



## 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



March 23, 2016

The National Stock Exchange of India Ltd.,  
Exchange Plaza, Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051  
Fax No. 26598237 / 38

The Bombay Stock Exchange,  
Corporate Relationship Department,  
P. J. Towers, Dalal Street, Fort,  
Mumbai - 400 023.  
Fax No. 22722037/39/41

Code : PRISMCEM

Code : 500338

Dear Sir,

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

We wish to inform you that the following Institutional Investor meetings were held with the Company today and the Investor Presentation dated May 2015 and Investor Update dated February 2016 which were given to them, are enclosed herewith for your records :

Date	Name of Investor	Venue	Type of Meeting
23.03.2016	IDFC Asset Management Company Ltd.	Mumbai	One-on-one
23.03.2016	Batliwala & Karani Securities India Pvt. Ltd.	Mumbai	One-on-one

Thanking you,

Yours faithfully,

for PRISM CEMENT LIMITED

ANEETA S. KULKARNI  
COMPANY SECRETARY

# INVESTOR PRESENTATION



**PRISM CEMENT LIMITED**

*May, 2015*



## Integrated Building Materials' Company



Cement (Champion)  
Cement (OPC)  
Cement (Hi Tech)



Ready-mixed Concrete  
Aggregates  
Manufactured Sand



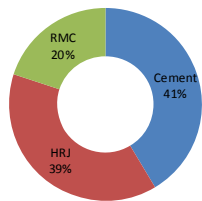
Tiles (Ceramic, Vitrified, Industrial)  
Sanitaryware, Faucets, and Bath Fittings  
Modular Kitchens  
Construction Chemicals

## Business Environment

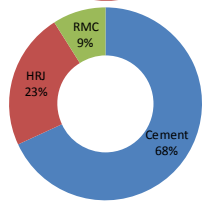
- The Company to benefit in medium term from strong tailwinds due to following key initiatives:

Initiative	Cement	RMC	TBK
Goods and Services Tax	✓	✓	✓
Make in India	✓	✓	✓
Swachch Bharat Abhiyaan	✓	✓	✓
100 Smart Cities	✓	✓	✓
Industrial Corridors	✓	✓	
Roads	✓	✓	

## Divisional Split: FY 2015



Total Sales: ₹ 6,117 crores  
(\$ 971 Mn)



Total EBITDA: ₹ 335 crores  
(\$ 53 Mn)

All Conso numbers excluding RQBE

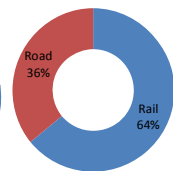
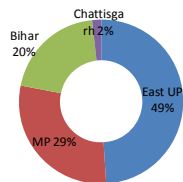
US\$ 1 = ₹ 63



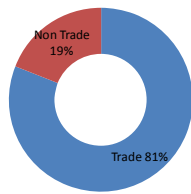
## Cement - Overview



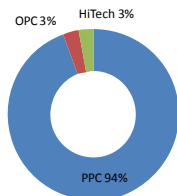
- 2 Modern Plants (set-up in 1997 and 2010) in Satna, MP, Central India
- Effective Capacity: 7 mn tons cement and clinker
- Superior Capital Employed: < US\$ 35 / Ton
  - Cluster demand growth > 1.5x national
  - No new capacities in progress in Cluster
  - Cement avg lead distance = 399 KMs
  - Superior Rail : Road mix



## Cement - Overview



- 81% Trade Sales. Primarily caters to rural and tier 2 & 3 city Housing
- Wide network of over 3,800 dealers & ~ 90 stocking points
  - Healthy receivables. FY 15 debtors: < 1 day

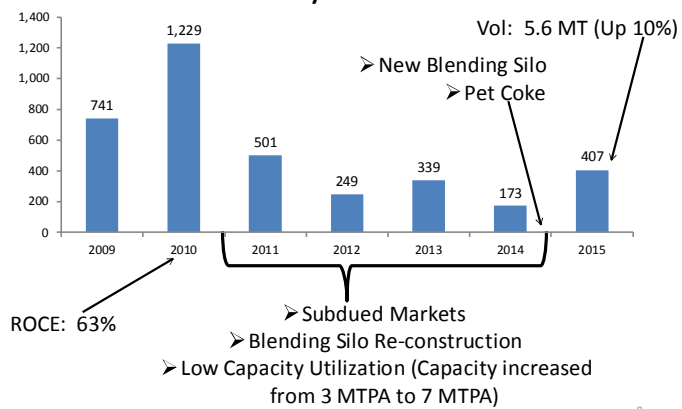


- Launched premium cement Hi-Tech in Bihar and recently in UP
- Superior Product mix (94% PPC and 3% Hi-Tech)





