



Ref : ASK/UD/848/2018/IP

October 31, 2018

The National Stock Exchange (India) Ltd., Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051.	BSE Limited, Corporate Relationship Department, P. J. Towers, Dalal Street, Fort, Mumbai – 400 023.
<b>Code : PRSMJOHNSN</b>	<b>Code : 500338</b>

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we submit herewith a copy of the Investor Presentation October 2018.

Thanking you,

Yours faithfully,

for **PRISM JOHNSON LIMITED**

**ANEETA S. KULKARNI**  
**COMPANY SECRETARY**

Encl. : As above



**PRISM**  
CEMENT  
दूर की सोच

 **JOHNSON**  
*Not just tiles, Lifestyles.*

  
Complete Concrete Solutions

**PRISM JOHNSON LIMITED**  
(Formerly Prism Cement Limited)

**AMONGST INDIA'S LEADING INTEGRATED BUILDING MATERIALS COMPANY**

**Investor Presentation  
For the Quarter ended September 2018**

**October' 18**

**Key highlights during Q1FY19 and H1FY19:-**

- ❑ Cement Division reported ~20% volume growth as compared to quarter ended September 2017. H1FY19 saw volume growth of ~16%.
- ❑ During Q2FY19, Cement Division's EBITDA more than doubled to ₹792mn from ₹373mn in Q2FY18. On per ton basis EBITDA improved to ₹588 as against ₹332 reported during the quarter ended Sept' 2017.
- ❑ During H1FY19 Cement Division's EBITDA increased by 86% to ₹2480mn. EBITDA per ton was at ₹821, swing of over of ₹309 over H1FY18.
- ❑ Tiles volume growth in H1FY19 was 2%. Volume growth could have been better but for transport strike in July affecting JV sales / operations and floods in Kerala, one of our key markets. This affected sales volume in Q2FY19 resulting in 2% decline on YoY basis.
- ❑ Standalone HRJ Division reported EBIT loss of ₹63mn as compared to loss of ₹50mn for the quarter ended September 2017. On a consolidated basis (unaudited) the Division reported EBITDA margins at ~2% and ~3% in H1FY19.

**Key highlights during Q1FY19 and H1FY19:-**

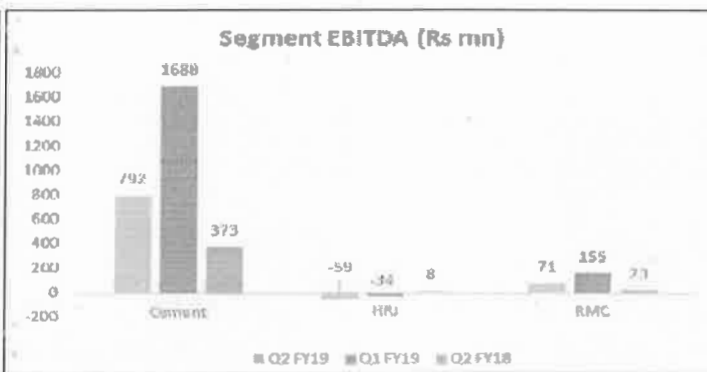
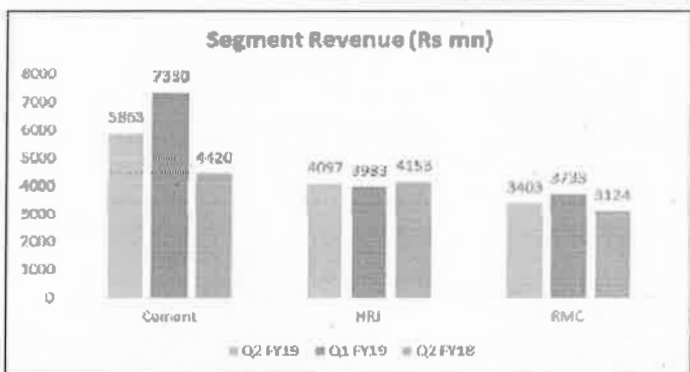
- ❑ Concrete business for the quarter reported revenue growth of ~9% on yoy basis, though volume growth was in higher teens. EBIT improved to ₹18mn as compared to EBIT loss of ₹34mn reported during the quarter ended September 2017.
- ❑ The Concrete Division reported 13% revenue growth and EBIT of ₹124mn in H1FY19 in comparison to EBIT loss of ₹97mn.
- ❑ Sequentially, standalone Debt (net of cash) reduced by ~ ₹600mn to ~ ₹13.6bn as on Sept' 2018, despite seasonally weak quarter. H1FY19 saw debt reduction of ~ ₹1.3bn.
- ❑ The Company has awarded LOIs for development of captive Solar Power projects at its cement and tiles manufacturing facilities with an aggregate capacity of 22MW. This initiative would result in operational cost savings. The above projects would be commissioned in next 6-8 months timeframe.

