

**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 June 2018

July'18

# Quarter ended June 2018 – Executive Summary



**PRISM JOHNSON LIMITED** has begun the year on a good note with all the three divisions reporting improved performance. Key highlights during Q1FY19:-

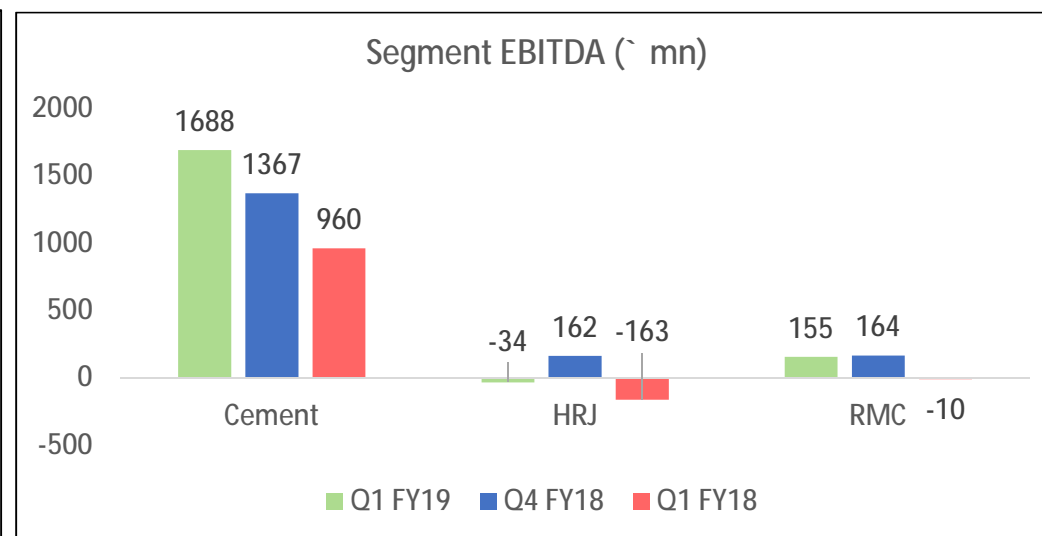
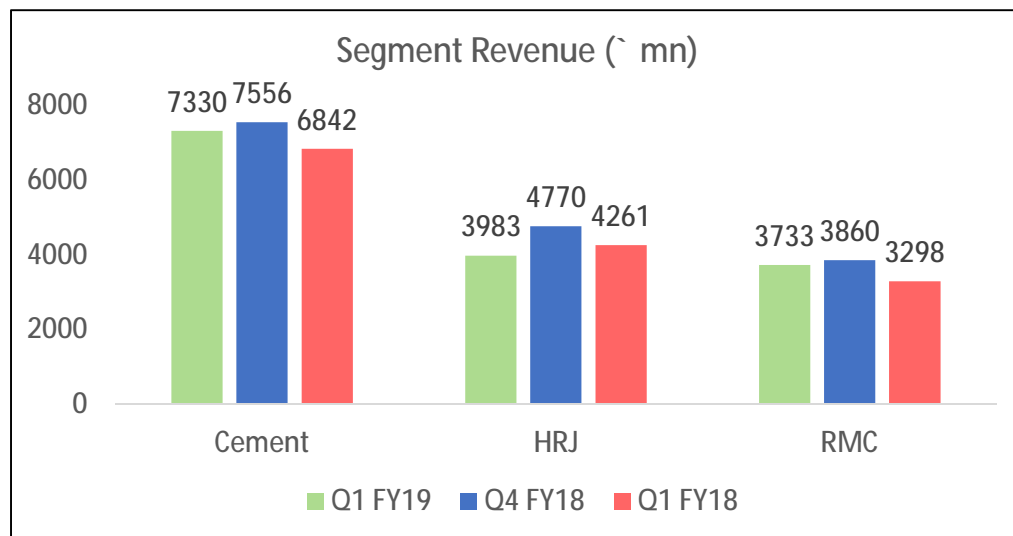
- q All the three Divisions reported improved operating performance as compared to quarter ended June 2017. Q1FY19 annualized RoCE stood at 24% as compared to 12% Q1FY18 annualized RoCE
- q **PRISM JOHNSON LIMITED** is back on the list of Dividend paying Companies after FY12. The Company has declared interim dividend of ₹ 0.50 per equity share of ₹ 10 each
- q Cement Division reported ~13% volume growth as compared to quarter ended June 2017
- q Cement Division's EBITDA (₹ per ton) improved to ₹ 1009 as against ₹ 648 reported during the quarter ended June 2017. Overall costs came down, while realizations were better as compared to quarter ended June 2017
- q Volume growth in the Tiles business accelerated to ~7% on yoy basis
- q Standalone HRJ Division reported EBIT loss of ₹ 92mn, an improvement of ~₹ 130mn as compared to quarter ended June 2017. On a consolidated basis (unaudited) the Division reported EBITDA margins at ~3.9%
- q Concrete business for the quarter reported revenue growth ~18% growth on yoy basis, third consecutive quarter of double digit growth. EBIT improved to ₹ 106mn as compared to EBIT loss of ₹ 63mn reported during the quarter ended June 2017
- q Standalone Debt (net of cash) stands reduced to ~ ₹ 14.2bn as on June 2018

