



# PRISM JOHNSON LIMITED

(FORMERLY PRISM CEMENT LIMITED)

Ref. : ASK/UD/2018-19/Q-3 IP

February 6, 2019

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

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we submit herewith a copy of the Investor Presentation February 2019.

Thanking you,

Yours faithfully,

for **PRISM JOHNSON LIMITED**

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

Encl. : As above



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**PRISM**<sup>®</sup>  
CEMENT  
दूर की सोच<sup>®</sup>

 **JOHNSON**<sup>®</sup>  
*Not just tiles, Lifestyles.*<sup>®</sup>



Complete Concrete Solutions

**PRISM JOHNSON LIMITED**

(Formerly Prism Cement Limited)

AMONGST INDIA'S LEADING INTEGRATED BUILDING MATERIALS COMPANY

Investor Presentation  
For the Quarter ended December 2018

February' 19

## Key highlights during Q3FY19 and 9mFY19:-

**Cement Division** – steady volume growth in Q3FY19 and improvement in EBITDA in a challenging cost environment.

Cement Division	Q3FY19	Q3FY18	% chg	9mFY19	9mFY18	% chg
Cement & Clinker volume (mnton)	1.50	1.37	9.7%	4.52	3.97	13.8%
EBITDA incl operating income (Rsmn)	1054	793	33.0%	3533	2126	66.2%
EBITDA per ton (Rs)	701	580	21.0%	781	535	46.0%

q For nine months ending December 2018, EBITDA per ton increased to `781, swing of over `246 over 9mFY18.

**RMC Division** – stable revenue growth of ~7% on yoy basis, though volume growth was lower double digit.

RMC Division	Q3FY19	Q3FY18	% chg	9mFY19	9mFY18	% chg
Revenues (Rsmn)	3731	3480	7.2%	10868	9780	11.1%
EBIT (Rsmn)	5	48	-90.5%	128	-48	NA

## Key highlights during Q3FY19 and 9mFY19:-

**HRJ Division** – tiles volume growth back with 7% yoy during Q3FY19 and 4% for 9mFY19.

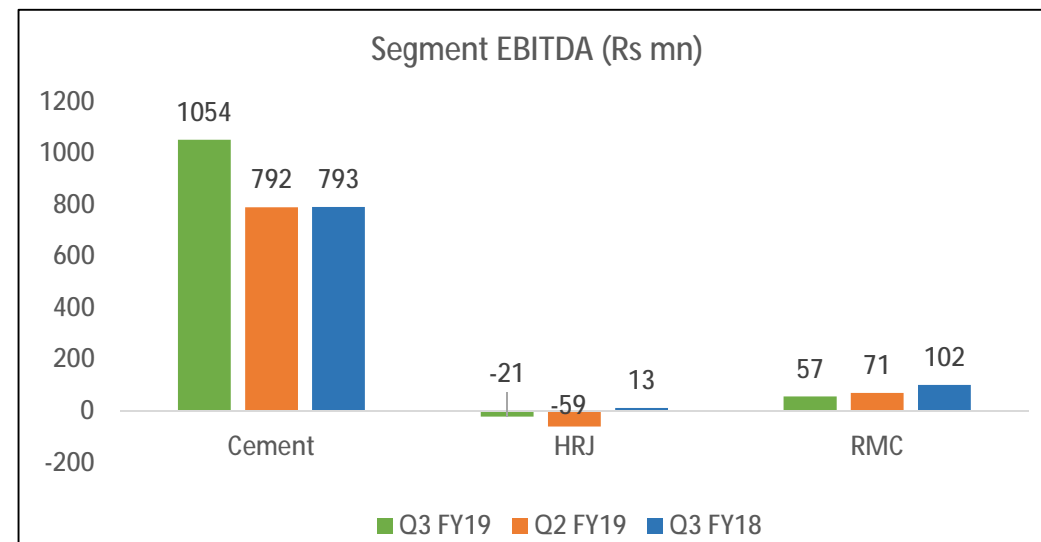
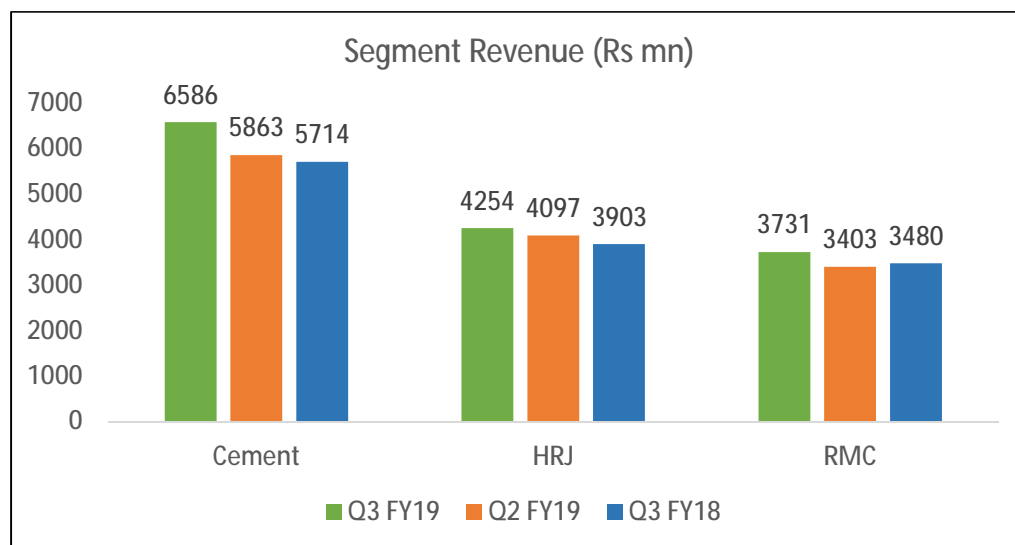
HRJ Division (standalone)	Q3FY19	Q3FY18	% chg	9mFY19	9mFY18	% chg
Revenues (Rsmn)	4254	3903	9.0%	12334	12133	1.7%
EBIT (Rsmn)	-84	-45	86.6%	-238	-318	-25.3%