## Quarter ended September 2018 – Standalone Financials



Particulars (Rs mn)	Q2FY19	Q1FY19	Q2FY18
Net Sales	13307	14956	11624
Other operating income	46	21	28
Total revenue from operations	13353	14977	11653
EBITDA	803	1809	405
Other Income	121	32	181
Depreciation and amortization	385	376	360
EBIT	539	1465	225
Finance costs	436	448	464
Profit before tax	103	1017	-239
Profit after tax	70	702	-239

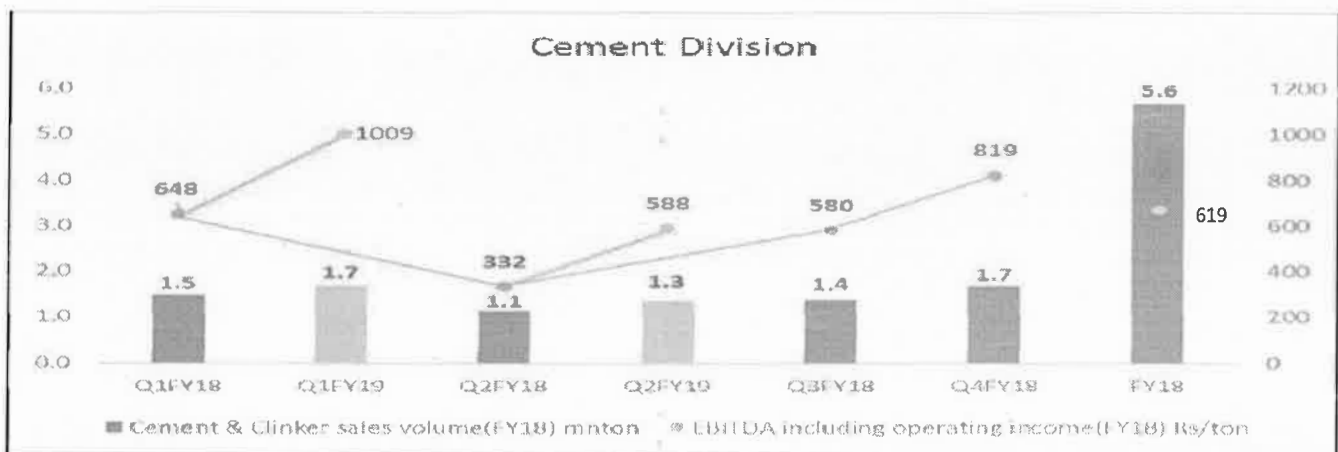
- ☐ Standalone EBITDA nearly doubled
- ☐ EBIT more than doubled as compared to quarter ended September 2017
- ☐ PBT and PAT were at ₹103mn and ₹70mn, swing of ₹342mn and ₹309mn respectively as compared to the quarter ended Sept' 2017



## Prism Cement – Strong volume growth continues

**PRISM**  
CEMENT  
प्रिज्म सीमेंट

**JOHNSON**  
NOT JUST BUILT. LIVED BY.



- ❑ Volume growth of ~20% led by firm rural demand and sustained demand from infrastructure. Utilization levels in the Central Region continue to improve
- ❑ EBITDA per ton at ₹588 was up ₹256 on yoy basis. While the overall cost went up, mainly on account of power & fuel and freight expenses, better realizations led to improvement in EBITDA.
- ❑ The Division successfully bid for 47,900 tons pa of coal from Coal India subsidiaries. This along with earlier linkage adds to 186,200 tpa and constitutes about 1/3<sup>rd</sup> of annual fuel requirement.
- ❑ The Division received LOI from Madhya Pradesh Govt for allotment of limestone mining lease for 50 years with ~77mn tons of reserves under earlier regulations and was under processing by the State Govt.

