



## 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



May 31, 2017

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

Dear Sir,

Sub : Intimation of Analyst / Institutional Investors Meets

Ref. : Intimation under Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the following Institutional Investors meetings were held on May 30, 2017 with the Company and the Investor Presentation, May 2017 and Investor Update, May 2017 which were given to them, are enclosed herewith for your records.

**Name of Investors :**

1. ICICI Prudential Asset Management Co. Ltd.
2. Goldfish Capital Advisors Pvt. Ltd.
3. FIL India Business and Research Services Pvt. Ltd.
4. Morgan Stanley Investment Management Pvt. Ltd.

**Venue :** Mumbai

**Type of Meeting :** One-on-one

Thanking you,

Yours faithfully,

for **PRISM CEMENT LIMITED**

*A S Kulkarni*

**ANEETA S. KULKARNI  
COMPANY SECRETARY**

Encl. : As above



Complete Concrete Solutions



AMONGST INDIA'S LEADING INTEGRATED BUILDING MATERIALS COMPANY

# Prism Cement Limited

## Investor Presentation

May'17

# Our Brands



**JOHNSON**



**JOHNSON TILES**  
REDEFINING LIFESTYLES, WORLDWIDE.

**JOHNSON ENDURA**  
INDUSTRIAL TILING SOLUTIONS

**JOHNSON KITCHENS**  
KITCHENS TAKE CENTRESTAGE

**JOHNSON BATHROOMS**  
FIND CLARITY

**JOHNSON MARBLE & QUARTZ**  
NATURE, REINVENTED

**JOHNSON PORSELANO**  
BEAUTIFUL IMPRESSIONS. FOREVER.

**JOHNSON MARBONITE**  
PREFERRED OVER ITALIAN MARBLE



# Integrated Building Materials Company



## Prism Cement

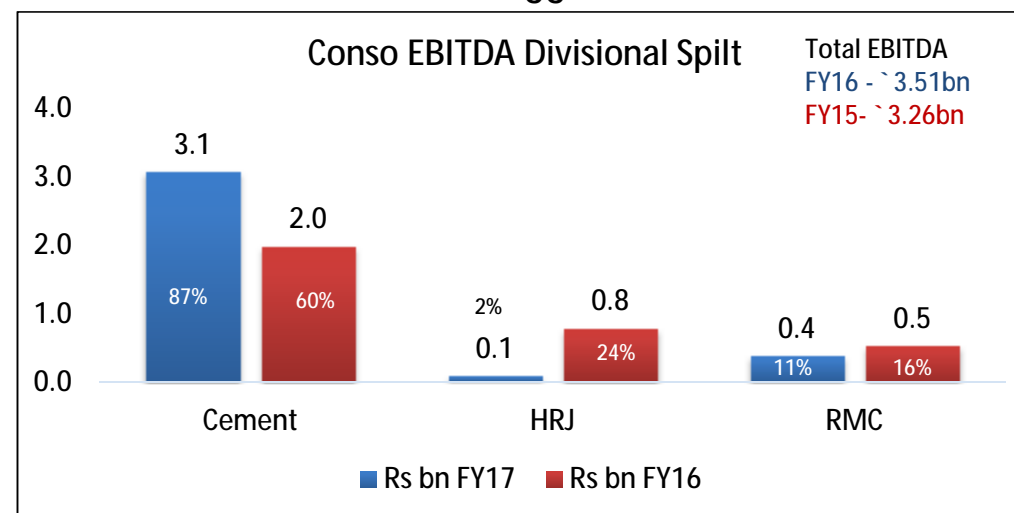
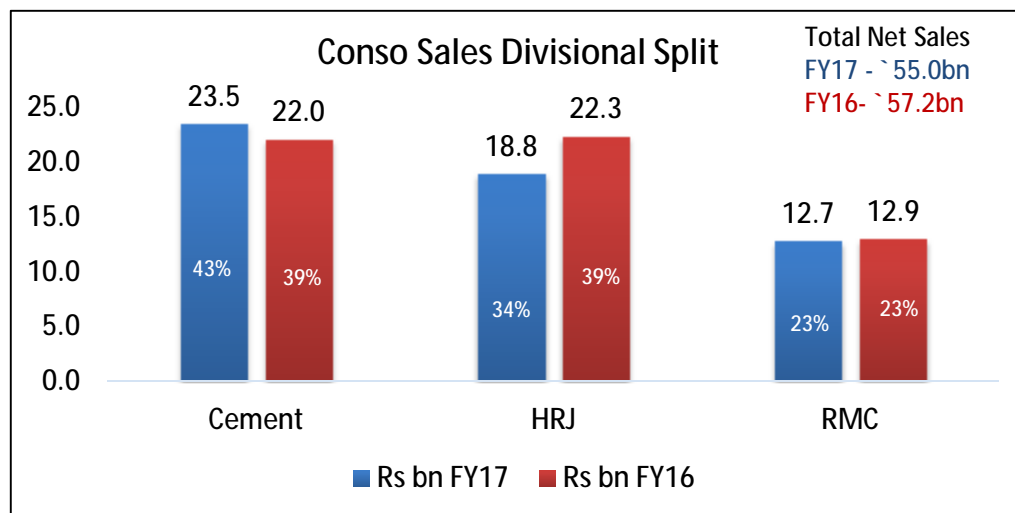
- ✓ PPC
  - ✓ Champion
  - ✓ Champion Plus
  - ✓ Hi-tech / Duratech
- ✓ OPC

