



## 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 9, 2017

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

Pursuant to 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 2016 and Investor Update dated February 2017 which were given to them, are enclosed herewith for your records :

Name of Investor	Venue	Type of Meeting
DSP Blackrock Investment Managers Pvt. Ltd.	Mumbai	)
Principal Pnb Asset Management Co. Pvt. Ltd.		)
Reliance Nippon Asset Management Co. Pvt. Ltd.		)
Birla Sun Life Asset Management Co. Ltd.		)
Deep Financial Consultants Pvt. Ltd.		)
Subhkam Ventures (I) Pvt. Ltd.		)
IDBI Asset Management Ltd.		)
Entrust Family Office		)
Goldfish Capital Advisors Pvt. Ltd.		)
Motilal Oswal Securities Ltd.		)
Argonaut PE	)	
ICICI Prudential Life Insurance Co. Ltd.	Mumbai	One-on-one

Thanking you,

Yours faithfully,

for PRISM CEMENT LIMITED

*A. S. Kulkarni*

ANEETA S. KULKARNI  
COMPANY SECRETARY



Mix with the Best



AMONGST INDIA'S LEADING INTEGRATED BUILDING MATERIALS COMPANY

# Prism Cement Limited

## Investor Presentation

# Our Brands



**JOHNSON**  
REDEFINING LIFESTYLES, WORLDWIDE.



**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

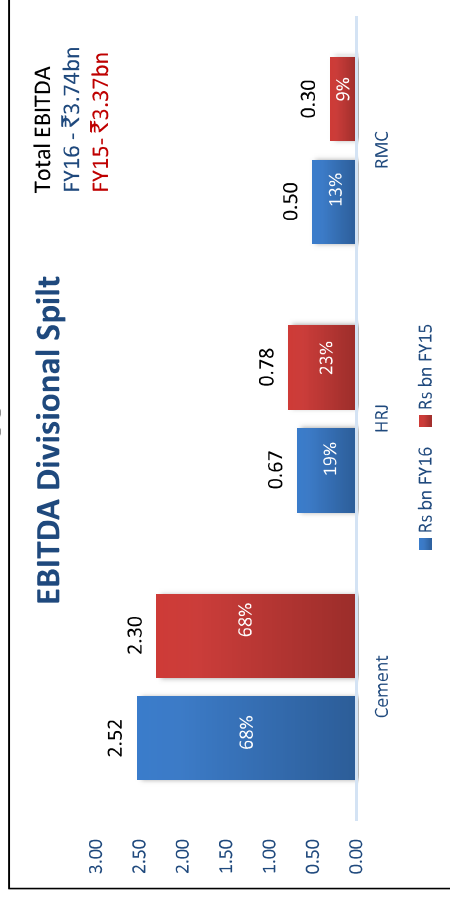
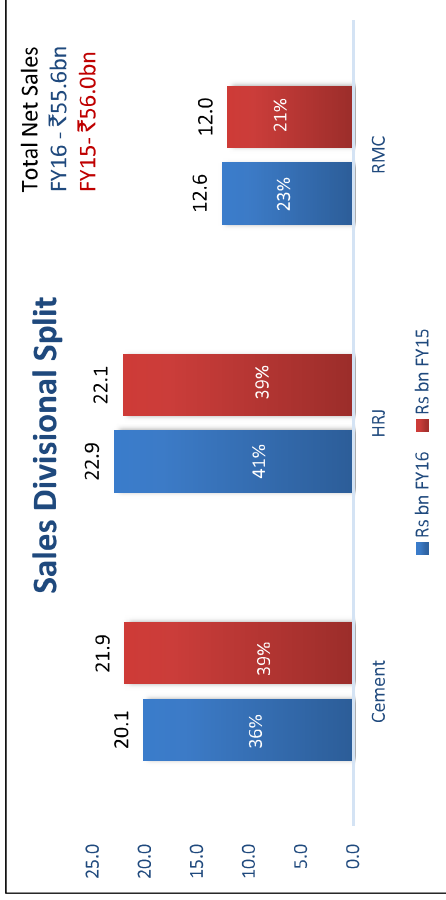
## OPC

