



PRISM CEMENT LIMITED

"Rahejas", Main Avenue, V.P. Road,
Santacruz (W), Mumbai - 400 054.
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February 28, 2017

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

Code : PRISMCEM

Corporate Relationship Department,
The Bombay Stock Exchange,
P. J. Towers,
Dalal Street, Fort
Mumbai - 400 023

Code : 500338

Dear Sirs,

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

This is to inform you that the Company has successfully bid for 18,300 tonnes per annum of coal from South Eastern Coalfields Limited [A subsidiary of Coal India Limited ('CIL')] in a recently held auction of coal linkages for the cement industry. The Company has secured part fuel requirement for the next 5 years. This allocation by CIL has been made at a nominal premium over the floor price.

This intimation is based on the information available on the website of MSTC E-commerce. The Company is yet to receive the allotment letter.

This, alongwith the earlier coal linkage of 120,000 tonnes per annum, constitutes about 25 percent of the Company's annual fuel requirement.

Thanking you,

Yours faithfully,

for PRISM CEMENT LIMITED

ANEETA S. KULKARNI
COMPANY SECRETARY