----------------|---------------|----------------|----------------|----------------|----------------|
| 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<br>shareholding of promoter and promoter group) | -              | -             | -              | -              | -              | -              |
| Percentage of shares (as a % of the total<br>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<br>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<br>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 :**

- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on October 17, 2014, The Statutory Auditors have carried out the limited review of the results for the quarter and half year ended September 30, 2014.
- 1,23,51,600 Equity Shares of the Company held through Trust for the benefit of the Company, prior to its disposal in the month of June 2014, were excluded in computing Earning Per Share (EPS).
- In view of the order of the Hon'ble Supreme Court, the coal block at Sial Ghogri allocated to the Company stands de-allocated effective March 31, 2015, The financial impact for the coal extracted till September 30, 2014 has been recognized in the quarter and half year ended on September 30, 2014. The financial impact, if any, for the extraction of coal till March 31, 2015 will be recognized on accrual basis. The balance impact, if any, will be considered on crystallization of de-allocation process. The Company does not anticipate that the de-allocation of coal block in terms of the order of the Hon'ble Supreme Court will have a material impact on its production of cement.
- During the current quarter and half year ended September 30, 2014, dividend income of ₹ Nil ( previous quarter & half year ended September 30, 2013: ₹ 124.79 crores) and for the year ended March 31, 2014, dividend income of ₹ 131.05 crores was received from Lifestyle Investments Pvt. Limited, an erstwhile wholly owned subsidiary of the Company, which has been shown under Other income in the above results.
- 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.
- 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: October 17, 2014

**PRISM CEMENT LIMITED**

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**STANDALONE SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED**

For the quarter and half year ended September 30, 2014

₹ Crores

| Particulars  | Quarter ended               |                            |                             | Half Year ended             |                             | Year ended                |
|--|-----------------------------|----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|
|  | Sept. 30, 2014<br>Unaudited | June 30, 2014<br>Unaudited | Sept. 30, 2013<br>Unaudited | Sept. 30, 2014<br>Unaudited | Sept. 30, 2013<br>Unaudited | March 31, 2014<br>Audited |
| <b>Segment Revenue</b>   |                             |                            |                             |                             |                             |                           |
| a) Cement  | 524.91                      | 600.07                     | 437.65                      | 1,124.98                    | 920.61                      | 1,947.20                  |
| b) TBK   | 522.42                      | 489.94                     | 451.96                      | 1,012.36                    | 837.76                      | 1,891.58                  |
| c) RMC   | 294.59                      | 303.13                     | 274.81                      | 597.72                      | 544.16                      | 1,143.10                  |
| Total  | 1,341.92                    | 1,393.14                   | 1,164.42                    | 2,735.06                    | 2,302.53                    | 4,981.88                  |
| Less : Inter Segment Revenue                                   | 4.15                        | 4.38                       | 4.98                        | 8.53                        | 9.12                        | 17.02                     |
| Net Sales / Income from operations                             | 1,337.77                    | 1,388.76                   | 1,159.44                    | 2,726.53                    | 2,293.41                    | 4,964.86                  |
| <b>Segment Results</b>   |                             |                            |                             |                             |                             |                           |
| a) Cement  | 33.97                       | 78.81                      | (53.55)                     | 112.78                      | (53.35)                     | (23.57)                   |
| b) TBK   | 0.64                        | 1.93                       | 127.04                      | 2.57                        | 121.07                      | 117.96                    |
| c) RMC   | (4.29)                      | 0.15                       | (2.24)                      | (4.14)                      | (1.72)                      | 9.89                      |
| Total  | 30.32                       | 80.89                      | 71.25                       | 111.21                      | 66.00                       | 104.28                    |
| Less : (i) Finance cost  | 64.31                       | 64.84                      | 61.44                       | 129.15                      | 116.31                      | 241.50                    |
| (ii) Other Un-allocable expenditure net of un-allocable income | (4.67)                      | (3.60)                     | (2.00)                      | (8.27)                      | (3.74)                      | (9.39)                    |
| Total Profit/(Loss) Before Tax                                 | (29.32)                     | 19.65                      | 11.81                       | (9.67)                      | (46.57)                     | (127.83)                  |
| <b>Capital employed</b>  |                             |                            |                             |                             |                             |                           |
| a) Cement  | 1,677.20                    | 1,617.54                   | 1,497.48                    | 1,677.20                    | 1,497.48                    | 1,590.91                  |
| b) TBK   | 868.31                      | 870.65                     | 875.81                      | 868.31                      | 875.81                      | 838.36                    |
| c) RMC   | 200.65                      | 221.10                     | 234.29                      | 200.65                      | 234.29                      | 224.86                    |
| d) Unallocated   | (1,688.01)                  | (1,631.38)                 | (1,548.18)                  | (1,688.01)                  | (1,548.18)                  | (1,646.07)                |
| Total  | 1,058.15                    | 1,077.91                   | 1,059.40                    | 1,058.15                    | 1,059.40                    | 1,008.06                  |