- q The division continues to focus on launch of new designs, product development and invest in marketing & distribution.
- q During Q3FY19, consolidated revenues (unaudited) grew by 12% yoy. Consolidated EBITDA (unaudited) margins were at ~2.8%. Nine months FY19 consolidated EBITDA margins (unaudited) were at similar levels.
- q During 9mFY19, standalone debt has reduced by ~ ` 850mn to ~ ` 14.1bn as on Dec' 2018.
- q Fuel prices have softened in the recent past. This should have positive impact on the operating costs of all the three Divisions going ahead.

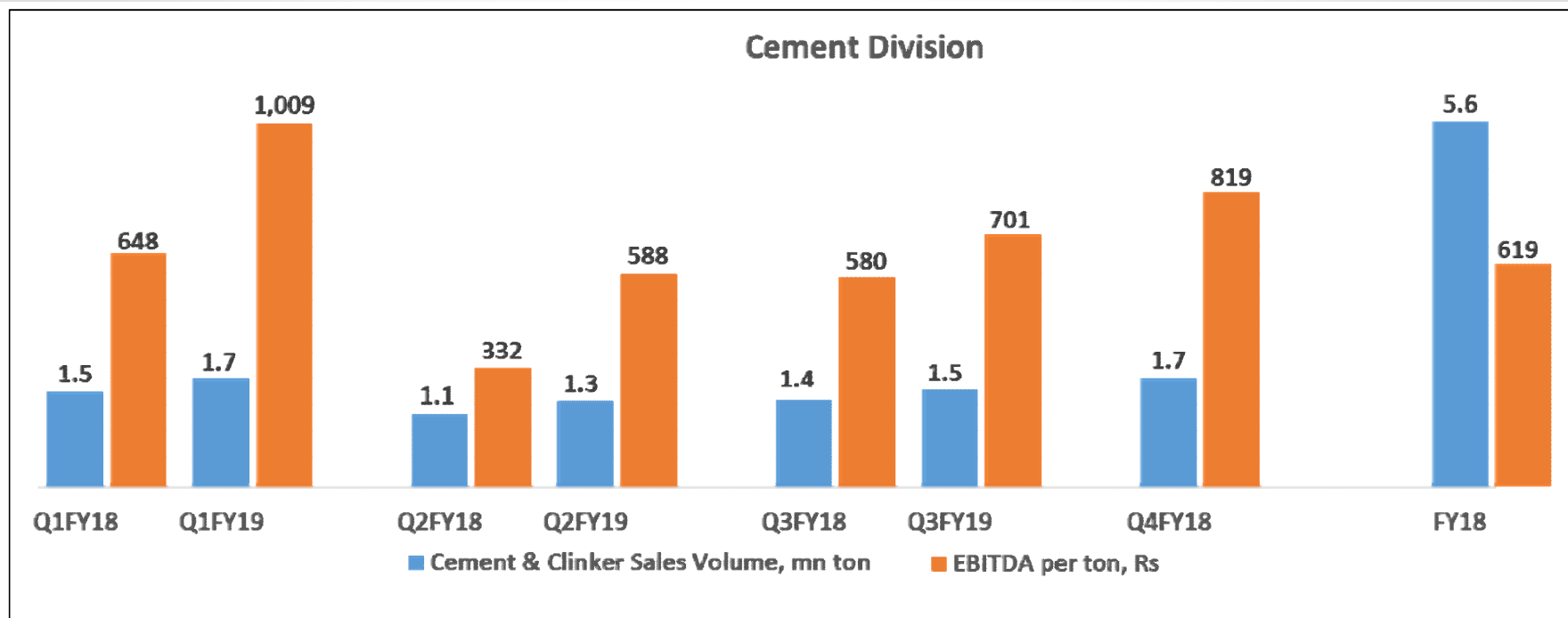
# Quarter ended December 2018 – PJL Standalone Financials



