



PRISM CEMENT LIMITED

"Rahejas", Main Avenue, V.P. Road,
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July 3, 2017

The National Stock Exchange Limited,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E),
Mumbai - 400 051
Code : PRISMCEM

The Bombay Stock Exchange,
Corporate Relationship Department,
P. J. Towers, Dalal Street, Fort
Mumbai - 400 023
Code : 500338

Dear Sirs,

Re : Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We wish to inform you that the Company's Board of Directors has appointed Dr. Raveendra Chittoor (DIN : 02115056) as an Additional Director (Non-executive Independent Director) to the Board with effect from July 3, 2017.

Dr. Chittoor, 50 years, is a post graduate in management from the Indian Institute of Management, Ahmedabad and is a Fellow in Management (equivalent to a PhD) from the Indian Institute of Management, Calcutta. He has more than 12 years of industry experience primarily in the areas of corporate finance and investment management and held senior management roles as an analyst, financial controller and treasurer.

Dr. Chittoor is an associate professor of strategy and international business and Canada Research Chair in Global Economy at the Gustavson School of Business in University of Victoria, Canada. He has won many awards for his research and teaching and his research has been published (or accepted for publishing) in leading academic journals such as the Strategic Management Journal, Academy of Management Journal, Organisation Science, Journal of International Business Studies, Global Strategy Journal, Management International Review, Journal of International Management and Long Range Planning.

Prior to joining the University of Victoria, he taught at the Indian School of Business, Hyderabad and the Indian Institute of Management, Calcutta.

Thanking you,

Yours faithfully,
for PRISM CEMENT LIMITED

ANEETA S. KULKARNI
COMPANY SECRETARY