# Quarter ended June 2018 – Standalone Financials

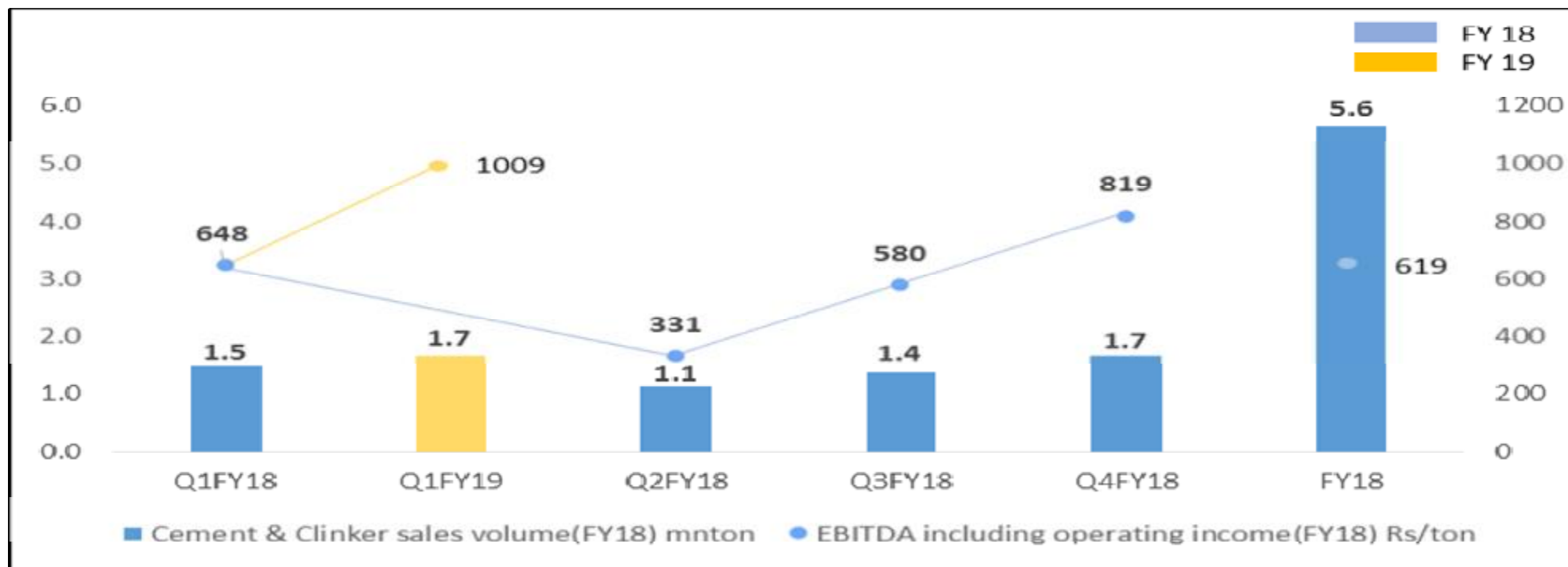


Particulars (₹ mn)	Q1FY19	Q4FY18	Q1FY18
Net Sales	14956	16081	13221
Other operating income	21	56	26
Total revenue from operations	14977	16137	13246
EBITDA	1809	1693	787
Other Income	32	49	302
Depreciation and amortization	376	389	380
EBIT	1465	1353	710
Finance costs	448	453	469
Profit before tax	1017	900	241
Profit after tax	702	627	167

- q Standalone EBITDA improved by ~130% yoy
- q EBIT more than doubled as compared to quarter ended June 2017
- q Other income was lower as VAT incentive in case of Cement Division was available till Dec'17
- q PBT and PAT more than quadrupled as compared to quarter ended June 2017