## 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



Years of Profitable Growth

Benchmark

EBITDA – ₹1229/Ton & ROCE – 63% in FY 10

Cement

Sales CAGR – 17% ('03-'12). Conso EBITDA of 14.6% in FY10

TBK

Sales CAGR – 39% ('03-'12). EBITDA of 6.1% in FY11

RMC

Years of Challenges

FY11-14

Blending Silo reconstruction, low capacity utiliz, estimated opportunity loss ~₹4bn of cash flows

Cement

Power & Fuel unavailability in AP(2 Plants) & Karnataka,(40% Capacity). Flat sales in FY13-14. Conso EBITDA 2.2% in FY14

TBK

Cautious on Debtors mgmt, lower utiliz leading flattish sales during FY13-14 and EBITDA margins came down (2.5% in FY15)

RMC

Years of Consolidation

FY15 &16

Resort to pet coke, imported coal, lower power consumption and lead distance = Better EBITDA/Ton despite reduced realn

Cement

Instl 3 Coal Gassifiers in AP, N-gas availability in Karnataka and scaling up of mktg activities - arrested mkt Share loss

TBK

Flat sales continued.Closure and relocation of idle plants, increasing sales of value added concrete and cost management.

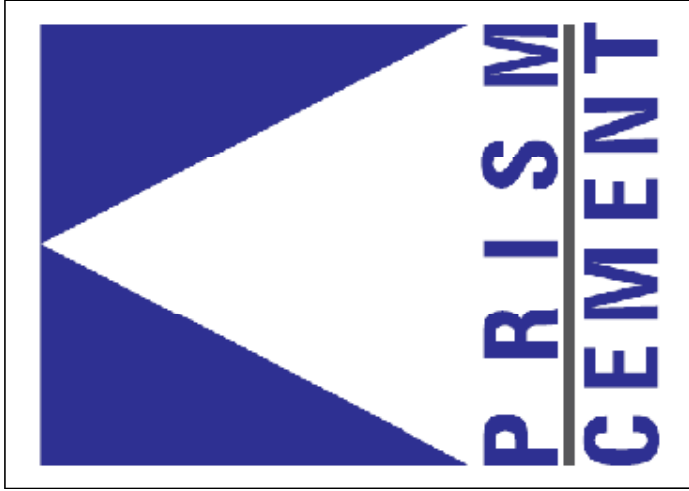
RMC



## Business Environment – expect better demand environment



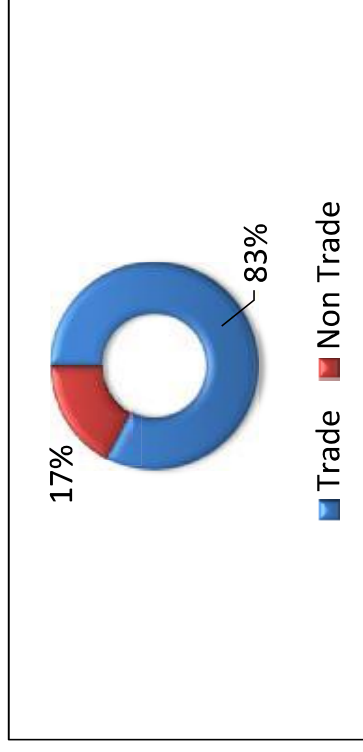
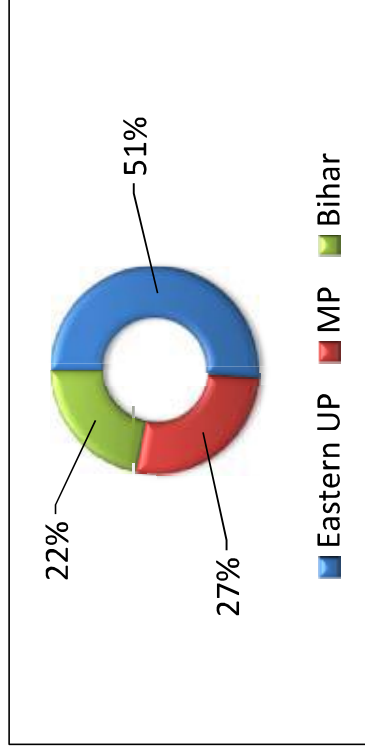
- ▶ Infrastructure activities likely to pick up – especially road construction (concretization), railways incl dedicated freight corridors, ports and power
- ▶ Focus on Housing for all Program. Rural housing likely to see demand growth subject to normal monsoons
- ▶ Passage of Real Estate Bill might lead to better demand over longer period
- ▶ Government initiatives on Smart Cities, Swacch Bharat Abhiyan and Make in India
- ▶ Softening interest rate and benign commodity / fuel prices, although fuel prices seem to be bottoming out
- ▶ GST likely to benefit overall economy, especially sectors with significant unorganized presence, e.g Tiles and Ready mixed concrete.