### EBITDA / Ton trend



## Cement - Expansion



- Green-field plant to come up in Kurnool District, Andhra Pradesh:
- ❖ Cement Capacity: 4.8 MTPA
- ❖ ~ 3,000 acres of land acquired
- ❖ Large limestone reserves secured; Mine development activities in progress
- ❖ Bengaluru, Chennai, and Hyderabad within 300 KMs radius from the Site

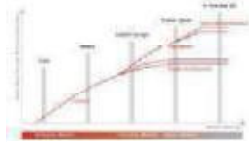


Mix with the Best

## Ready-mixed Concrete



- Ready-mixed concrete is strategic route to market for cement
- Modern channel of cement distribution



- As markets mature, higher value in Ready-mixed concrete business and aggregates as compared to cement

Source: "Facilito Samba Investment" Bank Research

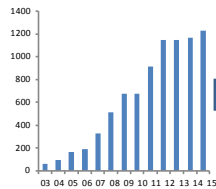
## Ready-mixed Concrete Industry

- Started in mid-90s; Penetration increasing
- ~ 10% of total cement used for concrete in India is sold through RMC Channel
  - Metros / tier 1 (~35%) and tier 2 (~20%)
  - In developed countries: 50% - 70%
- Several benefits such as assured quality, speed, saving of site space, reduced labor, reduced wastage, safety etc
- Industry volume: ~ 30 million m<sup>3</sup> per annum
  - Residential 45% ; Commercial 35% ; Infrastructure 20%
- Steady-state Industry growth rate > 20% per annum due to:
  - ❖ Growth of cement consumption in India
  - ❖ Conversion from site-mix to ready-mix

## RMC Readymix (India)

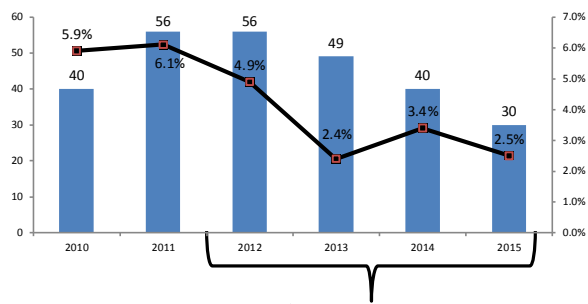


- 2<sup>nd</sup> largest player in India with national footprint
- 81 Plants in 35 cities / towns
- Backward Integration: 8 Plants – Aggregates and Manufactured Sand



- '03 – '12 Sales CAGR: 39%
- Flattish for last 3 years, on account of subdued economy
- Demand drivers: Urbanisation and Infrastructure

## RMC – Performance



- Subdued Economy
- Extra Cautious on Debtors Management
- Capacity Utilization dropped to 40%

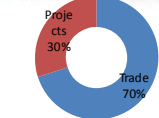
## RMC Dynamics

- EBITDA Margins: 3 – 7%
  
- Asset Turns: > 6x
  - Capital Employed: ₹ 198 crores (\$ 31 Mn)
  - Sales: ₹ 1,226 crores (@ 40% utilization) (\$ 195 Mn)
  
- Industry Structure
  - Barriers to Entry: Location and permission in cities
  - ~ 60% unorganized. GST implementation would shift the market towards organized sector
  - RMC's share of the market will likely grow from less than 10 percent of total cement demand today to as high as 25 percent by 2025 (*Source: Cement Vision 2025, a Report by Confederation of Indian Industry-AT Kearny, 2014*)





## H & R Johnson (India)



- Set-up in 1958; Pioneer of Ceramic tiles in India
- Wide range: Tiles, Sanitary ware, Bath fittings, Modular Kitchens, Construction Chemicals
- 11 Manufacturing Plants (Own & JVs) with largest capacity of over 54 mn m<sup>2</sup> / annum
- Strong brand equity
- Large, national Trade network of ~10,000 retail points
- 70% sales from Trade channel

## HRJ: Business Model



- “House of Johnson” chain of Retail Outlets
  - 28 across the country
  - Selling complete range of products
  - Contributes ~10% of Division's total sales



- Manufacturing Joint Ventures
  - Asset Light business model
  - 5 Manufacturing JVs contributing to 65% of the capacity
    - Gujarat: 3
    - AP: 2

## HRJ: Business Model

- Built complimentary businesses to leverage Brand and Distribution



### 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 Begaluru and Vadodara; Pan India presence



### Bathrooms

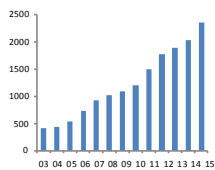
- Sanitaryware, Taps, Bath Fittings, wellness products
- Healthy industry structure; Brand and after sales service play key role
- 2 Manufacturing plants for Fittings—Baddi, HP & Samba, J&K