## RMC Readymix

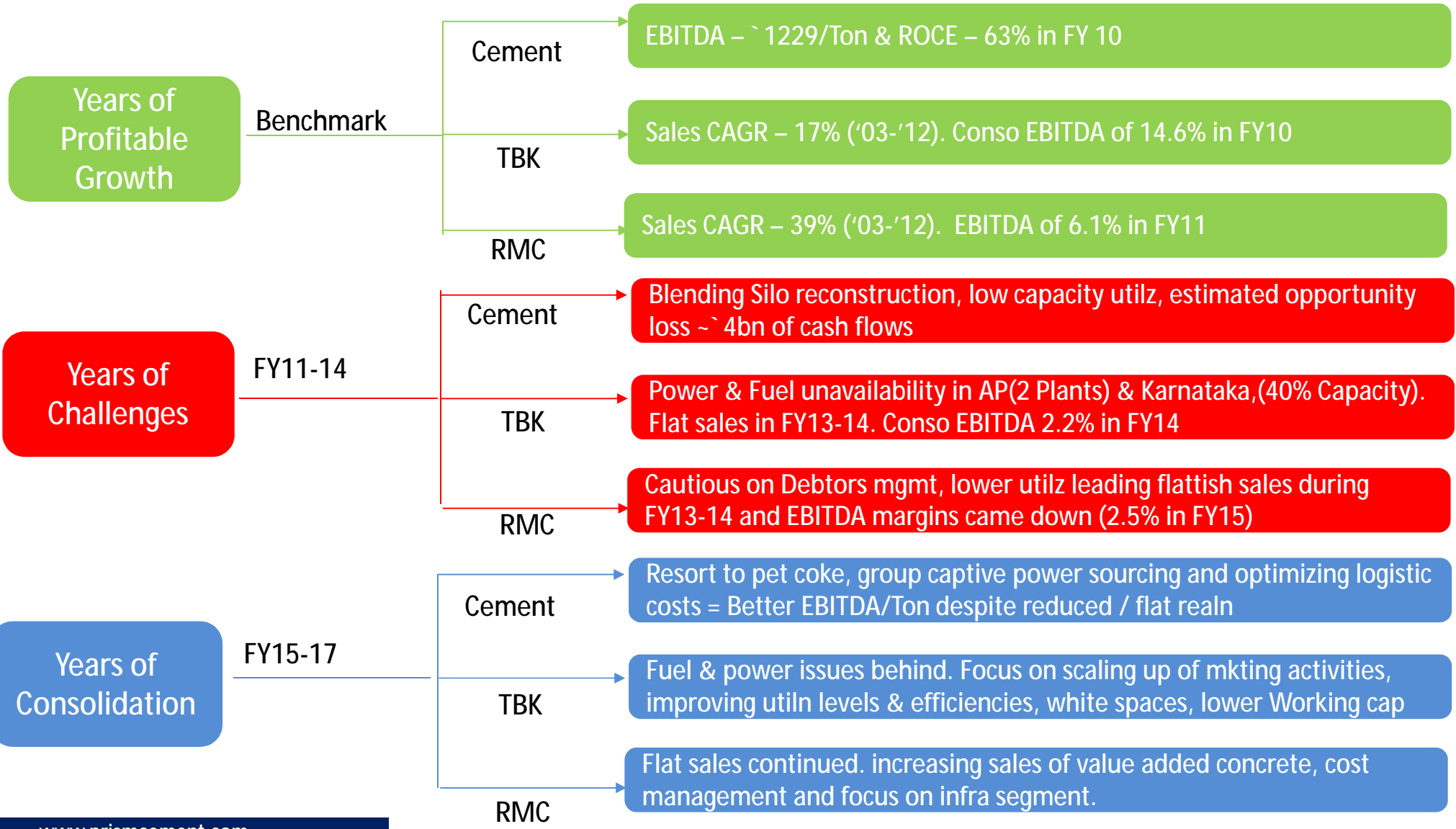
- ✓ Ready-mixed concrete
- ✓ Aggregates
- ✓ Manufactured Sand

## H&R Johnson (India)

- ✓ Tiles (Ceramic, Vitrified, Industrial)
- ✓ Sanitaryware & Faucets (Bath Fittings)
- ✓ Modular Kitchens
- ✓ Construction Chemicals
- ✓ Engg. Marbles & Quartz



# Prism Cement- Efforts towards re-creating history



# Business Environment – expect better demand environment

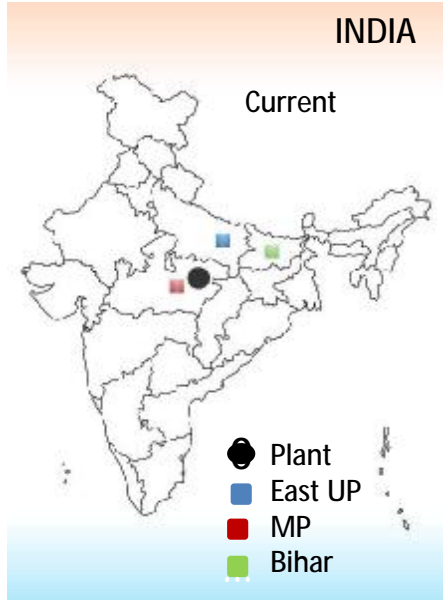


- Infrastructure activities likely to pick up further– especially road construction (concretization), railways incl dedicated freight corridors, ports, airports and power
- Focus on Housing for all Program. Affordable housing emerging as growth driver. Sops to developers and end-users
- Most States have cleared the Real Estate Bill. Bring in transparency and better execution leading to demand in the medium to long term
- Continued thrust on core schemes such as Smart Cities, Swacch Bharat Abhiyan amongst others. More cities covered under Smart Cities development program
- States re-aligning with Central Government thrust on development. Increasing spend on infra and housing in State Budgets. Focus on execution / delivery
- GST likely to benefit overall economy, especially sectors with significant unorganized presence, e.g Tiles and Ready mixed concrete
- Benign interest and inflation rates
- Key concerns: Monsoons, Geo-Political scenario and Execution delays at customer end