# Cement Overview



- ▶ 2 Modern Plants in Satna, MP(Central India) with effective capacity of 7mn ton
- ▶ Superior Capital Employed < ~US\$ 38mn/ton
- ▶ No significant capacities planned in Cluster. Consolidation happening in the cluster
- ▶ Wide network of ~3790 dealers and ~ 155 stocking points
- ▶ Launched Premium Cement Duratech and Champion Plus in UP, MP & Bihar
- ▶ Superior Product Mix – Hi-tech, Duratech and Champion Plus contributed ~6% of total volume in FY16 v/s 3% in FY15
- ▶ Growth plans – Greenfield expansion in Kurnool District, AP. ~3000 acres of land in possession, limestone reserves secured and environment clearance in place





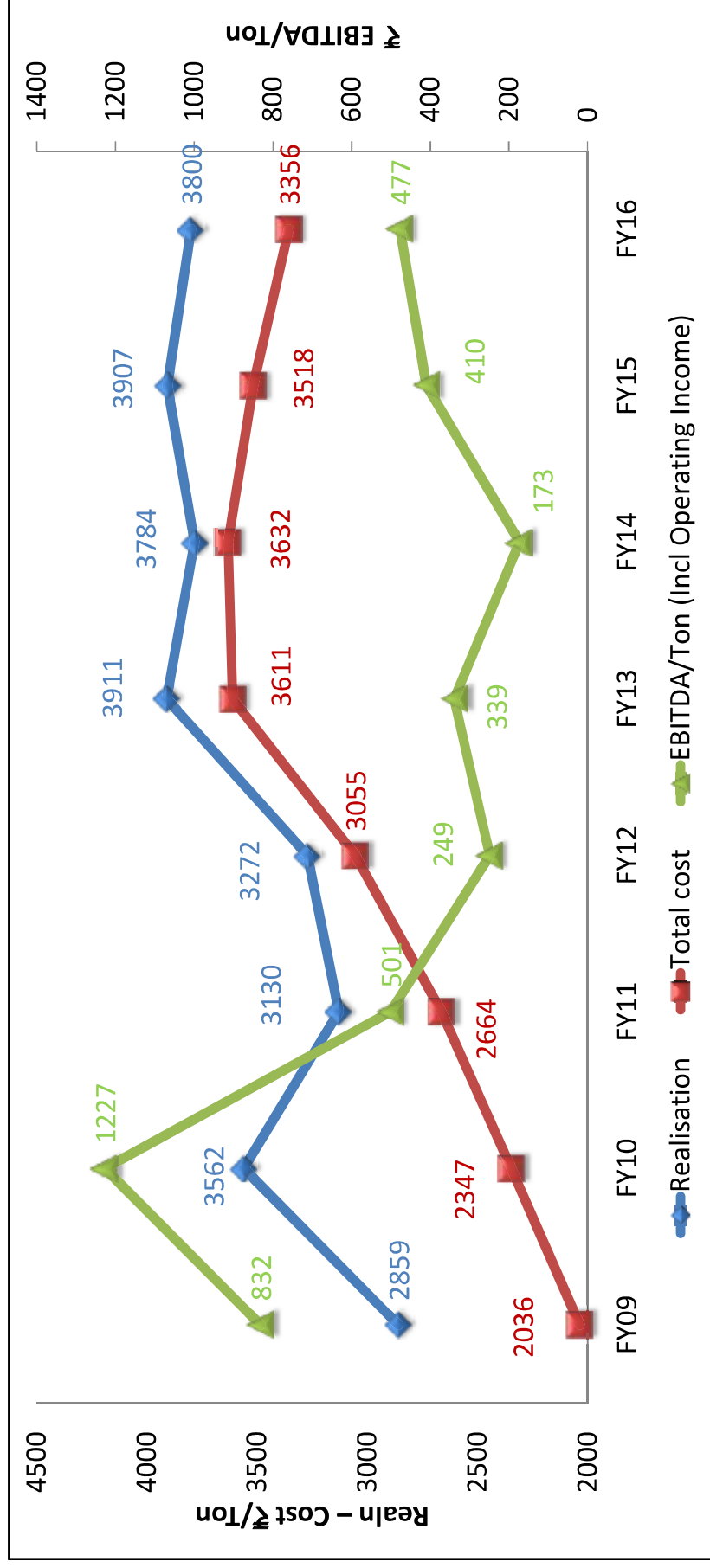
# Cement – Financial & Operational Highlights