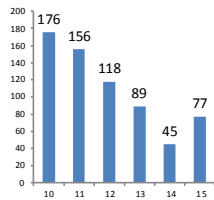
### Modular Kitchens

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

## HRJ: Financial Trend



- '03 – '12 Sales CAGR: 17%
- Flattish in FY 13 and 14:
  - 40% of total capacity in AP & Karnataka which suffered on account of power and fuel unavailability
- EBITDA (Conso) declined till FY 14:



- FY 10: ₹ 176 crores (14.6% of sales) (\$ 28 Mn)
  - FY 14: ₹ 45 crores (2.2% of sales) (\$ 7 Mn)
- In FY 15, Sales and EBITDA recovery started:
  - Sales up 16%
  - EBITDA up 73%

## HRJ: Key Initiatives

- Addressed Power and Fuel issues in South by:
  - Installing 3 Coal Gassifiers in 2 Plants in AP
  - Winning bids for onshore micro Gas wells in AP
  - Natural Gas pipeline connectivity completed for Karnataka plant
  - Started purchasing Traded power
- Further strengthening Brand leadership
  - Scaling-up marketing activities
  - Signed Ms. Katrina Kaif as brand ambassador and started TV advertising



# Strategic Investment



- 74% stake in 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: ₹ 153 crores (\$ 24 Mn)
- FY 15 financials:
  - Gross written premium: ₹ 29 crores (\$ 5 Mn)
  - Profit before tax: ₹ 17 crores (\$ 3 Mn)



## Management Profile

## Management Profile



➤ Mr. Vijay Aggarwal, 46 years, Managing Director

- ❖ B. Tech (Elec.) from IIT, Delhi and PGDM from IIM, Ahmedabad
- ❖ Tenure in Company: 21 years
- ❖ Past experience includes SBI Capital Markets
- ❖ On the Board of various companies including Exide Industries, Aptech, Asianet Satellite Communications, and Ardex Endura (India)

## Management Profile



- Mr. Ganesh Kaskar, 55 years, Executive Director– HRJ
  - ❖ M. Tech (Civil) from IIT, Mumbai
  - ❖ Tenure in Company: 18 years
  - ❖ Past experience includes ACC and Tata Consulting Engineers



- Mr. Venugopal M Panicker, 50 years, Executive Director – RMC
  - ❖ Chartered Accountant, Company Secretary and a Member of the Institute of Company Secretaries & Administrators, UK (AICSA-UK)
  - ❖ Tenure in Company: 18 years
  - ❖ Past experience includes Walchandnagar, Tatas and Williamson Magor

## Other Information

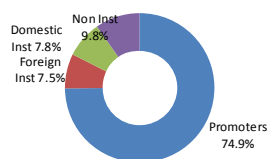
Borrowings  
Shareholding

## Borrowings

- Borrowings
  - Status (As on 31.03.2015)
    - Consolidated: ₹ 2,236 crores (\$ 355 Mn)
    - Stand-alone: ₹ 1,895 crores (\$ 301 Mn)
  - Average cost of Debt: 11 %
  
  - Replacing expensive bank borrowings with NCDs in a phased manner
  - Short-term rating enhanced from A2 to A1 and for Term Loan / NCD from A- (Negative outlook) to A- (Stable Outlook) by ICRA

## Shareholding

- Market Cap (As on 13.05.2015): ₹ 5,099 crores (\$ 809 Mn)
- Shareholding Pattern (As on 31.03.2015)



- Public category holding over 1% of total shares

Shareholder	%
HDFC Trustee Company Ltd - HDFC Equity Fund	2.7
Goldman Sachs India Fund Ltd	1.7
ICICI Prudential Discovery Fund	1.4
Morgan Stanley Asia (Singapore) PTE	1.4
National Westminster Bank Plc as Trustee of the Jupiter India Fund	1.2

# 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

February 11, 2016

**Prism Cement Limited today announced un-audited standalone financial results for the quarter ended December 31, 2015**

**Financial Overview (Un-audited for the quarter ended December 31, 2015)**

*(Figures in ₹ Crores unless mentioned otherwise)*

Particulars	Q3 '15-16	Q2 '15-16	Q3 '14-15
Net Sales / income from operations (net of excise)	1,323	1,393	1,328
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items	71	52	37
Profit / (Loss) before tax	(19)	(51)	(60)
Net Profit / (Loss) after tax	(12)	(33)	(41)
EPS (₹)	-0.24	-0.66	-0.81

