



## 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



Ref : ASK/UD/848/2017-18/UFR(Q-1)

August 8, 2017

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

Dear Sir,

Sub. : Unaudited Financial Results for the quarter ended June 30, 2017

Pursuant to Regulations 30, 33 and 52 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Regulations"), this is to inform you that the Company's Board of Directors has, at its Meeting held on August 8, 2017, taken on record Unaudited Financial Results of the Company for the quarter ended June 30, 2017, along with following :

1. The Limited Review Report of M/s. G. M. Kapadia & Co., Statutory Auditors of the Company, in terms of SEBI LODR Regulation 33(3)(C)(i).
2. Investor Update for the quarter ended June 30, 2017.

The meeting commenced at 10.00 a.m. and concluded at 11.50 a.m.

Thanking you,

Yours faithfully,  
for **PRISM CEMENT LIMITED**

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

Encl. : As above

# PRISM CEMENT LIMITED

CIN : L26942TG1992PLC014033

Registered Office : 305, Laxmi Niwas 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 FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 30, 2017


₹ Crores


Sr. No.	Particulars	Quarter ended			Year ended
		June 30, 2017 Unaudited	March 31, 2017 Audited	June 30, 2016 Unaudited	March 31, 2017 Audited
1	<b>Revenue from Operations</b>				
(a)	Net Sales	1,433.57	1,544.29	1,406.33	5,444.92
(b)	Other Operating Income	2.28	3.58	3.28	19.69
2	Other Income	30.49	27.66	19.67	90.63
3	<b>Total Income</b>	<b>1,466.34</b>	<b>1,575.53</b>	<b>1,429.28</b>	<b>5,555.24</b>
4	<b>Expenses :</b>				
(a)	Cost of materials consumed	324.79	311.85	315.78	1,205.04
(b)	Purchases of stock-in-trade	280.80	352.64	261.47	1,146.57
(c)	Changes in inventories of finished goods, work-in-progress and stock-in-trade	11.94	16.40	6.99	13.59
(d)	Power and fuel	179.93	166.82	174.27	633.97
(e)	Freight outward	165.25	167.35	174.01	651.81
(f)	Excise Duty	111.51	125.72	119.42	445.04
(g)	Other manufacturing expenses	82.24	75.24	78.63	317.39
(h)	Employee benefits expense	106.92	92.83	93.79	380.72
(i)	Finance costs	46.92	34.39	55.39	183.35
(j)	Depreciation and amortisation expense	37.95	39.38	40.85	160.21
(k)	Other expenses	94.02	119.15	86.76	389.42
	<b>Total Expenses</b>	<b>1,442.27</b>	<b>1,501.77</b>	<b>1,407.36</b>	<b>5,527.11</b>
5	Profit before Exceptional items & Tax	24.07	73.76	21.92	28.13
6	Exceptional items	-	-	-	-
7	Profit before Tax	24.07	73.76	21.92	28.13
8	Tax expenses				
	Current tax	5.42	6.18	5.03	11.95
	Deferred tax	1.96	(2.57)	1.24	(1.33)
9	Net Profit for the period	16.69	70.15	15.65	17.51
10	Other Comprehensive Income (net of tax)				
	Items that will not be re-classified to Profit / (Loss)	(0.51)	(1.32)	(0.19)	(2.35)
	Items that will be re-classified to Profit / (Loss)	-	-	-	-
11	Total Comprehensive Income for the period (comprising Profit and Other Comprehensive Income for the period)	16.18	68.83	15.46	15.16
12	Paid-up Equity Share Capital (Face value ₹ 10/- per share)	503.36	503.36	503.36	503.36
13	Other Equity				452.29
14	Earnings Per Share - (Basic, diluted and not annualised) (₹)	0.33	1.39	0.31	0.35

### Notes :

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on August 8, 2017. The Statutory Auditors have carried out the limited review of the results for the quarter ended June 30, 2017.
- Income from operations has been presented in accordance with Ind AS 18. Excise duty has been presented as an expense.
- The Company has created and maintained adequate security with respect to its secured listed non-convertible debt securities.
- Figures of the previous periods have been regrouped wherever necessary. The figures for the quarter ended March 31, 2017 are the balancing figures between audited figures in respect of the full financial year and the published year to date figures upto December 31, 2016.