Particulars	Unit	FY16	FY15	FY10
Cement & clinker sales volume	Mn Ton	5.29	5.60	2.86
Net Sales	Rs in bn	20.1	21.9	10.2
Net realization incl clinker	Rs/Ton	3800	3907	3562
Total cost	Rs in bn	17.7	19.7	6.7
Total cost	Rs/Ton	3356	3518	2347
EBITDA incl operating income	Rs/Ton	477	410	1229
<b>Freight &amp; forwarding</b>				
Lead Distance	Kms	405	399	377
Mode Mix				
Railway	%	63	64	73
Road	%	37	36	27
<b>Power and fuel</b>				
Power consumption per ton of cement	Kwh	71	73	72
Fuel Mix				
Pet-Coke	%	59	61	0
Coal	%	41	38	100
AFR	%	0	2	0

Note: Fuel Mix is on Calorific Value

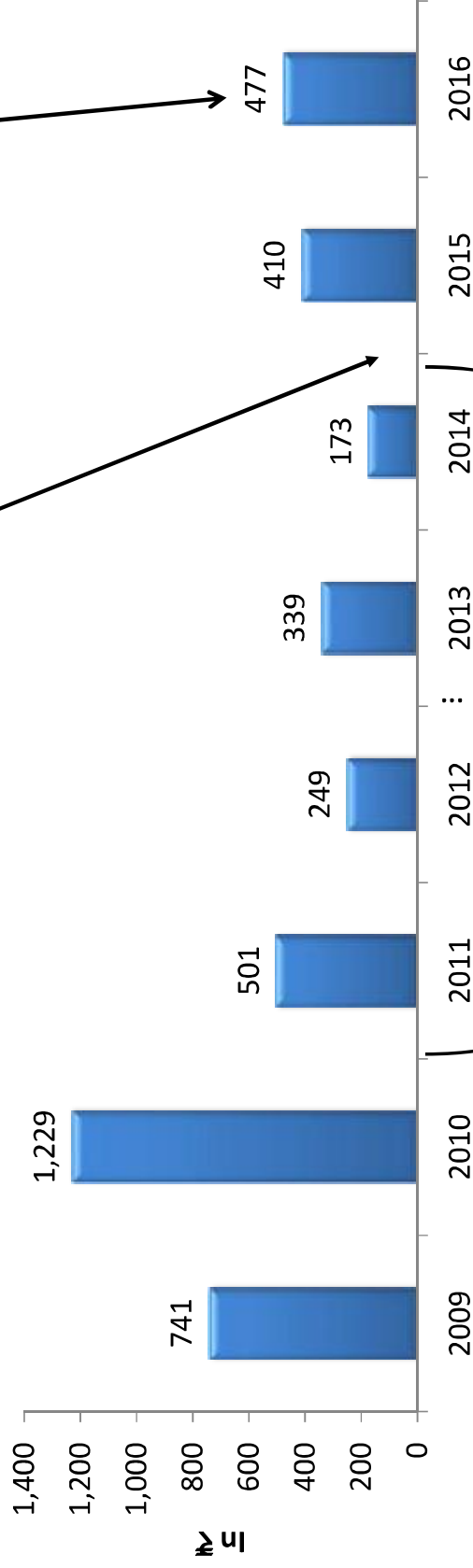
# Cement – Realization and Cost Trend



# Cement EBITDA/Ton



- New Blending Silo
- Pet Coke
- Despite reduced realin
- Q4FY16 EBITDA / ton at ₹594