Particulars (Rsmn)	Q3FY19	Q2FY19	Q3FY18	% chg yoy
Net Sales	14344	13307	12963	10.7%
Other operating income	54	46	86	-37.5%
Total revenue from operations	14398	13353	13049	10.3%
EBITDA	1090	803	908	20.0%
Other Income	24	121	130	-81.9%
Depreciation and amortization	400	385	402	-0.6%
EBIT	714	539	636	12.3%
Finance costs	437	436	487	-10.4%
Profit before tax	277	103	149	86.6%
Profit after tax	190	70	149	28.1%



# Prism Cement – EBITDA improvement in a challenging cost environment



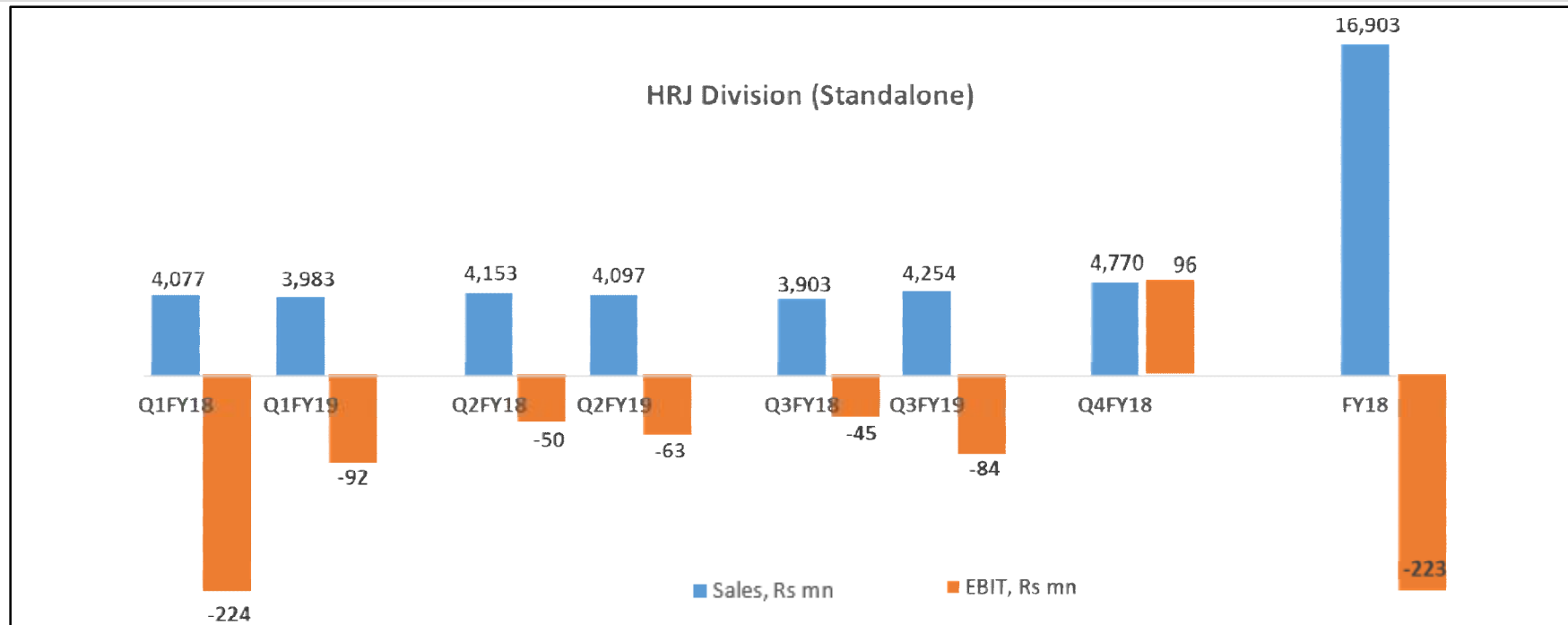
- q Volume growth of ~9.7% led by demand from infrastructure.
- q Premium products volume during the quarter formed ~20% of overall volume as compared to 15% in FY18.
- q EBITDA per ton at ` 701 was up ` 580 on yoy basis. While the overall cost went up, mainly on account of power & fuel and freight expenses, better realizations led to improvement in EBITDA.
- q Division expects to commission 15MW Solar Power plant by April 2019. The operating cost of the same is at a fixed price for long period and much lower than current procurement costs.
- q The Division intends to place orders for Waste Heat Recovery System (WHRS) during the current quarter. This initiative would bring down the power cost. Requisite information would be disclosed upon finalization of the same.



