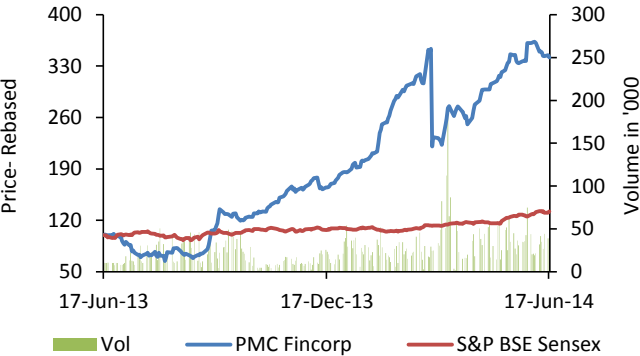


June 17, 2014

CMP	Rs. 780.6
BSE Code	534060
BSE ID	PMCFIN
High/Low 1Y (Rs)	880.0 / 147.1
Average Volume (3M)	40,130
Market Cap Full/Free	3981 / 3384
Float (Rs. Cr)	

Shareholding %	Mar-14	Dec-13
Promoters	15.73	15.73
FII	-	-
DII	-	-
Public & Others	84.27	84.27

Stock Chart (Relative to Sensex)


Stock Performance (%)	1M	6M	1Yr
PRITI	-1.0	107.0	239.6
S&P BSE Sensex	4.8	22.3	32.8

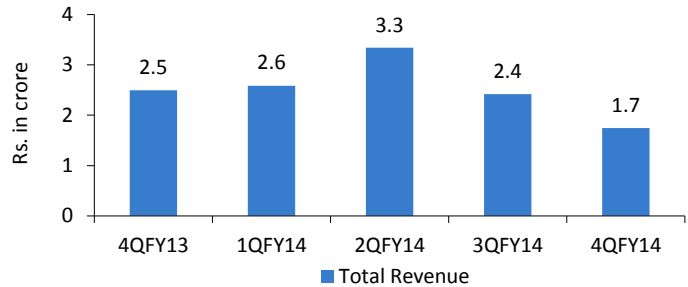
Financials	4QFY14	4QFY13	Y-o-Y
Revenue	1.7	2.5	-30.1%
EBITDA	0.9	0.5	72.0%
Net Profit	0.6	0.4	52.8%
EPS (Diluted)	0.11	0.14	-
EBITDA Margin	53.4%	21.7%	-
Net Profit Margin	33.1%	15.1%	-

Common size Analysis	4QFY14	4QFY13	TTM
COGS / TR	25.3%	52.7%	37.7%
Emp. Cost / TR	9.2%	5.6%	6.6%
Other Exp. / TR	12.0%	20.1%	6.9%
Interest / TR	6.1%	-	28.3%

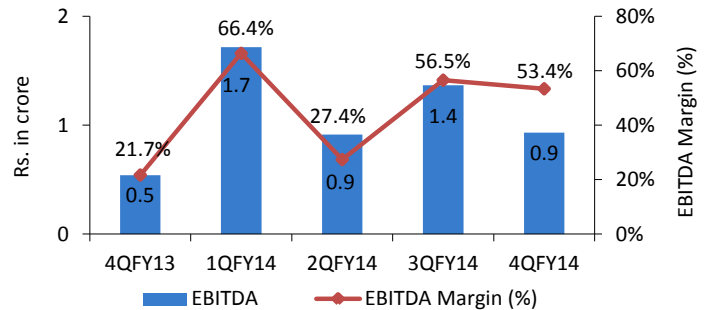
1. Financial Year ends on March 31.
2. Financials are on a Standalone basis.
3. All figures in Rs. crore except for per share data.
4. TR stands for Total Revenue