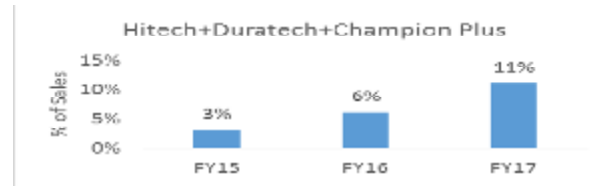




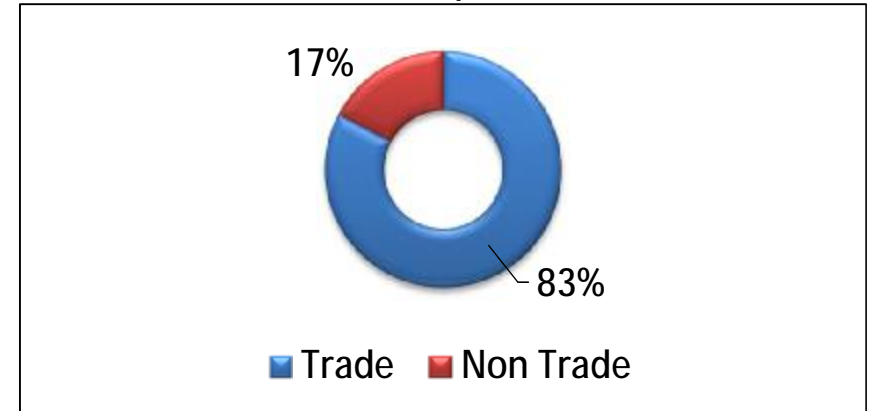
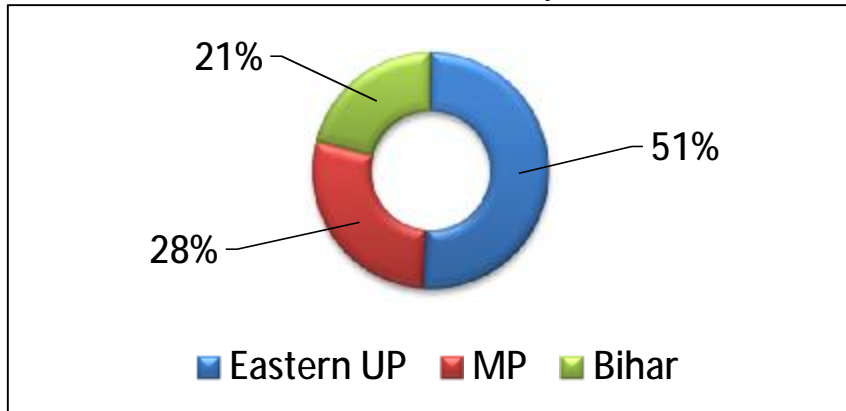
# Cement Overview



- 2 Modern Plants in Satna, MP(Central India) with effective capacity of 7mn ton
- Superior Capital Employed < ~US\$ 36/ton
- No significant capacities planned in Cluster. Consolidation happening in the cluster
- Wide network of ~3810 dealers and ~165 stocking points
- Savings in power and logistic costs during FY17 mitigating higher fuel costs
- Superior Product Mix –



- Medium term Growth plans – Greenfield expansion in Kurnool District, AP. ~3000 acres of land in possession, limestone reserves secured and environment clearance in place



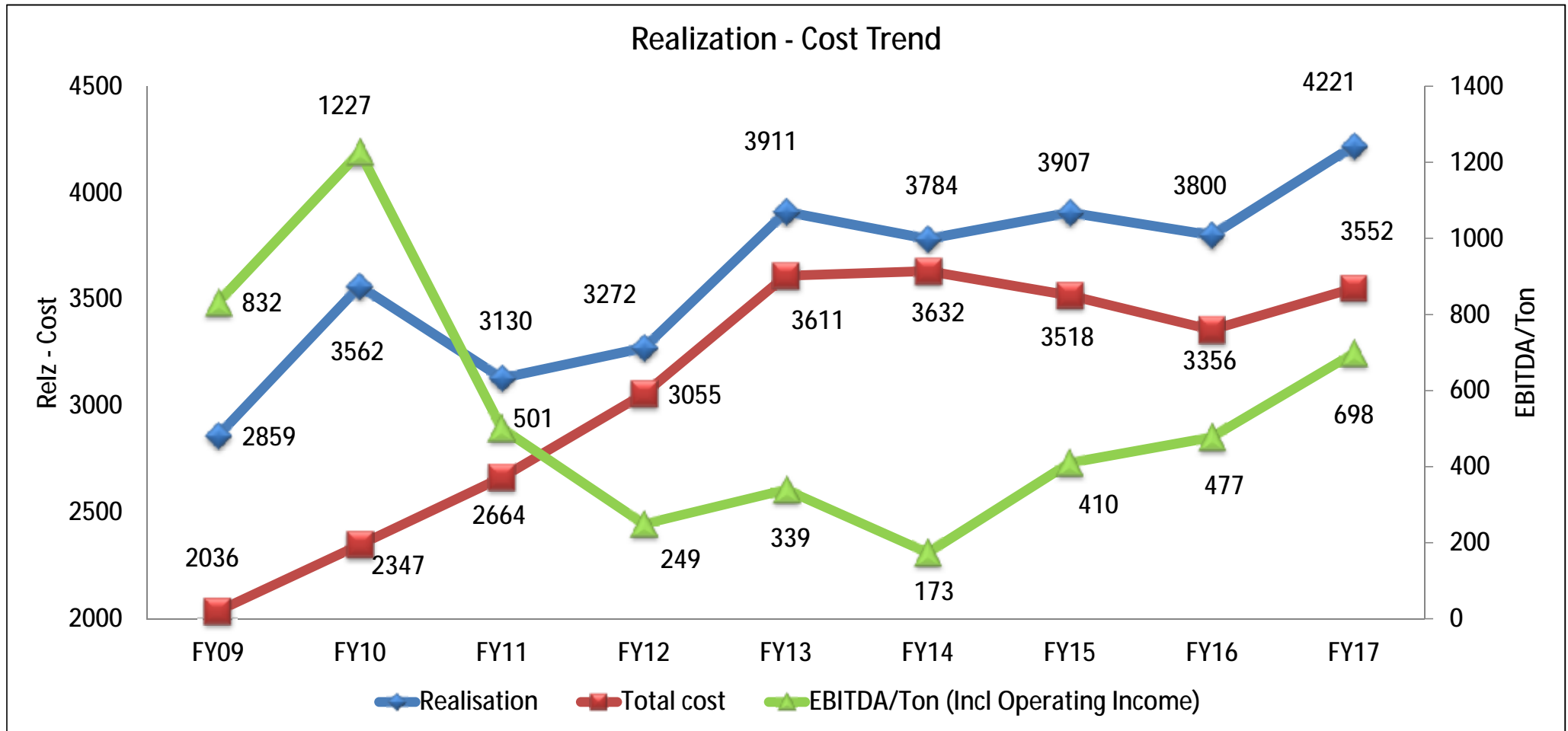


# Cement – Financial & Operational Highlights



Particulars	Unit	FY17	FY16	FY10
Cement & Clinker Sales Volume *	Mn Ton	5.21	5.29	2.86
Net Sales	Rs in bn	22.0	20.1	10.2
Net realization incl clinker	Rs/Ton	4221	3800	3562
Total cost	Rs in bn	18.5	17.7	6.7
Total cost	Rs/Ton	3552	3356	2347
EBITDA incl operating income (As per IGAAP)	Rs/Ton	698	477	1229
EBITDA incl operating income (As per IND AS)	Rs/Ton	588	372	NA
<b>Freight &amp; forwarding</b>	<b>Unit</b>	<b>FY17</b>	<b>FY16</b>	<b>FY10</b>
Lead Distance	Kms	406	405	377
Mode Mix				
Railway	%	63	63	73
Road	%	37	37	27
<b>Power and fuel</b>	<b>Unit</b>	<b>FY17</b>	<b>FY16</b>	<b>FY10</b>
Power consumption per ton of cement	Kwh	73	71	72
Fuel Mix (On Calorific Value)				
Pet-Coke	%	65	59	0
Coal	%	35	41	100
Note: * Excluding Clinker sales for third party processing				