# Marketing and Branding Activities

**PRISM**  
CEMENT  
दूर की पेश

**JOHNSON**  
New Just Mins. Lifespan

**PRISM**  
RMC



Attractive packaging bag

Promotion through Highway Branding



Shop Branding in Rural areas

Dealer Shop Branding



## HRJ – impacted by transport strike and Kerala floods

**PRISM**  
CEMENT  
सुर की सोच

**JOHNSON**  
NIVE JIVE SHAN. L. CHANDRAN

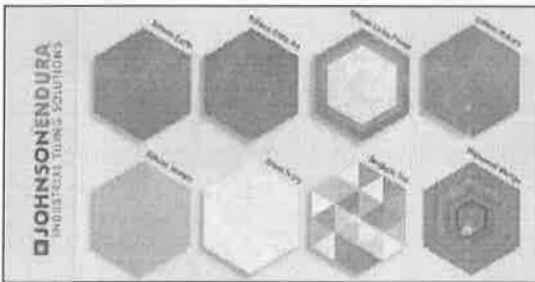


- During the quarter tiles volume de-grew by ~2% on account of transport strike affecting JV sales / operations and Kerala floods. Kerala is one of the key growth markets. We expect Kerala volumes to normalize going ahead.
- Lower volumes impacted the operating performance. During Q2FY19, EBIT losses were at ₹63mn, in comparison to ₹50mn in Q2FY18.
- Consolidated EBITDA margins (unaudited) were at ~2% for the quarter.
- The Division continues its focus on improving utilization levels, leading to better operating performance going ahead.