ROCE: 63%

Subdued Markets

Blending Silo Re-construction

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

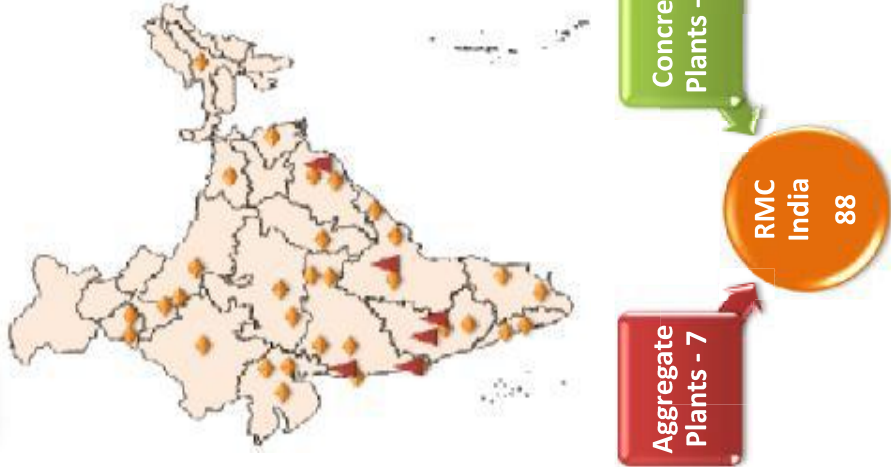


Mix with the Best

# RMC Overview



- ▶ Ready mixed concrete is concrete in ready to use form. It is one of the most versatile building material used in construction.
- ▶ 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. Benefits such as consistent quality, saving of site space, reduced labour, safety etc
- ▶ Excise benefit extended to captive site plants in FY16 Budget



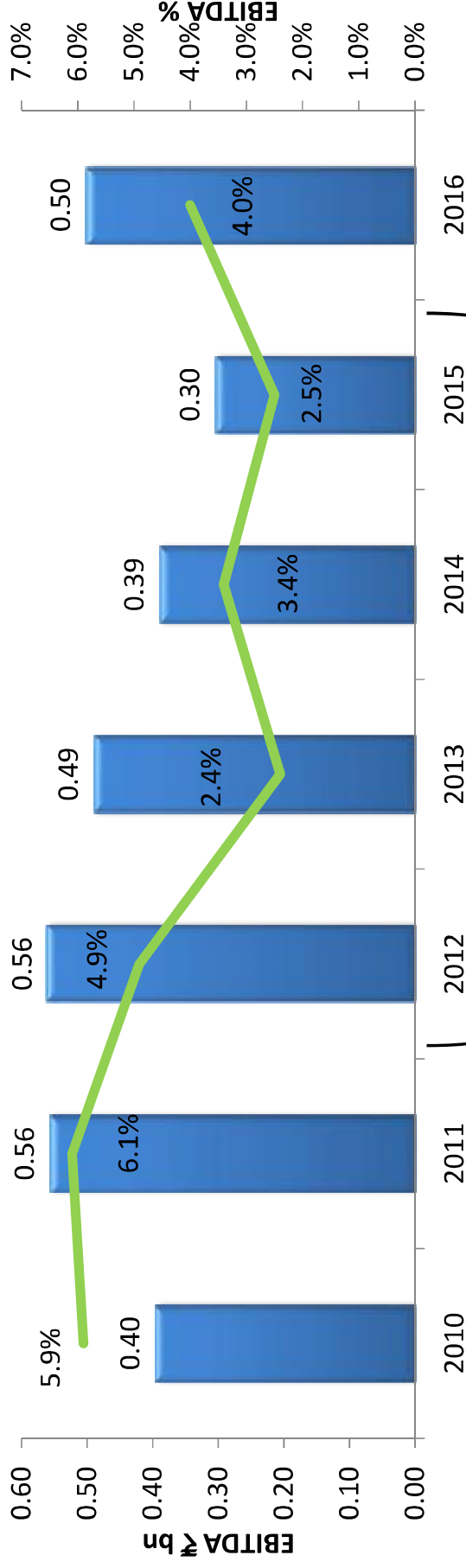
## RMC Readymix (India)