# Cement – Realization and Cost Trend

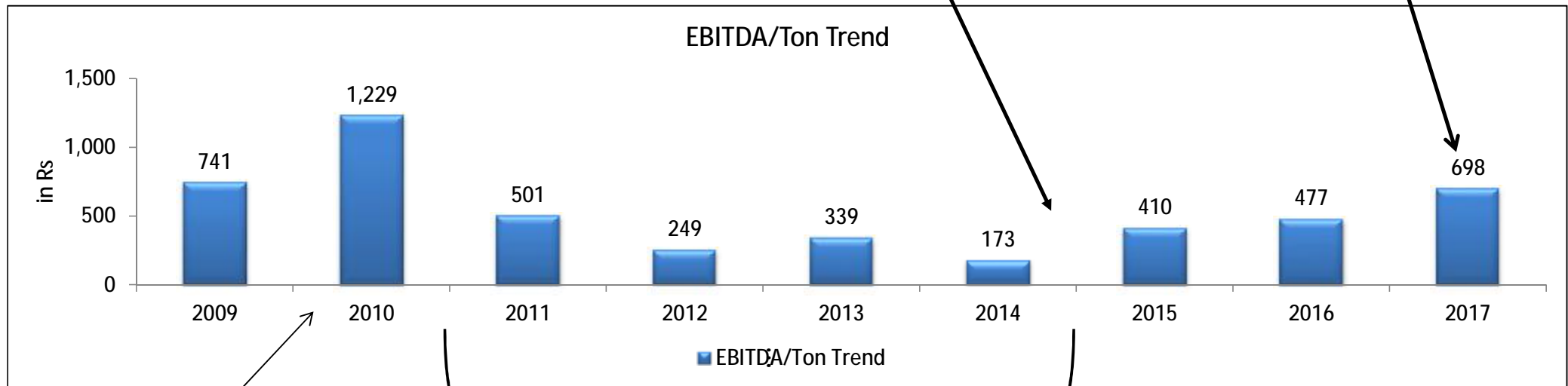


As per IGAAP

# Cement EBITDA/Ton



✓ Q4 FY17 ROCE: 30% Annualized  
 ✓ EBITDA / ton as per Ind AS at ₹ 588



- ✓ New Blending Silo
- ✓ Pet Coke

ROCE: 63%

✓ Subdued Markets

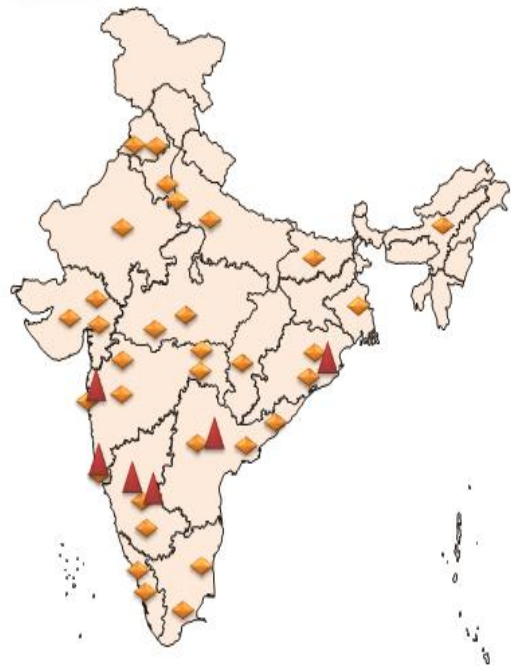
✓ Blending Silo Re-construction

✓ Low Capacity Utilization (Capacity increased from 3 MTPA to 7 MTPA)

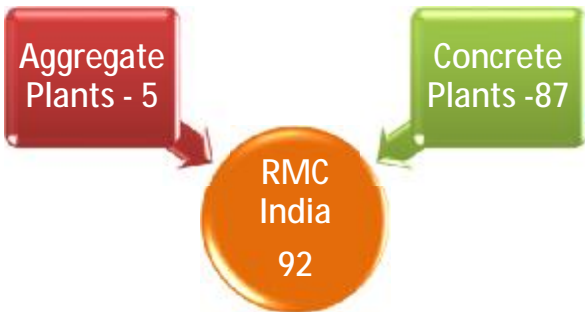


Complete Concrete Solutions

# RMC Overview



- Ready mixed concrete is concrete in ready to use form. It is one of the most versatile building material used in construction. Benefits such as consistent quality, saving of site space, reduced labour, safety etc
- Started in mid-90s : ~10% of total cement used for concrete in India is through RMC route (Metros / Tier1 ~35% & Tier2 ~20%) v/s 50-70% in developed economies
- Industry Structure
  - Barriers to entry : Location and permission in cities
  - ~60% unorganized. GST implementation would shift market towards organized players



RMC to gain further on account of Real Estate Bill being cleared.

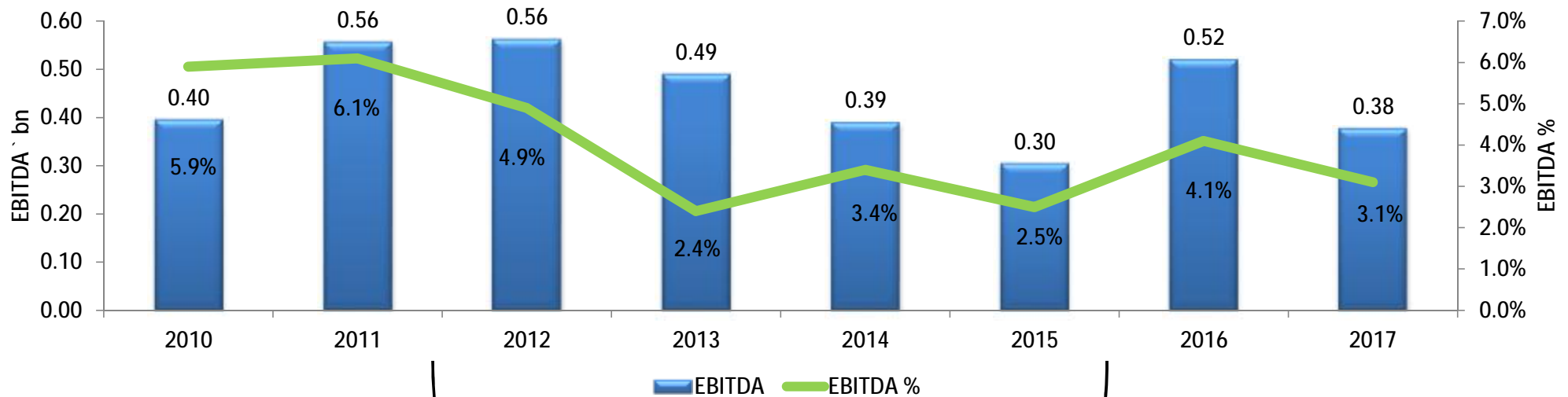
Evolution in construction technology should also aid in growth momentum