# Marketing and Branding Activities



# HRJ – volume growth back



- q During the quarter tiles volume grew by ~7%.
- q The Division continues to invest in marketing and distribution. During Q3FY19, EBIT losses were at `84mn, in comparison to `45mn in Q3FY18.
- q Consolidated revenues grew (unaudited) by 12% yoy, while EBITDA margins (unaudited) were at ~2.8% for the quarter.
- q The Company has appointed Mr. Sarat Chandak as CEO-Designate of HRJ Division. Mr. Chandak has a varied experience of over 24 years in the building material space, especially in the tiles industry.



# Customer engagement – Product launches and increasing visibility



Product display at different promotional events



7<sup>th</sup> Display Centre at Lucknow



Outdoor Branding

## Awards and Accolades

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CEMENT  
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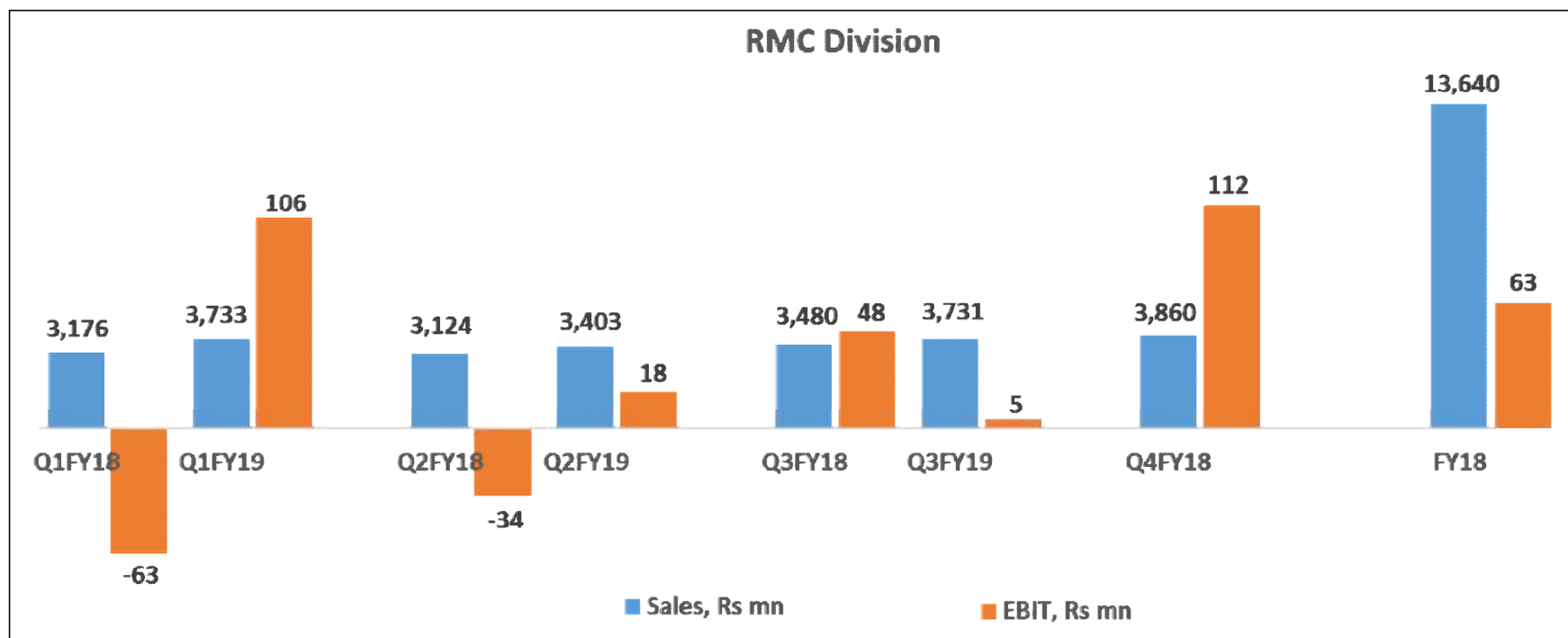


q JOHNSON recently received the Reader's Digest Trusted Brand in the Tiles category. This is the 10th year that JOHNSON Tiles has received the award in the gold category, reinforcing the trust customers have in the brand.



q Our commitment to scaling greater heights was duly reflected in the selection of JOHNSON ENDURA, our industrial tiling product line, as a consumer validated Superbrand.

## RMC (India) – revenue growth continues



- q During the quarter, revenues grew by ~7% yoy, on the back of pick up in both real estate and infrastructure sector, especially road construction.
- q The Ready Mixed Concrete industry continues to see shift from unorganized players to organized players.
- q EBIT declined during the quarter due to increase in fuel prices.
- q Focus continues on improving utilization levels and increase in value added products in the Individual Housing Segment

Note: Q1FY18 revenues are net of excise



# RMC (India) – New product & Marketing activities



Product display at showroom



Product display at showroom



Show case of product in exhibition