- ▶ 2nd largest player : pan India presence with 81 Plants in 38 Cities/towns
- ▶ Backward integration: 7 plants of aggregates & manufactured sand
- ▶ NABL Accredited Labs
- ▶ '03-'12 Sales CAGR of 39%. After nearly flattish growth for 4 years, double digit growth expected in the medium term
  - ▶ Demand drivers – Urbanization & Infrastructure, affordable housing offers growth opportunity
- ▶ EBITDA margins bottoming out (4% in FY16). Levers for margin improvement
  - ▶ Improvement in capacity utilization (~40% in FY16)
  - ▶ Increase in sales of Value Added products and focus on IHB
  - ▶ Cost management program in place
- ▶ ROCE to improve (~15% in FY16)
  - ▶ EBITDA margin: 3-7%
  - ▶ Asset turnover: >7x (Capital Employed – ~Rs1.8bn and Sales ~Rs12.6bn)



# RMC EBITDA – Performance



Q4FY16 EBITDA @ 5.7%

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



**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.

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

## RMC Specials Value-added Concrete

**Dyecrete™** comprises an eye catching array of concrete that are colourful & textured.





**JOHNSON**<sup>®</sup>

REDEFINING LIFESTYLES, WORLDWIDE.

## TBK Overview



- Set up in 1958, offering wide range of tiles, sanitary ware, bath fittings, modular kitchens and construction chemical
- 10 Manufacturing plants(Own & JVs) with capacity of ~58mn m2 pa. Asset light business model through six manufacturing JVs contributing 70% of capacity with 4 JVs in Gujarat & 2 JVs in AP
- Large national trade network of ~1000 dealers
- 26 “House of Johnson” chain of retail outlets across India contributing ~9% 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 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

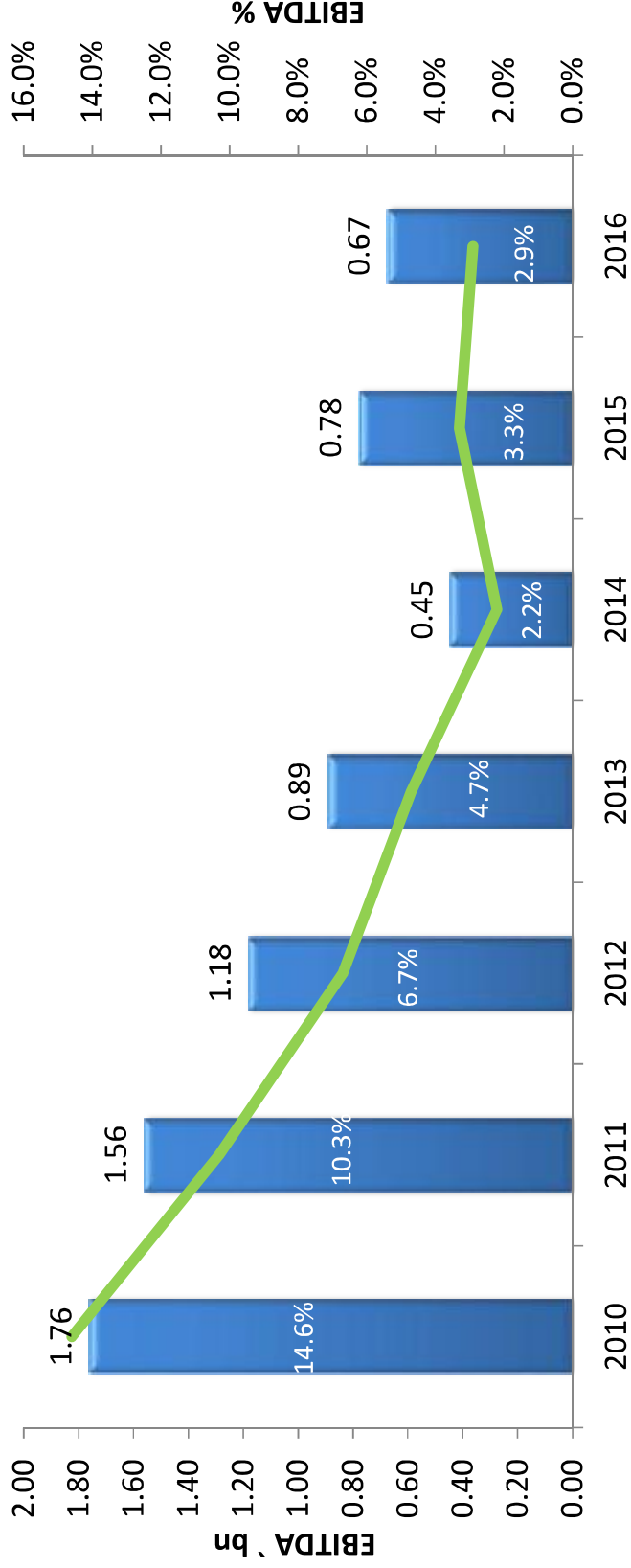
- Sunrise industry
- High growth potential
- Offers complete range of products including installation
- Tie-up with a German company for sourcing