# RMC Readymix (India)



- ✓ 2nd largest player : pan India presence with 87 Plants in 40 Cities/towns
- ✓ Backward integration: 5 plants of aggregates & manufactured sand
- ✓ NABL Accredited Labs
- ✓ Growth to pick up after five years of flattish growth. FY03-12 sales CAGR of 39%
  - ✓ Demand drivers – Urbanization & Infrastructure. Affordable housing offers growth opportunity. Infra order book at historical highs. Expansion in Prism catchment areas.
- ✓ EBITDA margins bottoming out (3.1% in FY17). Levers for margin improvement
  - ✓ Improvement in capacity utilization (~35% in FY17)
  - ✓ Increase in sales of Value Added products and focus on IHB
  - ✓ Focus on O&M segment and cost management program in place
- ✓ ROCE to improve (~10.7% in FY17)
  - ✓ EBITDA margin: 3-7%
  - ✓ Asset turnover: >7x (Capital Employed – ~Rs1.7bn and Sales ~Rs12.3bn)

# RMC EBITDA – Performance



- Subdued Economy
- Extra Cautious on Debtors Management
- Low Capacity Utilization

FY16 & FY17 as per IND AS





### Enviroprotectcrete™

It is a High Performance and Sustainable concrete. Used in mass foundations, underground structures etc



®

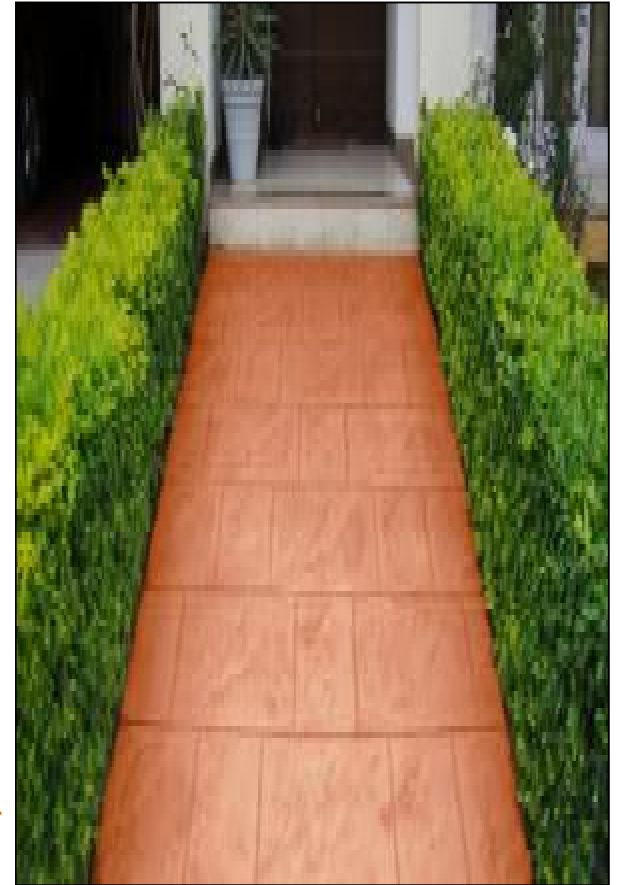
Thermocrete™ is temperature controlled concrete used for mitigating thermal tensile cracks



Perviouscrete™ is "Rain water harvesting" concrete.

## RMC Specials Value-added Concrete

Dycrete™ comprises an eye catching array of concrete that are colourful & textured. →



FRCcrete™ is fibre reinforced concrete. Fibres include steel, glass or synthetic fibres. Used in terrace slabs, warehouses, container yards, railway platforms etc.





# TBK Overview



- Set up in 1958, offering wide range of tiles, sanitary ware, bath fittings, modular kitchens and construction chemical
- 11 Manufacturing plants (Own & JVs) with capacity of ~61mn m2 pa. Asset light business model through seven manufacturing JVs contributing ~70% of capacity with 5 JVs in Gujarat & 2 JVs in AP
- Large national trade network of ~1000 dealers
- 25 "House of Johnson" chain of retail outlets across India contributing ~8% of Division's total sales
- Complimentary businesses to leverage Brand and Distributions



## Construction Chemicals

- 50% Stake in Ardex Endura—JV with Ardex, Germany
- R&D Driven
- Pioneer in tile fixing adhesives
- Added industrial flooring and waterproofing
- Plants in Bengaluru, Baroda, Durgapur and Alwar; Pan India presence



## Bathrooms

- Sanitaryware, Taps, Bath Fittings, wellness products
- Healthy industry structure; Brand and after sales service play key role
- 2 Manufacturing plants for Fittings—Baddi, HP & Samba, J&K