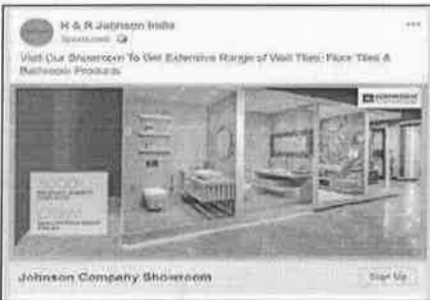
Note: Q1FY18 revenues are net of excise



## Customer engagement – Product launches and increasing visibility



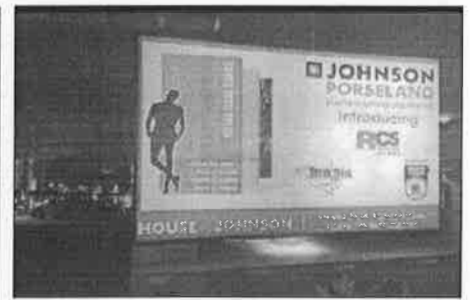
### New Product Launches and Displays



Online product display



Industrial Tile Solutions



Outdoor Branding

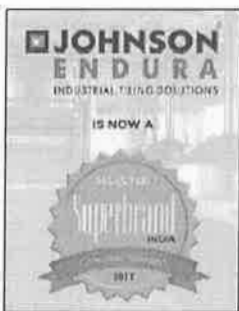
## Awards and Accolades

PRISM  
CEMENT  
प्रिज्म सीमेंट

JOHNSON  
More just than Liberty™

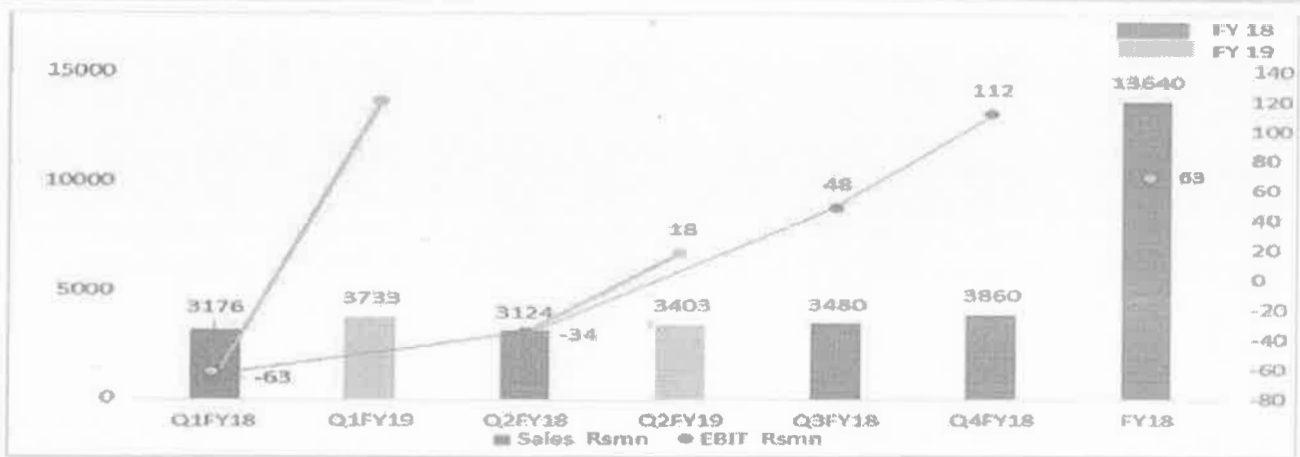


- ❑ JOHNSON recently received the Reader's Digest Trusted Brand in the Tiles category. This is the 10th year that JOHNSON Tiles has received the award in the gold category, reinforcing the trust customers have in the brand.



- ❑ Our commitment to scaling greater heights was duly reflected in the selection of JOHNSON ENDURA, our industrial tiling product line, as a consumer validated Superbrand.

## RMC (India) – revenue growth continues



- During the quarter, revenues grew by ~9% yoy, on the back of pick up in both real estate and infrastructure sector, especially road construction.
- The Ready Mixed Concrete industry continues to see shift from unorganized players to organized players.
- EBIT improvement on the back of better utilization levels and cost measurement.
- Focus continues on improving utilization levels and increase in value added products in the Individual Housing Segment

## RMC (India) – New product & Marketing activities

**PRISM**  
CEMENT  
प्रिज्म सीमेंट

**JOHNSON**  
WALL PANELS, LIFELINE, etc.

**PRISM**  
RMC  
RMC (India) Pvt. Ltd.



Discrete application at key customer



Promotion at Marathon event



Show case of product in exhibition



Innovation Galleries for Customers

## About **PRISM JOHNSON LIMITED**



**PRISM JOHNSON LIMITED** is one of India's leading integrated Building Materials' Company, with a wide range of products from cement, ready-mixed concrete, tiles and bathroom products.

### **Prism Cement**

Prism Cement manufactures Cement with the brand name 'Champion' and premium quality grade of cement under 'Champion Plus' and 'DURATECH' brand. It caters mainly to markets of Eastern UP, MP and Bihar, with an average lead distance of ~390 kms for cement from its plant at Satna, MP. Wide marketing network with about 3,970 dealers serviced from ~200 stock points.

### **H & R Johnson (India)**

Established in 1958, H & R Johnson (India) is the pioneer of ceramic tiles in India. HRJ offers end-to-end solutions of Tiles, Sanitaryware, Bath Fittings and Engineered Marble & Quartz. All the products are sold under 4 strong brands, viz. Johnson, Johnson Marbonite, Johnson Porselano and Johnson Endura. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 68 million m<sup>2</sup> per annum spread across 13 manufacturing plants across the country which is one of the largest in India.

### **RMC (India)**

RMC (India) is one of India's leading ready-mixed concrete manufacturers. RMC currently operates 94 ready-mixed concrete plants in 44 cities/towns across the Country. RMC has ventured into the Aggregates business and operates large Quarries and Crushers. At present, RMC has 5 Quarries across the country. RMC has been at the forefront in setting high standards for plant and machinery, production, safety standards, quality systems and product services in the ready-mixed concrete industry.

## About **PRISM JOHNSON LIMITED**



### Investor Relations

**PRISM JOHNSON 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:

Munzal Shah

**PRISM JOHNSON LIMITED**

Tel: (D) +91-22-6104 2229 / (B) 91-22-6675 4142-46

Email: [investorrelations@prismjohnson.in](mailto:investorrelations@prismjohnson.in)

Website: [www.prismjohnson.in](http://www.prismjohnson.in)

#### 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.