## 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
- ▶ As a result gained market share since Q4 FY14 for ~18 months
- ▶ Margin / Market share recovery expected going forward
  - ▶ Gas price reduction
  - ▶ Antidumping duty on vitrified tiles
  - ▶ Product mix improvement
  - ▶ Sales team to generate demand for dealers through strong influencer connect
  - ▶ Operating leverage as capacity utilization levels go up

# TBK EBITDA - Performance





## Strategic Investment – Raheja QBE General Insurance



- ▶ JV with QBE Group of Australia
- ▶ Focus on speciality products like liability insurance, marine liability and trade credit
- ▶ Strategic sale of 23% stake to existing partner for AUS\$ 21.6mn
- ▶ Prism's investment : 51% stake at book value of ₹1.05bn
- ▶ FY16 financials:
  - ▶ Gross written premium : ₹0.37bn
  - ▶ Profit before tax: ₹0.15bn

## Management Profile



### Mr. Vijay Aggarwal, Managing Director

- ▶ B. Tech (Elec.) from IIT, Delhi and PGDM from IIM, Ahmedabad
- ▶ Tenure in Company: 22 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

# Management Profile



## 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: 6 months
- ▶ Past experience includes ACC and Hindalco



## Mr. Venugopal M Panicker, Executive Director & CEO – RMC

- ▶ Chartered Accountant, Company Secretary and a Member of the Institute of Company Secretaries & Administrators, UK (AICSA-UK)
- ▶ Tenure in Company: 19 years
- ▶ Past experience includes Walchandnagar and Tatas



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

- ▶ M.B.A. from F.M.S., University of Delhi
- ▶ Tenure in Company: 10 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: 21 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: 2 Years
- ▶ Past experience includes Ashok Piramal Group and Vaibhav Global Group



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

- ▶ Company Secretary
- ▶ Tenure in Company: 18 years
- ▶ Past experience includes Grasim Industries

## Focus on de-leveraging



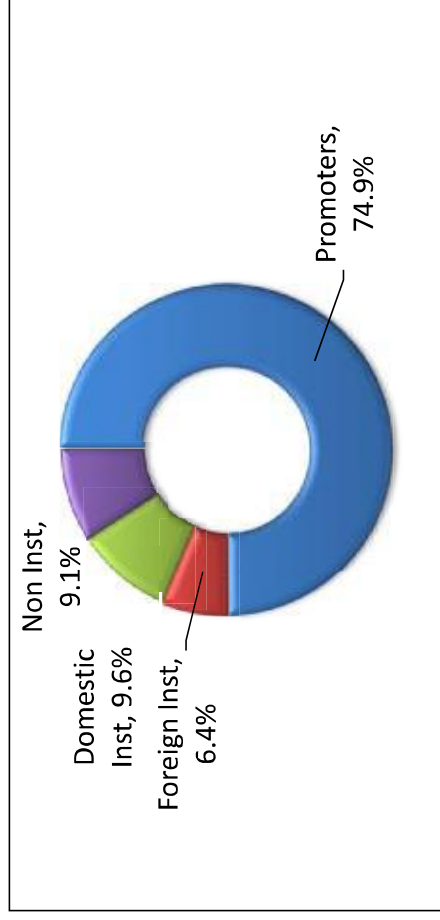
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REDEFINING LIFESTYLES, WORKSPACES

- ▶ Borrowings as on 31st March'16
  - ▶ Net consolidated ₹20.7bn, down by ~₹0.9bn
  - ▶ Net standalone ₹17.5bn, down by ~₹0.7bn
- ▶ Average cost of Standalone debt: 10.75%

# Shareholding Pattern as on 31<sup>st</sup> Mar'16



Public category holding over 1% of total shares

Shareholder	%
HDFC Trustee Company Ltd - HDFC Equity Fund	3.5
Morgan Stanley Asia (Singapore) PTE	2.1
National Westminster Bank Plc as Trustee of the Jupiter India Fund	1.3
Goldman Sachs India Fund	1.2
ICICI Prudential Value Discovery Fund	1.0