## Modular Kitchens

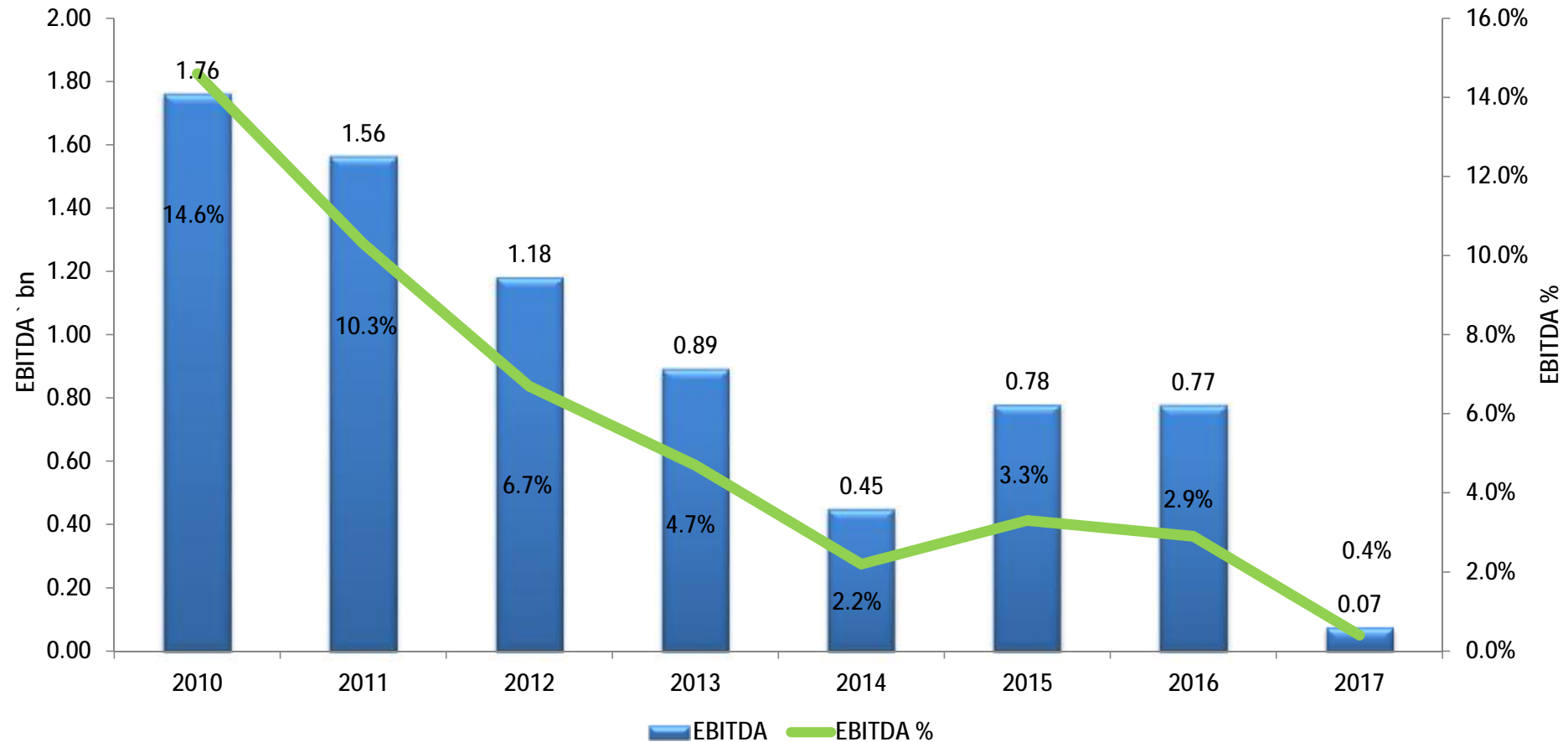
- Sunrise industry
- High growth potential
- Offers complete range of products including installation
- Tie-up with a German company for sourcing

# On recovery path...



- ✓ Enjoyed leadership position with '03 -'12 (Sales CAGR 17%)
- ✓ FY10 consolidated EBITDA margins of 14.6%
- ✓ FY11-14, Challenging years as 40% of total capacity in AP and Karnataka suffered on account of power and fuel availability
- ✓ Addressed Power and fuel issues in South by
  - ✓ Installing 3 coal gassifiers in AP plants and winning bids for onshore micro gas wells
  - ✓ Natural gas pipeline connectivity completed for Karnataka plant
- ✓ Scaled up marketing activities, distribution channels amongst other
- ✓ FY17 saw market share loss, EBITDA losses however working capital curtailed. Market Share / Margin recovery expected going forward
  - ✓ Operating leverage as capacity utilization levels go up, especially in own plant manufacturing
  - ✓ Expanding product ranges, new product launches and focusing on display centres
  - ✓ Product mix improvement
  - ✓ Sales team to generate demand for dealers through strong influencer connect
  - ✓ Covering White Spaces
  - ✓ Cost management program

# TBK EBITDA - Performance



FY16 & FY17 as per IND AS

## Strategic Investment – Raheja QBE General Insurance



- ✓ JV with QBE Group of Australia
- ✓ Focus on speciality products like liability insurance, marine liability and trade credit
- ✓ Prism's investment : 51% stake at book value of ` 1.05bn
- ✓ FY17 financials:
  - ✓ Gross written premium : ` 0.68bn
  - ✓ Profit before tax: ` 0.04bn



## Mr. Vijay Aggarwal, Managing Director

- ✓ B. Tech (Elec.) from IIT, Delhi and PGDM from IIM, Ahmedabad
- ✓ Tenure in Company: 23 years
- ✓ Past experience includes SBI Capital Markets
- ✓ On the Board of various companies including Exide Industries, Exide Life Insurance Co, Aptech, Asianet Satellite Communications, Ardex Endura (India), Raheja QBE General Insurance Co etc



# Management Profile



## Mr. Atul Desai, Executive Director & CEO – RMC

- ✓ B.E. (Chemical) from Gujarat University and MBA (Marketing) from South Gujarat University.
- ✓ Tenure in Company: 9 months
- ✓ Past experience includes Reliance Cement, Ambuja Cement and GSFC



## Mr. Joydeep Mukherjee, Executive Director & CEO - HRJ

- ✓ PGDM in Marketing Management, IGNOU, Kolkata and EMIB - International Business and Marketing from IIFT, New Delhi.
- ✓ Tenure in Company: 18 months
- ✓ Past experience includes ACC and Hindalco



## Mr. Vivek K. Agnihotri, Executive Director & CEO - Cement

- ✓ M.B.A. from F.M.S., University of Delhi
- ✓ Tenure in Company: 22 months
- ✓ Past experience includes Ambuja Cements and ACC

# Management Profile



## Mrs. Aneeta Kulkarni – Company Secretary

- ✓ Company Secretary, LLB, PGDAM (NMIMS) and FIII (Fellow of Insurance Institute of India)
- ✓ Tenure in Company: 22 years
- ✓ Past experience includes New India Assurance, Thirumalai Chemicals and Vijayshree Chemicals



## Mr. Pramod Akhramka , CFO

- ✓ Cost and Works Accountant, Chartered Accountant, Company Secretary and Executive Management courses
- ✓ Tenure in Company: 3 Years
- ✓ Past experience includes Ashok Piramal Group and Vaibhav Global Group