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 DIRECTOR

Place : Mumbai

Date : October 17, 2014



**PRISM CEMENT LIMITED**

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**STANDALONE STATEMENT OF ASSETS AND LIABILITIES AS AT SEPTEMBER 30, 2014**

₹ Crores

| Particulars                                | Unaudited Half Year ended | Audited Year ended |
|--|---------------------------|--------------------|
|  | September 30, 2014        | March 31, 2014     |
| <b>A EQUITY AND LIABILITIES</b>            |                           |                    |
| <b>1 Shareholders' Funds :</b>             |                           |                    |
| (a) Share Capital                          | 503.36                    | 503.36             |
| (b) Reserves and Surplus                   | 554.79                    | 504.70             |
| <b>Sub-total - Shareholders' Funds</b>     | <b>1,058.15</b>           | <b>1,008.06</b>    |
| <b>2 Non-current Liabilities :</b>         |                           |                    |
| (a) Long-term borrowings                   | 1,338.40                  | 1,336.89           |
| (b) Deferred tax liabilities (net)         | 38.28                     | 45.23              |
| (c) Other long-term liabilities            | 119.07                    | 116.72             |
| (d) Long-term provisions                   | 39.09                     | 35.81              |
| <b>Sub-total - Non-current Liabilities</b> | <b>1,534.84</b>           | <b>1,534.65</b>    |
| <b>3 Current Liabilities :</b>             |                           |                    |
| (a) Short-term borrowings                  | 277.42                    | 239.25             |
| (b) Trade payables                         | 684.01                    | 702.72             |
| (c) Other current liabilities              | 707.88                    | 660.25             |
| (d) Short-term provisions                  | 10.06                     | 9.01               |
| <b>Sub-total - Current Liabilities</b>     | <b>1,679.37</b>           | <b>1,611.23</b>    |
| <b>TOTAL - EQUITY &amp; LIABILITIES</b>    | <b>4,272.36</b>           | <b>4,153.94</b>    |
| <b>B ASSETS</b>                            |                           |                    |
| <b>1 Non-current Assets :</b>              |                           |                    |
| (a) Fixed Assets                           | 2,121.69                  | 2,157.26           |
| (b) Non-current investments                | 323.21                    | 347.26             |
| (c) Long-term loans and advances           | 212.55                    | 180.89             |
| (d) Other non-current assets               | 69.75                     | 57.17              |
| <b>Sub-total - Non-current Assets</b>      | <b>2,727.20</b>           | <b>2,742.58</b>    |
| <b>2 Current Assets :</b>                  |                           |                    |
| (a) Inventories                            | 553.88                    | 462.18             |
| (b) Trade receivables                      | 530.04                    | 534.42             |
| (c) Cash and cash equivalents              | 48.23                     | 52.46              |
| (d) Short-term loans and advances          | 257.70                    | 192.14             |
| (e) Other current assets                   | 155.31                    | 170.16             |
| <b>Sub-total - Current Assets</b>          | <b>1,545.16</b>           | <b>1,411.36</b>    |
| <b>TOTAL - ASSETS</b>                      | <b>4,272.36</b>           | <b>4,153.94</b>    |

Notes :

- As on March 31, 2014, Non-current investments includes cost of 1,23,51,600 equity shares of the Company held in a Trust for the benefit of the Company.
- 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 : October 17, 2014



**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, 2014**

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, 2014 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 of unaudited standalone financial results prepared in accordance with the Accounting Standards notified under the Companies Act, 1956 (which were deemed to be applicable as per 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 : October 17, 2014