Awarded company of the year - The CEO magazine

Prism Johnson RMC (India) Division wins "Company of the Year" Award : 2018

The company has announced the third edition of "Company of the Year" award for 2018. RMC (India) Division has been conferred with the award for its performance. The CEO Magazine team selected and categorized the names based on performance. Company of the year award recognizes not only companies performance but CEO's as well, especially those who have excelled in the performance, compared to previous years.



## About PRISM JOHNSON LIMITED



**PRISM JOHNSON LIMITED** is one of India's leading integrated Building Materials' Company, with a wide range of products from cement, ready-mixed concrete, tiles and bathroom products.

### Prism Cement

Prism Cement manufactures Cement with the brand name 'Champion' and premium quality grade of cement under 'Champion Plus' and 'DURATECH' brand. It caters mainly to markets of Eastern UP, MP and Bihar, with an average lead distance of ~388 kms for cement from its plant at Satna, MP. Wide marketing network with about 3,910 dealers serviced from ~210 stock points.

### H & R Johnson (India)

Established in 1958, H & R Johnson (India) is the pioneer of ceramic tiles in India. HRJ offers end-to-end solutions of Tiles, Sanitaryware, Bath Fittings 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 68 million m<sup>2</sup> per annum spread across 13 manufacturing plants across the country which is one of the largest in India.

### RMC (India)

RMC (India) is one of India's leading ready-mixed concrete manufacturers. RMC currently operates 96 ready-mixed concrete plants in 44 cities/towns across the Country. RMC has 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, safety standards, quality systems and product services in the ready-mixed concrete industry.

# About PRISM JOHNSON LIMITED



## Investor Relations

**PRISM JOHNSON 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:

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## 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.