# Prism Cement – Improvement in EBITDA / ton

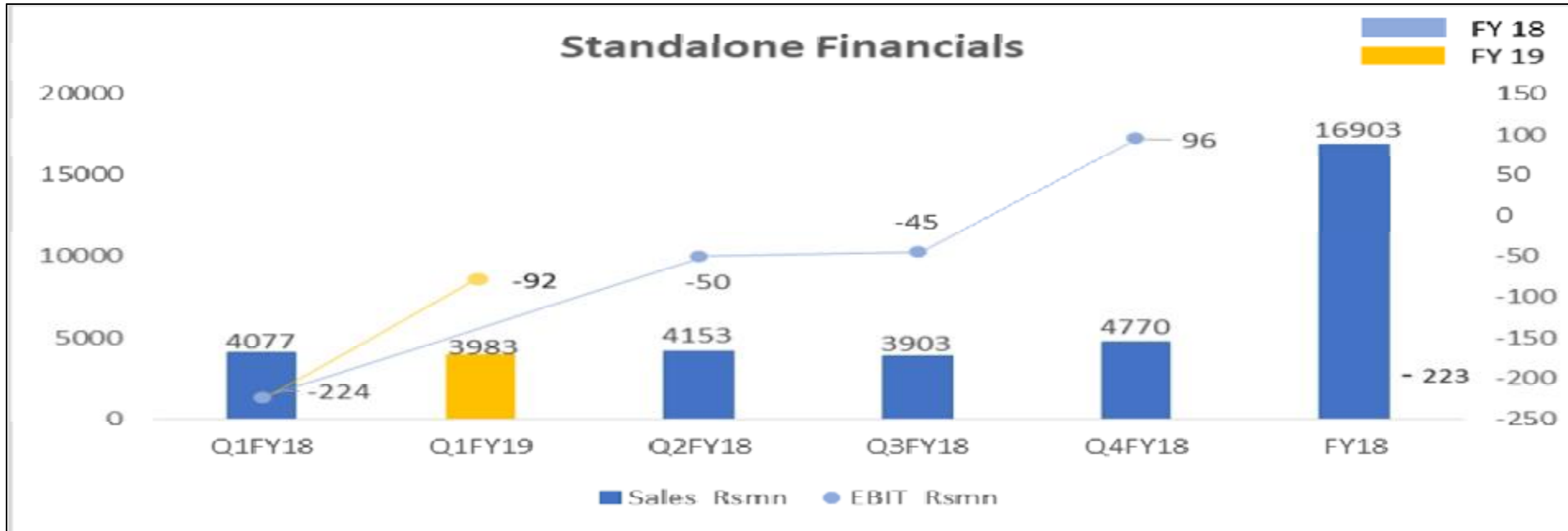


- q Volume growth of ~13% led by firm rural demand and sustained demand from infrastructure. Sand availability is normal in both UP and Bihar. Utilization levels in the Central Region continue to improve
- q EBITDA per ton at ` 1009 improved significantly on yoy basis. The Division was able to reduce overall cost as compared to quarter ended June 2017. Realization were also better. Product mix continues to improve
- q Incremental demand from "Housing for All" scheme and Infrastructure push on construction activities of Roads/Metro/Irrigation projects are likely to aid utilization and operating performance in the medium-term.

# Marketing and Branding Activities



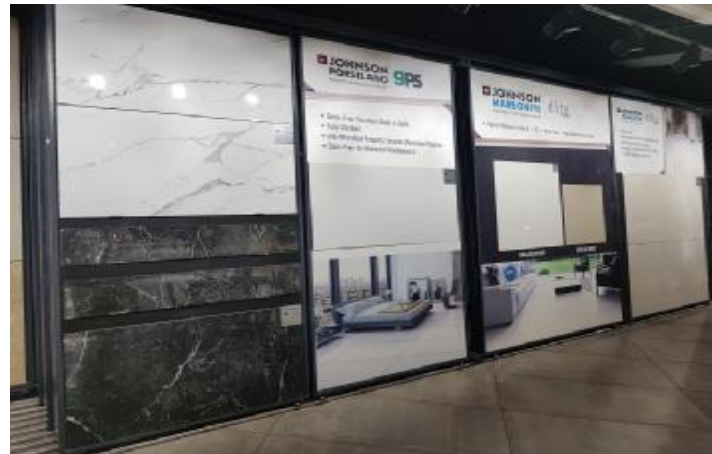
# HRJ – Reduction in EBIT losses due to volume growth and on-going cost savings



- Volume growth of ~7% on the launch of new products, channel expansion, opening of display centers, customer & influencer engagement and focused vertical structure approach
- Sustained improvement at EBIT level as compared to corresponding quarter over the last four quarters. During Q1FY19, EBIT losses reduced to Rs92mn from Rs224mn
- Consolidated EBITDA margins (unaudited) were at ~3.9% for the quarter
- Going forward focus is on improving utilization levels through above initiatives, resulting in better operating performance.

