



PRISM CEMENT LIMITED

"Rahejas", Main Avenue, V.P. Road,
Santacruz (W), Mumbai - 400 054.
Tel.: +91-22-6675 4142 / 43, Fax : 2600 1304



Ref: UD/848/2012/348

May 10, 2012

Fax No. 265 982 37 / 38

The National Stock Exchange Limited,
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E),
Mumbai - 400 051.

Code: PRISMCEM

Dear Sir,

Re: Board Meeting

This is to inform you that the Company's Board of Directors has at its Meeting held on May 10, 2012 approved the audited accounts for the year ended March 31, 2012.

A copy of the advertisement being released in this connection, pursuant to Clause 41 of the Listing Agreement is enclosed for your information.

We further inform that the Board of Directors has recommended a Dividend of ₹ 0.50 per share on 50,33,56,580 Equity Shares of ₹ 10/- each aggregating to ₹ 2,925 Lakhs including dividend distribution tax for the year ended March 31, 2012.

Please note that, if the final dividend is approved by the members, payment of such dividend will be made on or after June 28, 2012.

1. To all beneficial owners in respect of shares held in electronic form as per the data as may be made available by the National Securities Depository Limited and the Central Depository Services (I) Limited as of the close of business hours on June 18, 2012.
2. To all shareholders in respect of shares held in physical form after giving effect to valid transfers in respect of transfer requests lodged with the Company on or before the close of business hours on June 18, 2012.

Thanking you,

Yours faithfully,
for **PRISM CEMENT LIMITED**

A. S. Kulkarni

ANEETA S. KULKARNI
COMPANY SECRETARY

AUDITED FINANCIAL RESULTS
 For the quarter and year ended March 31, 2012

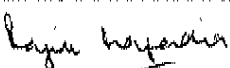
₹ Lakhs

Particulars	Standalone Quarter ended			Standalone Year ended		Consolidated Year ended	
	Mar. 31, 2012 Audited	Dec. 31, 2011 Unaudited	Mar. 31, 2011 Audited	Mar. 31, 2012 Audited	Mar. 31, 2011 Audited	Mar. 31, 2012 Audited	Mar. 31, 2011 Audited
Sales of products and services	1,46,155	1,21,576	1,10,453	4,82,174	3,56,225	4,89,269	3,61,928
Less : Excise Duty	10,528	8,289	5,463	34,690	26,179	34,283	20,368
Net Sales	1,35,627	1,13,287	1,04,990	4,48,084	3,30,046	4,54,986	3,41,560
Income from Joint Ventures - Dividend	2	-	-	2	838	-	-
Other income from operations	790	353	1,119	2,385	1,837	4,645	3,184
Total income from operations (net)	1,36,419	1,13,640	1,06,109	4,50,471	3,38,730	4,59,630	3,44,744
Expenses :							
Cost of materials consumed	33,436	28,589	27,209	1,17,469	87,081	1,32,663	99,486
Purchases of stock-in-trade	29,002	22,293	21,812	90,870	73,475	56,881	45,788
Stores and spares consumed	2,109	1,060	2,090	9,239	7,974	11,124	9,638
Power & fuel	18,093	20,249	14,992	71,903	42,820	85,812	51,514
Employees' benefits expense	5,129	5,843	4,561	22,299	17,280	26,354	20,430
Freight outward	14,863	12,508	10,997	51,958	33,239	52,323	33,502
Changes in inventories of finished goods, work-in-progress and stock-in-trade	3,231	(5,286)	(1,683)	(3,349)	(3,378)	(5,605)	(3,767)
Depreciation and amortisation expense	3,836	3,742	3,456	14,728	11,330	18,224	12,600
Other expenditure	17,189	15,737	14,684	63,818	46,411	89,135	50,528
Total Expenses	1,28,688	1,06,535	97,874	4,38,935	3,16,232	4,45,011	3,19,899
Profit / (Loss) from operations before Other income, Finance cost and Exceptional items	9,531	7,105	8,235	11,538	22,498	14,609	25,045
Other Income	100	168	137	499	442	1,361	859
Profit / (Loss) from ordinary activities before Finance cost and Exceptional items	9,631	7,273	8,372	12,035	22,940	15,970	25,904
Finance cost	4,167	4,011	3,773	16,354	9,970	18,978	11,311
Profit / (Loss) from ordinary activities before Exceptional items	5,464	3,262	4,599	(4,319)	12,970	(2,408)	14,593
Exceptional items :							
Profit on sale of assets / investments / (Loss on Insurance Claim)	(400)	-	-	(280)	96	(400)	96
Profit / (Loss) from ordinary activities before Tax	5,064	3,262	4,599	(4,599)	13,066	(2,808)	14,689
Tax expenses	1,418	1,018	1,036	(1,588)	3,487	(1,123)	4,332
Net Profit / (Loss) from ordinary activities after Tax	3,654	2,252	3,569	(3,001)	9,579	(1,685)	10,357
Share of Profit / (Loss) of associates	-	-	-	-	-	-	-
Minority interest	-	-	-	-	-	(159)	138
Net Profit / (Loss) after Tax, Minority interest and Share of profit / (loss) of associates	3,654	2,252	3,569	(3,001)	9,579	(1,844)	10,495
Paid-up Equity Share Capital (₹10/- per share)	50,336	50,336	50,336	50,336	50,336	50,336	50,336
Reserves excluding revaluation reserves	-	-	-	64,521	70,447	70,724	74,726
EPS - (Basic, diluted and not annualised) (₹)	0.74	0.46	0.73	-0.61	1.95	-0.38	2.14
Debt Service Coverage Ratio (refer note no.4(a))	-	-	-	0.64	1.20	-	-
Interest Service Coverage Ratio (refer note no.4(b))	-	-	-	1.62	3.41	-	-
Public Shareholding :							
Number of Shares	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411	12,64,75,411
Percentage of shareholding	25.13	25.13	25.13	25.13	25.13	25.13	25.13
Promoters and promoter group shareholding :							
a) Pledged / encumbered :							
Number of shares	-	-	-	-	-	-	-
Percentage of shares (as a % of the total shareholding of promoter and promoter group)	-	-	-	-	-	-	-
Percentage of shares (as a % of the total share capital of the Company)	-	-	-	-	-	-	-
b) Non-encumbered :							
Number of shares	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169	37,68,81,169
Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Percentage of shares (as a % of the total share capital of the Company)	74.87	74.87	74.87	74.87	74.87	74.87	74.87