Quarter Review-Mar' FY14
Revenue fell both on Y-o-Y and Q-o-Q basis

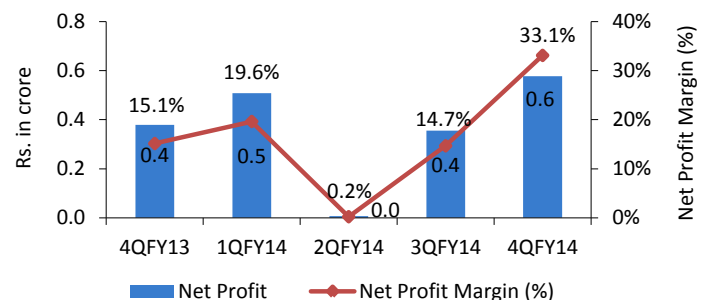
Total revenue of the organization fell from Rs. 2.5 crore in 4QFY13 to Rs. 1.7 crore in 4QFY14. On a quarterly basis, the company's revenue fell by 27.8%.


EBITDA Margin improved significantly over the year

EBITDA Margin improved from 21.7% in 4QFY13 to 53.4% in 4QFY14. A significant decline in Cost of Goods Sold and Other Expenditure as a percentage of total revenue supported the EBITDA Margin.


Net Profit Margin improved

The company's Net Profit Margin improved from 15.1% in 4QFY13 to 33.1% in 4QFY14. Positive EBITDA margin had a cascading effect on the Net Profit Margin.



Summary Financials*

Particulars (Rs. Crore)	4QFY14	4QFY13	3QFY14	Y-o-Y %	Q-o-Q %	TTM	FY14	FY13
Net Sales	1.75	2.50	2.42	-30.1%	-27.8%	10.09	10.05	8.45
Other Op. Revenue	0.00	0.00	0.00	-	-	0.00	0.00	0.00
Total Revenue	1.75	2.50	2.42	-30.1%	-27.8%	10.09	10.05	8.45
Cost of Goods Sold	(0.44)	(1.32)	(0.76)	-66.4%	-41.7%	(3.80)	(3.95)	(2.29)
Gross Profit	1.30	1.18	1.66	10.1%	-21.5%	6.29	6.10	6.16
Employee Costs	(0.16)	(0.14)	(0.17)	15.5%	-2.2%	(0.66)	(0.66)	(0.54)
Other Expenditure	(0.21)	(0.50)	(0.13)	-58.1%	64.9%	(0.69)	(0.58)	(1.38)
EBITDA	0.93	0.54	1.37	72.0%	-31.9%	4.93	4.85	4.24
Depreciation	(0.01)	(0.00)	(0.01)	561.5%	72.0%	(0.02)	(0.02)	(0.02)
EBIT	0.92	0.54	1.36	70.8%	-32.3%	4.91	4.83	4.21
Finance Cost	(0.11)	0.00	(0.85)	-	-87.4%	(2.85)	(2.94)	(2.18)
Other Income	0.00	0.00	0.00	-	-	0.00	0.00	0.00
Exceptional Items	0.00	0.00	0.00	-	-	0.00	0.00	0.00
PBT	0.82	0.54	0.52	51.0%	58.4%	2.06	1.89	2.03
Income Tax	(0.24)	(0.16)	(0.16)	46.7%	48.5%	(0.61)	(0.61)	(0.59)
Profit after Tax	0.58	0.38	0.36	52.8%	62.9%	1.45	1.28	1.44
Extra Ordinary Items	0.00	0.00	0.00	-	-	0.00	0.00	0.00
Minority Interest	0.00	0.00	0.00	-	-	0.00	0.00	0.00
Net Profit	0.58	0.38	0.36	52.8%	62.9%	1.45	1.28	1.44
Rep. Basic EPS	0.11	0.14	0.13	-	-	0.45	0.27	0.53
Rep. Dilluted EPS	0.11	0.14	0.13	-	-	0.45	0.27	0.53
Equity Capital	24.08	13.38	13.38	-	-	24.08	24.08	13.38
Face value	5.0	5.0	5.0	-	-	5.0	5.0	5.0

Source: Company Financials, ICRA Online Research TTM-Trailing twelve months * All figures are on Standalone basis

PL: Profit to loss, LP: Loss to profit NA-De-growth due to loss in both the year; \$: Percent Change is huge due to base effect.

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