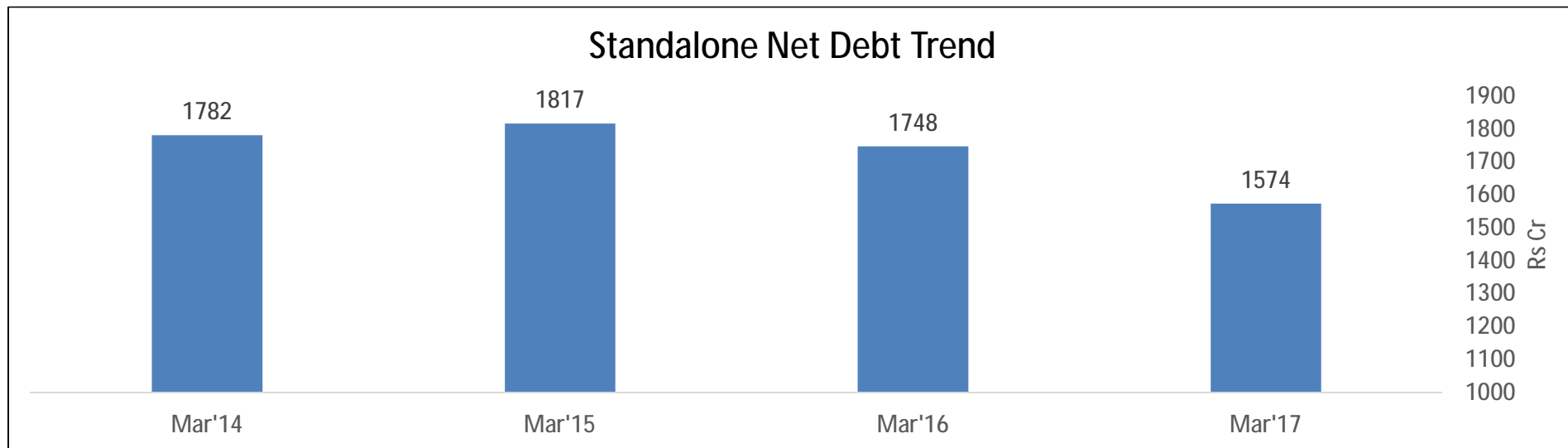
## Mr. Rajnish Sacheti, Group President Legal & Indirect Taxes

- ✓ Company Secretary
- ✓ Tenure in Company: 19 years
- ✓ Past experience includes Grasim Industries

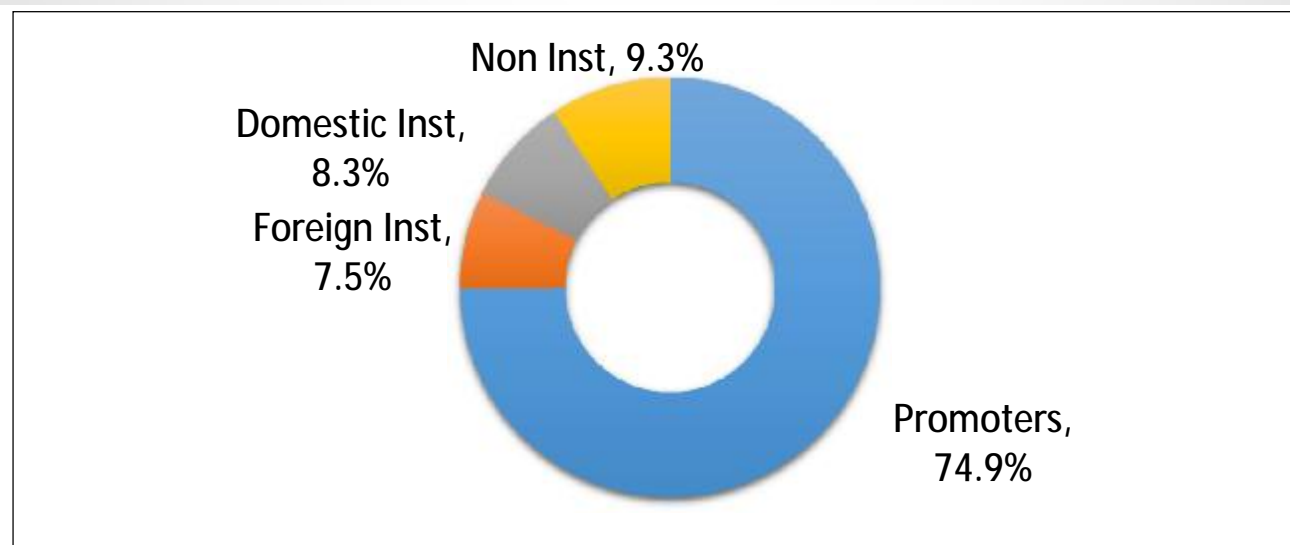
# Focus on de-leveraging...to accelerate further



- ✓ Borrowings as on 31st March'17
  - ✓ Net standalone ₹ 15.7bn, down by ~ ₹ 1.7bn
- ✓ Average cost of Standalone debt: 10.4%



# Shareholding Pattern as on 31<sup>st</sup> Mar '17



Public category holding over 1% of total shares

Shareholder	%
HDFC Trustee Company Ltd	7.6
National Westminster Bank Plc as Trustee of the Jupiter India Fund	1.6
CLSA Global Markets PTE Ltd	1.2
Morgan Stanley Asia (Singapore) PTE	1.0

# THANK YOU

For further information, please contact:

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## Disclaimer

Cautionary statement regarding forward – looking statements

This presentation may contain certain forward – looking statements relating to the future business, development and economic performance.

Such statements may be subject to a number of risks, uncertainties and other important factors, such as but not limited to (1) competitive pressures; (2) legislative and regulatory developments; (3) global, macroeconomic and political trends; (4) fluctuations in currency exchange rates and general financial market conditions; (5) delay or inability in obtaining approvals from authorities; (6) technical developments; (7) litigations; (8) adverse publicity and news coverage, which could cause actual development and results to differ materially from the statements made in this presentation. Prism Cement Limited assumes no obligation to update or alter forward – looking statements whether as a result of new information, future events or otherwise.