### Segmental Results

*(Figures in ₹ Crores)*

Particulars	Q3 '15-16			Q2 '15-16			Q3 '14-15		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	467	564	301	531	564	307	513	532	297
Segment Results	36	(6)	6	23	(12)	3	8	(4)	(1)
Capital Employed	1,707	816	188	1,701	809	183	1,644	848	193



## Performance Review and key developments

The quarter ended December 2015 saw improvement in Cement EBIDTA at `479/ton as compared to `209/ton in the corresponding quarter in FY15, an increase of 129%, despite lower realizations and slowdown of demand in the market. This reflects the benefits of cost rationalization measures taken in the recent past.

For the quarter ended December 2015, the Company sold 12.22 lac tons of cement and clinker as against 12.98 lac tons for the corresponding quarter in FY15, a de growth of 6%, due to lower demand in the Company's operating markets of central India. Both the premium brands "Hitech" and "Duratech" have been well received by the markets. Together they contributed ~5% of sales during Q3FY16 vis-a-vis 3% of total volume in FY15.

The Company had taken various cost rationalization measures in FY16 such as resorting to imported coal, increase in imported pet-coke consumption, reduction in power consumption, amongst others.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the Quarter were `564 Crores, there by growing by 6% when compared to the corresponding quarter in FY15. The Division continued to scale-up its marketing activities through various initiatives like strengthening of distribution network, merchandising and also taken various initiatives to optimise the costs.

The Ministry of Commerce has already initiated antidumping investigation concerning imports of Vitrified tiles from China. This step would be a positive for local industry.

Recent revision in long term RLNG prices is a welcome step that would result in reduction in fuel cost, going forward.

During the quarter ended December 31, 2015 the RMC Readymix (India) (RMC) Division's sales turnover increased by 1% as compared to the corresponding Quarter of last year. Profitability of the Division improved both on YoY and QoQ basis. The division reported EBIT of `5.6 Crs in the current quarter against a loss of `0.9 Cr in the corresponding quarter last year. During the Quarter under review, the division had 79 plants under operations as against 77 during the quarter ended September 2015.

The Company has agreed, in principle, to sell 23% of its holding in the paid-up capital of Raheja QBE General Insurance Company Limited (Raheja QBE), the general insurance subsidiary, to its existing partner in Raheja QBE, namely the QBE Group, Australia, for a consideration of approximately AUD 21,500,000 (equivalent to approximately `103cr).

The proposed transaction is subject to requisite approvals. Once the proposed transaction is consummated, the Company's shareholding in Raheja QBE shall stand reduced from 74% to 51%.

## **Industry Scenario / Future Outlook**

India is the fastest growing economy in the world, with a falling repo rate cycle, CAD, budget deficit and inflation. We expect that considering the positive macro economic indicators, taken together with clear policy initiatives, the economic cycle is expected to turn for the better going forward which would help the Company going ahead.

Numerous initiatives have been taken by Government to improve the economic outlook of India. Government focus continues to be on "make in India", "smart cities" and infrastructure focus on roads and rural housing. Jabalpur and Bhopal are amongst the first 20 smart cities to receive the fund for development. These two cities are part of the operating markets that we sell cement in.

The robust distribution network, strong brand equity, wide-spread manufacturing locations, and a comprehensive product portfolio of tiles, baths, and kitchens enable H & R Johnson (India) Division to enjoy a distinct competitive advantage over others in the market. Moreover, with the successful completion of initiatives last year to reduce power and fuel cost, the Division is enhancing its capacity utilization.

The Ready-mixed Concrete Industry in India is over 20 years old and was growing at a healthy rate till three years back. However, due to paucity of new construction projects taking off, volume growth for the industry in the last few quarters has been under pressure. 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 is showing signs of revival. The markets in tier 2 & tier 3 cities have also been showing maturity which will help industry's growth.

The Central Government has recently announced 20 smart cities to be developed in the first phase. RMC India has presence already in 14 of these cities. We believe this should open further business opportunities for the division in the medium term.

## **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 74% 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' 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 399 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,800 dealers serviced from ~90 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 and. In ceramic / vitrified tiles, HRJ along with its Joint Ventures and subsidiaries has a capacity of over 58 million m<sup>2</sup> per annum spread across 10 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 79 ready-mixed concrete plants in 37 cities/towns across the Country. Further, the Division has been able to secure new positions in its existing markets which will help it to maintain its growth. RMC has also ventured into the Aggregates business and operates large Quarries and Crushers. At present, RMC has 7 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)  
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**Address:**  
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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.