Note: Q1FY18 revenues are net of excise

# Customer engagement – Product launches and increasing visibility



Sixth Display Centre opened at Ghodbunder Road, Thane



Product Display at Milaap

Corporate Outdoor Campaign

Royal Care Series - GVT vertical

## Awards and Accolades



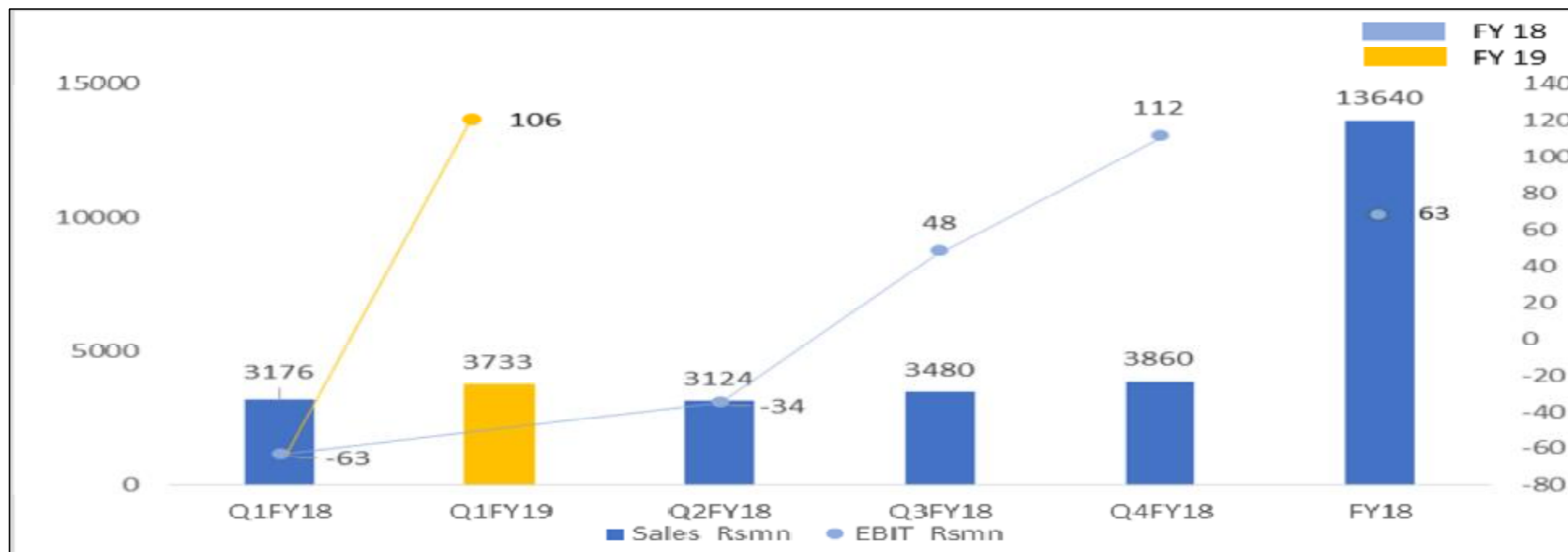
- q JOHNSON recently received the Reader's Digest Trusted Brand in the Tiles category. This is the 10th year that JOHNSON Tiles has received the award in the gold category, reinforcing the trust customers have in the brand.



- 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) – encouraging revenue growth continues



- q During the quarter, revenues grew by ~18% yoy, on the back of pick up in both real estate and infrastructure sector, especially road construction. Few pockets of real estate witnessing better volumes. The growth was further assisted by shift from unorganized players to organized players.
- q EBIT improvement on the back of better utilization levels and cost measurement
- 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) – Innovation Galleries



## 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 390 kms for cement from its plant at Satna, MP. Wide marketing network with about 4,000 dealers serviced from ~180 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 93 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.

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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.