for and on behalf of the Board of Directors

SIGNED FOR IDENTIFICATION  
BY  
  
G. M. KAPADIA & CO.  
MUMBAI.

  
VIJAY AGGARWAL  
MANAGING DIRECTOR

Place: Mumbai  
Date : August 8, 2017

# PRISM CEMENT LIMITED

CIN : L26942TG1992PLC014033

Registered Office : 305, Laxmi Niwas 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

## STANDALONE SEGMENT INFORMATION FOR THE QUARTER ENDED JUNE 30, 2017

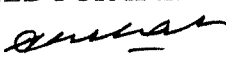
₹ Crores


Sr. No.	Particulars	Quarter ended			Year ended
		June 30, 2017 Unaudited	Mar 31, 2017 Audited	June 30, 2016 Unaudited	Mar 31, 2017 Audited
1	<b>Segment Revenue</b>				
	a) Cement	684.20	703.02	635.21	2,346.55
	b) TBK	426.14	526.58	445.68	1,862.79
	c) RMC	329.55	322.12	335.23	1,274.17
	Total	1,439.89	1,551.72	1,416.12	5,483.51
	Less : Inter Segment Revenue	4.04	3.85	6.51	18.90
	Total Income from operations	1,435.85	1,547.87	1,409.61	5,464.61
2	<b>Segment Results</b>				
	a) Cement	87.83	118.66	81.90	262.08
	b) TBK	(22.37)	(26.38)	(18.22)	(91.87)
	c) RMC	(6.59)	8.19	10.79	15.52
	Total	58.87	100.47	74.47	185.73
	Less : (i) Finance costs	46.92	34.39	55.39	183.35
	(ii) Other Un-allocable expenditure net of un-allocable income	(12.12)	(7.68)	(2.84)	(25.75)
	Total Profit Before Tax	24.07	73.76	21.92	28.13
		<b>As at June 30, 2017</b>	<b>As at March 31, 2017</b>	<b>As at June 30, 2016</b>	<b>As at March 31, 2017</b>
3	<b>Segment Assets</b>				
	a) Cement	2,350.83	2,307.38	2,339.11	2,307.38
	b) TBK	1,157.38	1,177.07	1,232.57	1,177.07
	c) RMC	432.50	413.66	434.53	413.66
	d) Unallocated	185.77	196.32	190.60	196.32
	Total	4,126.48	4,094.43	4,196.81	4,094.43
4	<b>Segment Liabilities</b>				
	a) Cement	814.69	696.77	855.74	696.77
	b) TBK	498.07	553.10	542.75	553.10
	c) RMC	257.12	240.72	264.42	240.72
	d) Unallocated	1,584.77	1,648.19	1,578.59	1,648.19
	Total	3,154.65	3,138.78	3,241.50	3,138.78
5	<b>Capital Employed</b>				
	a) Cement	1,536.14	1,610.61	1,483.37	1,610.61
	b) TBK	659.31	623.97	689.82	623.97
	c) RMC	175.38	172.94	170.11	172.94
	d) Unallocated	(1,399.00)	(1,451.87)	(1,387.99)	(1,451.87)
	Total	971.83	955.65	955.31	955.65

**Notes :**

- 1 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".
- 2 Figures of the previous period have been regrouped wherever necessary.

for and on behalf of the Board of Directors

SIGNED FOR IDENTIFICATION  
BY   
G. M. KAPADIA & CO.  
MUMBAI.