# THANK YOU

For further information, please contact:

Munzal Shah

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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 development and results (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 14, 2017

**Prism Cement Limited today announced un-audited standalone financial results for the quarter ended December 31, 2016**

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**Financial Overview (Un-audited for the quarter ended December 31, 2016)**

*(Figures in ` Crores unless mentioned otherwise)*

Particulars	Q3 '16-17	Q2 '16-17	Q3 '15-16
Net Sales (excluding Excise)	1,234	1,260	1,347
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items (As per IND AS)	30	32	57
Profit / (Loss) before Other income, finance cost, tax, depreciation, and exceptional items (As per IGAAP)	43	43	71
Profit / (Loss) before tax	-46	-21	-22
Net Profit / (Loss) after tax	-47	-21	-15
EPS (₹)	-0.93	-0.42	-0.30

## Segmental Results

*(Figures in ` Crores)*

Particulars	Q3 '16-17			Q2 '16-17			Q3 '15-16		
	Cement	TBK	RMC	Cement	TBK	RMC	Cement	TBK	RMC
Segment Revenue	496	436	312	512	455	305	500	548	307
Segment Results	35	(29)	(0)	27	(18)	(3)	34	(7)	5
Capital Employed	1,567	650	173	1,557	681	179	1,700	752	186

## **Performance Review and key developments**

The results for the quarter ended December 2016 were impacted by demonetization. The Cement and RMC Division reported better profitability as compared to quarter ended September 30th, 2016, while TBK segment is still in the consolidation phase reporting a loss.

During the quarter under review as per mandated Indian Accounting Standards (IND-AS), Cement EBITDA stood at ₹393/ton, up Rs43/ton QoQ basis. On comparable basis and including operating income Cement EBITDA for the quarter was at ₹506/ton, up from ₹479/ton during the quarter ended December 31st, 2015. For the Quarter ended December 31st, 2016, the Company sold 12.03 lac tons of cement and clinker as against 12.22 lac tons for the quarter ended December 31st, 2015. Overall volumes were down by ~1.5% mainly due to demonetization impact especially so in the rural markets.

The company had taken various cost rationalization measures over the last couple of years such as resorting to imported coal, increase in pet-coke consumption, reduction in power consumption amongst others. However the international prices of pet-coke and coal have firmed up significantly, which should have affected the overall costs. However the same has been mitigated by resorting to outsourcing of power and logistic cost optimization. As a result the Cement Division's total cost has been lower as compared to quarter ended September 30th, 2016.

H & R Johnson (India) (HRJ) Division operates in the TBK (Tile Bath Kitchen) Segment. The Division's sales revenues during the quarter were ₹436 Crores as compared to ₹548 Crores in the corresponding quarter last year, declining by ~20% 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 sales turnover inched by ~2% as compared to the corresponding Quarter of last year.

## **Industry Scenario / Future Outlook**

Post demonetization period, the ground level activity / businesses has gradually picked up and getting back to normalize level. The impending growth momentum is likely to pick up going forward. The recent Union Budget has further put impetus on infrastructure development especially on road, irrigation and railway capex. The Budget has set target to double farmer's income in five years. This along with focus on affordable housing should help to boost demand for all the three Divisions in the medium to long term.

Regarding Cement Division, in the near term we expect better crops for farmers in our catchment area on the back of good monsoons, higher minimum support prices and ongoing thrust of government spending on infrastructure to drive demand.

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 past few quarters has seen renewed focus on marketing, strengthening channel distribution and continuing the initiatives to rationalize costs. The Division intends to further improve the product display of value added products.

Demonetization coupled with other historic reforms like GST in due course would result in significant benefit for organized sector including your company.

The Ready-mixed Concrete Industry in India is over 20 years old and was growing at a healthy rate till four years back. 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 reflecting strong comeback. Subsequently the order book has increased substantially for the Mega Projects Vertical. The markets in tier 2 & tier 3 cities have also been showing maturity which will help industry's growth.

### **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 404 kms for cement from its plant at Satna, MP. It has a wide marketing network with about 3,900 dealers serviced from ~153 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 82 ready-mixed concrete plants in 39 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 6 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:**

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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.