## Investor Update

May 25, 2017

Prism Cement Limited today announced audited standalone financial results for the year ended March 31, 2017

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### Financial Overview (Audited for the Year ended March 31, 2017)

*(Figures in ` Crores unless mentioned otherwise)*

Particulars	Stand-alone		Consolidated	
	2016-17	2015-16	2016-17	2015-16
Net Sales (excluding excise)	5,445	5,669	5,511	5,704
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items (As per IND AS)	281	243	356	341
Profit / (Loss) before tax	28	(18)	42	24
Net Profit / (Loss) after tax	18	8	14	25
Share of minority interest	-	-	16	22
Net Profit / (Loss) after tax, minority interest, and share of profit / (loss) of associates	18	8	(2)	3
EPS (`)	0.35	0.16	-0.04	0.06

### Segmental Results

*(Figures in ` Crores unless mentioned otherwise)*

Particulars	Stand-alone		Consolidated	
	2016-17	2015-16	2016-17	2015-16
<b>Segment Revenue</b>				
a) Cement	2,347	2,205	2,347	2,205
b) TBK	1,863	2,220	1,882	2,228
c) RMC	1,274	1,288	1,274	1,288
d) Insurance	-	-	79	54
<b>Segment Results</b>				
a) Cement	262	152	262	152
b) TBK	(92)	(38)	(62)	18

c) RMC	16	28	16	28
d) Insurance	-	-	3	12
<b>Capital employed</b>				
a) Cement	1,611	1,750	1,611	1,750
b) TBK	624	681	1,008	1,099
c) RMC	173	176	173	176
d) Insurance	-	-	119	116
3) Unallocated	(1,452)	(1,666)	(1,916)	(2,143)
<b>TOTAL</b>	<b>956</b>	<b>940</b>	<b>995</b>	<b>998</b>

## Performance Review and key developments

During the quarter under review, as per mandated Indian Accounting Standards (IND-AS), Cement EBITDA stood at ₹801/ton, up Rs315/ton YoY basis. On comparable basis and including operating income Cement EBITDA for the quarter was at ₹908/ton, up from ₹594/ton during the quarter ended March 31st, 2016. The above performance was on the back of volume growth of ~15%, better realizations and curtailing overall costs despite increase in fuel prices. For the quarter ended March 31, 2017, the Company sold 15.6 lac tons of cement and clinker as against 13.6 lac tons for the quarter ended March 31, 2016. All the numbers mentioned herein exclude clinker sales for third party processing, if any.

During FY17, as per IND-AS, Cement EBITDA stood at ₹588/ton as compared to ₹372/ton in FY16. As per earlier Accounting Standard IGAAP, the EBITDA stood at ₹698/ton as compared to ₹477/ton in FY16. The Division has seen improved operating performance on the back of ongoing cost rationalization measures and better realizations. The Division reduced power cost due to purchase of power under the Group Captive Arrangement as per the Electricity Rules, 2005. The Division also managed to optimize on logistic costs despite increase in fuel price during the later part of the year.

For the year as a whole, the Company sold 52.1 lac tons of cement and clinker as against 52.9 lac tons in FY16. The Cement Division's performance should be viewed in light of two major events, the heavy monsoons in the region that the Company sells cement and demonetization. While the first and fourth quarter saw volume growth the second and third quarter volumes were impacted by above events. Notably, the month of March saw the best ever volume for the Division surpassing previous highs. All the three premium / better priced brands such as 'Hitech', 'Duratech' and 'Champion Plus' are well accepted in the markets and together contribute nearly 11 percent of overall volumes as compared to 6 percent in FY16.



H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's standalone sales revenues during the quarter ended March 31, 2017 were `527 Cr as compared to `599 Cr in the corresponding quarter of last year. The Division continued to scale-up its marketing activities through various initiatives like strengthening of distribution network, merchandising and also taken initiatives to optimize the costs.

During FY17 HRJ division reported standalone revenues of `1863 Cr as compared to `2220 Cr in FY16, de-growth of ~16%. On a consolidated basis revenues were at `1882 Cr as compared to `2228 Cr, de-growth of ~16%. It reported EBITDA of `7 Cr on consolidated basis (according to IND AS) as compared to `77 Cr in FY16.

The RMC Readymix (India) (RMC) Division's sales turnover decreased by 7% as compared to the corresponding Quarter of last year. Turnover increased by 3% compared to the trailing Quarter.

During FY17, the RMC Division sales turnover declined marginally by ~1% as compared to FY16. EBITDA was at `38 Cr as compared to `52 Cr in the previous year.

### **Industry Scenario / Future Outlook**

With the Government advancing in the right direction with intent and resolve supported by interest rate cuts from RBI augurs well for the industry. The Government's continued thrust on core schemes such as 'Make in India', 'Smart Cities', 'Housing for All by 2022', 'Dedicated Freight Corridors', 'Swachh Bharat Abhiyan', 'Atal Mission for Rejuvenation and Urban Transformation' (AMRUT) and push for fast track roads and highways will bolster the construction industry leading to increased demand for cement, tiles and ready mix concrete. There would be incremental demand from Government-backed projects.

The Company sells its cement in three States – Uttar Pradesh, Madhya Pradesh and Bihar. These States have also re-aligned with Government's thrust on development as core agenda with increasing spend on infrastructure and housing in State Budgets. Most States have cleared the Real Estate Bill, which would bring in transparency and better execution. All the above initiatives would lead to better cement demand in the medium to long term.

The H & R Johnson (India) Division continues to possess robust distribution network, strong brand equity, wide-spread manufacturing locations, and a comprehensive product portfolio of tiles, baths, and kitchens. The focus is on increasing the utilization levels and better working capital management. The Division intends to further improve the product display of value added products. Implementation of GST in due course would result in benefit for organized sector including your company. Efforts are also on to increase presence in unrepresented markets.

The markets in many of the metros are expected to see a turnaround in the near term as economy picks up and construction activities resume. With the Mega Projects Vertical, RMC Division is focusing to cater the infrastructure segment, which has witnessed significant increase in order book. The Company has taken measures, which going forward would help to improve operational efficiency and productivity. The markets in tier 2 & tier 3 cities have also been showing maturity which will help industry's growth.

Overall Prism Cement as a company is well placed with cost initiatives and operating efficiencies to leverage the growing opportunities.

### **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 51% 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 scaled up capacity with Unit II in December, 2010. It manufactures Portland Pozzolana Cement (PPC) with the brand name 'Champion' & 'Champion Plus' 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 modern state of the art automated controls. It caters mainly to markets of Eastern UP, MP and Bihar, with an average lead distance of 406 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,815 dealers serviced from ~165 stock 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 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 61 million m<sup>2</sup> per annum spread across 11 manufacturing plants across the country which is one of 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 87 ready-mixed concrete plants in 40 cities/towns across the Country. Further, the Division has been able to secure new positions in its existing markets which will help it to grow going forward. RMC has also 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 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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Email: [investorrelations@prismcement.com](mailto:investorrelations@prismcement.com)

Website: [www.prismcement.com](http://www.prismcement.com)

#### **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.