  
VIJAY AGGARWAL  
MANAGING DIRECTOR

Place : Mumbai  
Date : August 8, 2017

**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 Unaudited Quarterly Standalone Financial Results for  
the Quarter ended on June 30, 2017 of Prism Cement Limited pursuant to the  
Regulation 33 of Securities and Exchange Board of India (Listing Obligations  
and Disclosure Requirements) Regulations, 2015**

---

To  
The Board of Directors,  
Prism Cement Limited

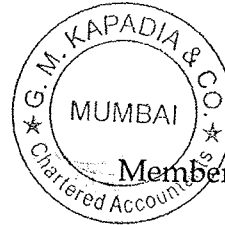
1. We have reviewed the accompanying statement of unaudited standalone financial results ('the Statement') of Prism Cement Limited ('the Company') for the quarter ended on June 30, 2017, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. 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 the Statement based on our review.
2. We conducted our review in accordance with Standards on Review Engagement (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 results are free of material misstatement. A review is limited primarily to inquiries of the 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 attention that causes us to believe that the accompanying Statement prepared in accordance with applicable Indian Accounting Standards prescribed under Section 133 of the Companies Act, 2013, read with relevant rules issued thereunder and other recognised accounting practices and policies, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Securities and Exchange Board of India circular bearing no. CIR /



G. M. KAPADIA & CO.

CFD / FAC / 62 / 2016 dated July 5, 2016 including the manner in which it is to be disclosed, or that it contains any material misstatement.

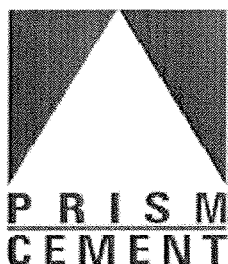
For G. M. KAPADIA & CO.  
Chartered Accountants  
Firm Registration No. 104767W



*Atul Shah*

Atul Shah  
Partner  
Membership No. 039569

Mumbai  
Dated: August 08, 2017



## Investor Update

**August 08, 2017**

**Prism Cement Limited today announced un-audited standalone financial results for the quarter ended June 30, 2017**

### **Financial Overview (Un-audited for the quarter ended June 30, 2017)**

*(Figures in Crores unless mentioned otherwise)*

Particulars	Q1 '17-18	Q4 '16-17	Q1 '16-17
Net Sales	1,434	1,544	1,406
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items (As per IND AS)	78	120	98
Profit / (Loss) before tax	24	74	22
Net Profit / (Loss) after tax	17	70	16
EPS (₹)	0.33	1.39	0.31

### **Segmental Results**

*(Figures in Crores)*

Particulars	Q1 '17-18			Q4 '16-17			Q1 '16-17		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	684	426	330	703	527	322	635	446	335
Segment Results	88	(22)	(7)	119	(26)	8	82	(18)	11
Capital Employed	1,536	659	175	1,611	624	173	1,483	690	170

## **Performance Review and key developments**

The overall performance for the quarter ended June 2017 was satisfactory in the wake of following events. The volume of Cement and Tiles got impacted due to de-stocking before the implementation of GST from July 1<sup>st</sup> 2017. Slowdown in real estate execution on account of RERA implementation impacted volumes of all three Divisions, especially Ready Mixed Concrete. This apart the Cement Division volumes were further impacted due to ban on over-loading and sand mining in Uttar Pradesh for good part of the quarter.

During the quarter under review as per mandated Indian Accounting Standards (IND-AS), Cement EBITDA stood at ₹647/ton, up ₹35/ton YoY basis. For the Quarter ended June 30<sup>th</sup>, 2016, the Company sold 14.81 lac tons of cement and clinker as against 15.27 lac tons for the quarter ended June 30<sup>th</sup>, 2016. Overall volumes were down by ~3% mainly due to reasons mentioned above. All the numbers mentioned herein exclude clinker sales for third party processing, if any.

The Division has seen better operating performance on the back of higher realizations. However total cost has gone up as compared to corresponding quarter due to higher power & fuel expenses and manpower costs.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's total revenues during the quarter were ₹426 Crores as compared to ₹446 Crores in the corresponding quarter last year, declining by ~4% yoy. The Division continued to scale-up its marketing activities through various initiatives like strengthening of distribution network, merchandising and has also taken various initiatives to optimize the costs.

The RMC Readymix (India) (RMC) Division's total revenues declined by ~2% as compared to the corresponding Quarter of last year. The Division's performance got impacted due to decline in volume and increase in input costs.

## **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. This apart demand scenario for all the three Divisions is expected to be better in second half of FY18 on the back of better monsoon.

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 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 429 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,950 dealers serviced from ~175 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 65 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 89 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**

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

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.