## Investor Update

**October 17, 2014**

**Prism Cement Limited today announced Un-audited standalone financial results for the Quarter ended September 30, 2014**

### **Financial Overview (Un-audited for the Quarter ended September 30, 2014)**

*(Figures in ₹ Crores unless mentioned otherwise)*

| Particulars   | Q2 '14-15 | Q1 '14-15 | Q2 '13-14 |
|---|-----------|-----------|-----------|
| Sales   | 1,439     | 1,499     | 1,243     |
| Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items | 46        | 118       | (18)      |
| Profit / (Loss) before tax  | (29)      | 20        | 12        |
| Net Profit / (Loss) after tax   | (20)      | 13        | 18        |
| EPS (₹)   | -0.39     | 0.27      | 0.36      |

### **Segmental Results**

*(Figures in ₹ Crores)*

| Particulars      | Q2 '14-15 |     |     | Q1 '14-15 |     |     | Q2 '13-14 |     |     |
|------------------|-----------|-----|-----|-----------|-----|-----|-----------|-----|-----|
|                  | Cement    | TBK | RMC | Cement    | TBK | RMC | Cement    | TBK | RMC |
| Segment Revenue  | 525       | 522 | 295 | 600       | 490 | 303 | 438       | 452 | 275 |
| Segment Results  | 34        | 1   | (4) | 79        | 2   | 0   | (54)      | 127 | (2) |
| Capital Employed | 1,677     | 868 | 201 | 1,618     | 871 | 221 | 1,497     | 876 | 234 |

### **Performance Review and key developments**

During the Quarter ended September 30, 2014, the Company produced 8.77 lac tons of clinker and 12.78 lac tons of cement. During the same period, the Company dispatched 0.47 lac tons of clinker and 12.93 lac tons of cement,



aggregating to 13.40 lac tons. In the corresponding period last year, the Company had dispatched 11.71 lac tons of cement and clinker.

The margins of the Cement Division improved as compared to the corresponding Quarter of last year on account of cost saving measures implemented and relatively healthy demand in the markets of interest.

Impact of decision of the Honourable Supreme Court of India on de-allocation of Sial Ghogri Coal Block, which is effective from March 31, 2015, is being reviewed and if required, will be recognised in due course.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the Quarter were ₹ 522 Crores, thereby growing at a healthy rate of 16% when compared to the corresponding Quarter last year. The growth was on account of higher capacity utilization post implementation of cost saving measures last year and continued intensive activities on the marketing front. As part of the marketing efforts, the Division did an in-film branding tie-up with a Bollywood film *Bang Bang* which was released during the Quarter. There has been a disruption in Gas supply in one of the Plants in Andhra Pradesh on account of major pipeline maintenance by GAIL. As a result, the Plant has to run on high-cost fuels (LPG / Propane).

The RMC Readymix (India) (RMC) Division sales turnover increased by 7% as compared to the corresponding Quarter last year. However, profitability of the Division continued to be under pressure due to lower capacity utilization and increase in costs, especially fuel. During the Quarter under review, a few plants were demobilized. The Division is in the process of identifying new locations where it plans to relocate unused / underutilized assets.

## **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.

## **Industry Scenario / Future Outlook**

With key initiatives on the cost front at Prism Cement Division implemented last year, the Division is on a stronger footing with a cost competitive structure. Moreover, with a stable government and consequent optimism, the demand for cement should improve in the medium term which bodes well for the Division.

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 uncertainties in the prevailing economic and political environment, 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. 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', Ordinary Portland Cement (OPC), and premium quality grade of cement under 'HI-TECH' brand. Prism Cement 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 405 kms from its plant at Satna, MP. It has a wide marketing network with about 3,700 dealers serviced from ~100 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 million m<sup>2</sup> per annum spread across 9 manufacturing plants across the country which is the largest in India.

### ***RMC Readymix (India)***

RMC Readymix (India) is one of India's leading ready-mixed concrete manufacturers, set-up in 1996. RMC currently operates 85 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 8 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**  
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#### Address:

"Rahejas", Main Avenue, V. P. Road  
Santacruz (W), Mumbai—400 054

#### 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.