Notes:

- The Board of Directors has recommended a dividend of Rs. 0.50 per share of Rs. 10/- each aggregating to Rs. 2,925 Lakhs including dividend distribution tax for the year ended March 31, 2012.
- The Company has long-term foreign currency borrowings which have been utilised for the purchase of fixed assets. As per the circular issued by MCA, the Company, with effect from the current year has exercised the option to adjust the foreign exchange differences on such borrowings to the cost of Fixed Assets. Due to this, the adverse movement of exchange differences on such borrowings arising during the year have been added to the cost of fixed assets and depreciation has been provided on the same. As a result of this :
 (i) in the Standalone Results, Rs. 590 Lakhs has been added to the cost of fixed assets and depreciation of Rs. 16 Lakhs has been provided on the same during the year. Due to this change, loss before tax for the current year is lower by Rs. 574 Lakhs and profit before tax for the quarter is lower by Rs. 6 Lakhs.
 (ii) in the Consolidated Results, Rs. 1,048 Lakhs has been added to the cost of fixed assets and depreciation of Rs. 17 Lakhs has been provided on the same. Due to this change, loss before tax for the current year is lower by Rs. 1,031 Lakhs.
- In March 2012, in the new plant of the Cement Division at Satna(M.P.), there was a damage to the Blending Silo due to which the clinker production has been affected. Further, the loss on account of the incident is largely covered by insurance. The estimated loss due to certain non-recovery of the claim amount from insurance amounting to Rs.400 Lakhs, has been provided in the financial statements and the same has been shown as exceptional item in the Profit and Loss Statement for the current quarter and year.
- The formula used for calculation of Ratios are as under :
 (a) Debt Service Coverage Ratio = Profit before Depreciation, Interest and Tax / (Interest + Principal repayment of long term loans).
 (b) Interest Service Coverage Ratio = Profit before Depreciation, Interest and Tax / Interest.
- Earning Per Share (EPS) has been computed without considering 1,23,51,800 equity shares of the Company held in a Trust for the benefit of the Company.
- There were no complaints pending at the beginning of the quarter ended March 31, 2012. During the said quarter, the Company received 6 investor complaints, all of which have been redressed.
- Figures of the previous periods have been regrouped wherever necessary. The figures for the quarter ended March 31, 2012 are the balancing figures between audited figures in respect of the full financial year and the published year to date figures upto December 31, 2011.
- The above statement has been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on May 10, 2012.

for and on behalf of the Board of Directors


 RAJESH G. KAPADIA
 CHAIRMAN

Place: Mumbai
 Date: May 10, 2012

PRISM CEMENT LIMITED

Regd. Office : 302, Laxmi Nivas Apartments, Amberpet, Hyderabad - 500 016
Corp. Office : 'Rahejas', Main Avenue, V. P. Road, Santacruz (W), Mumbai - 400 054

SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED

For the quarter and year ended March 31, 2012

₹ Lakhs

Particulars	Standalone Quarter ended			Standalone year ended		Consolidated Year ended	
	Mar. 31, 2012 Audited	Dec 31, 2011 Unaudited	Mar. 31, 2011 Audited	Mar. 31, 2012 Audited	Mar. 31, 2011 Audited	Mar. 31, 2012 Audited	Mar. 31, 2011 Audited
Segment Revenue							
a) Cement	54,939	45,930	36,021	1,71,388	1,06,054	1,71,413	1,06,060
b) TBK	51,397	39,360	43,230	1,67,911	1,42,834	1,72,871	1,46,798
c) RMC	30,554	29,153	27,297	1,13,379	91,268	1,13,379	91,268
d) Others						3,858	2,096
Total	1,36,890	1,14,143	1,06,548	4,52,278	3,40,156	4,61,521	3,46,222
Less : Inter Segment Revenue	471	503	439	1,807	1,426	1,901	1,478
Net Sales / Income from operations	1,36,419	1,13,640	1,06,109	4,50,471	3,38,730	4,59,620	3,44,744
Segment Results							
a) Cement	6,030	6,057	5,047	3,641	10,944	3,419	11,005
b) TBK	1,481	415	1,728	4,426	7,911	7,018	11,073
c) RMC	1,620	633	1,460	3,189	3,739	3,189	3,739
d) Others						426	(538)
Total	9,131	7,105	8,235	11,256	22,594	14,050	25,275
Less : (i) Finance cost	4,107	4,011	3,773	16,354	9,970	18,378	11,311
(ii) Other unallocable expenditure net of unallocable income	(100)	(156)	(137)	(499)	(442)	(1,361)	(859)
Total Profit / (Loss) Before Tax after Minority interest	5,064	3,262	4,589	(4,598)	13,066	(2,967)	14,827
Capital Employed							
a) Cement	1,37,654	1,43,228	1,40,997	1,37,654	1,40,997	1,37,654	1,40,997
b) TBK	75,815	77,136	68,174	75,815	68,174	98,752	80,648
c) RMC	23,589	22,544	20,500	23,589	20,500	23,589	20,500
d) Others						14,106	13,859
e) Unallocated	(1,22,201)	(1,28,779)	(1,08,691)	(1,22,201)	(1,08,691)	(1,53,041)	(1,30,943)
Total	1,14,857	1,14,129	1,20,783	1,14,857	1,20,783	1,21,060	1,25,064

Notes :

- 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 (Ready-mixed 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".
- Figures of the previous periods have been regrouped wherever necessary.

for and on behalf of the Board of Directors

Rajesh Kapadia

RAJESH G. KAPADIA
CHAIRMAN

Place : Mumbai
Date : May 10, 2012

PRISM CEMENT LIMITED

Regd. Office : 305, Laxmi Nivas Apartments, Ameerpet, Hyderabad - 500 016.
Corp. Office : 'Rahejas', Main Avenue, V. P. Road, Santacruz (W), Mumbai - 400 054.

STATEMENT OF ASSETS AND LIABILITIES

₹ Lakhs

Particulars	Stand-alone Audited		Consolidated Audited	
	year ended Mar-2012	year ended Mar-2011	year ended Mar-2012	year ended Mar-2011
A EQUITY AND LIABILITIES				
1 Shareholders' Funds :				
(a) Share Capital	50,336	50,336	50,336	50,336
(b) Reserves and Surplus	64,521	70,447	70,724	74,728
Sub-total - Shareholders Funds	1,14,857	1,20,783	1,21,060	1,25,064
2 Share application money pending allotment	-	-	-	-
3 Minority Interest	-	-	5,133	4,999
4 Non-current liabilities :				
(a) Long-term borrowings	89,595	73,438	1,06,305	84,153
(b) Deferred tax liabilities (net)	11,566	13,211	12,537	14,078
(c) Other long term liabilities	8,248	6,808	8,367	8,916
(d) Long-term provisions	3,135	4,823	3,540	5,062
Sub-total - Non-current Liabilities	1,12,544	98,280	1,30,849	1,10,209
5 Current Liabilities :				
(a) Short-term borrowings	14,300	9,711	22,603	18,721
(b) Trade payables	61,592	44,008	56,467	42,127
(c) Other current liabilities	55,662	63,464	63,594	57,778
(d) Short-term provisions	3,767	774	4,836	1,113
Sub-total - Current Liabilities	1,35,321	1,07,955	1,47,500	1,17,739
TOTAL - EQUITY AND LIABILITIES	3,62,722	3,27,018	4,04,542	3,58,011
B ASSETS				
1 Non-current assets :				
(a) Fixed assets	1,97,957	1,91,541	2,25,893	2,11,198
(b) Goodwill on consolidation	-	-	4,518	3,876
(c) Non-current investments	39,000	35,430	23,417	20,808
(d) Deferred tax assets (net)	-	-	154	125
(e) Long-term loans and advances	13,267	10,588	15,129	12,347
(f) Other non-current assets	38	11	873	120
Sub-total - Non-current assets	2,50,262	2,37,670	2,69,884	2,48,476
2 Current Assets :				
(a) Current Investments	-	-	12,036	11,339
(b) Inventories	42,728	37,129	51,569	42,846
(c) Trade receivables	34,633	26,441	32,853	26,994
(d) Cash and cash equivalents	6,651	5,989	9,261	9,083
(e) Short-term loans and advances	22,142	18,289	21,266	17,588
(f) Other current assets	7,306	1,500	7,574	1,675
Sub-total - Current assets	1,12,460	89,348	1,34,558	1,09,535
TOTAL - ASSETS	3,62,722	3,27,018	4,04,542	3,58,011

Note : Non-current investments includes 1,23,51,600 shares of the Company held in a Trust for the benefit of the company.

for and on behalf of the Board of Directors

Rajesh G. Kapadia
Rajesh G. Kapadia
Chairman

Place: Mumbai
Date: May 10, 2012