



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

**JOHNSON**<sup>®</sup>  
DESIGNERS' CHOICE







**PRISM**  
**RMC**  
Complete Concrete Solutions

Amongst India's Leading  
**Integrated**  
Building Materials Companies

**PRISM JOHNSON LIMITED**

Q3 FY25 INVESTOR PRESENTATION

February 2025

	 <b>CAPACITY</b>	 <b>PRODUCTS</b>	 <b>PRESENCE</b>
	5.6 MTPA at Satna, Madhya Pradesh; Supply agreements with several grinding units for an aggregate capacity of 1.44 MTPA*	<ul style="list-style-type: none"> <li>○ Ordinary Portland Cement</li> <li>○ Portland Pozzalana Cement (PPC)</li> <li>○ Premium PPC Products</li> </ul>	Regional presence catering to Eastern & Central Uttar Pradesh, Madhya Pradesh and Bihar
	~64 million m <sup>2</sup> of own and joint venture capacity across 11 plants in India	<ul style="list-style-type: none"> <li>○ Tiles: Ceramic, Vittrified and Industrial</li> <li>○ Sanitary-ware &amp; Bath-fittings</li> <li>○ Engineered Marble &amp; Quartz</li> </ul>	Pan India presence, catering to the residential, commercial and industrial sectors
	11.6 million m <sup>3</sup> ; 99 plants at 44 cities / towns (including franchisee plants)	<ul style="list-style-type: none"> <li>○ Ready-Mixed Concrete</li> <li>○ Plaster</li> <li>○ Construction Chemicals</li> </ul>	Pan India presence, catering mainly to urban real estate and infrastructure sectors

## Vision



Creating sustainable value by meeting the construction and lifestyle needs of our customers through innovative building materials and services

## Values



1 TASC

**1: One Team**



**T: Transparency**



**A: Accountability**



**S: Speed**



**C: Changing with Time**







**2 Cement Plants, 1 Location, 5.6 MTPA**

**11 Tiles Plants, ~64 mn m<sup>2</sup>**

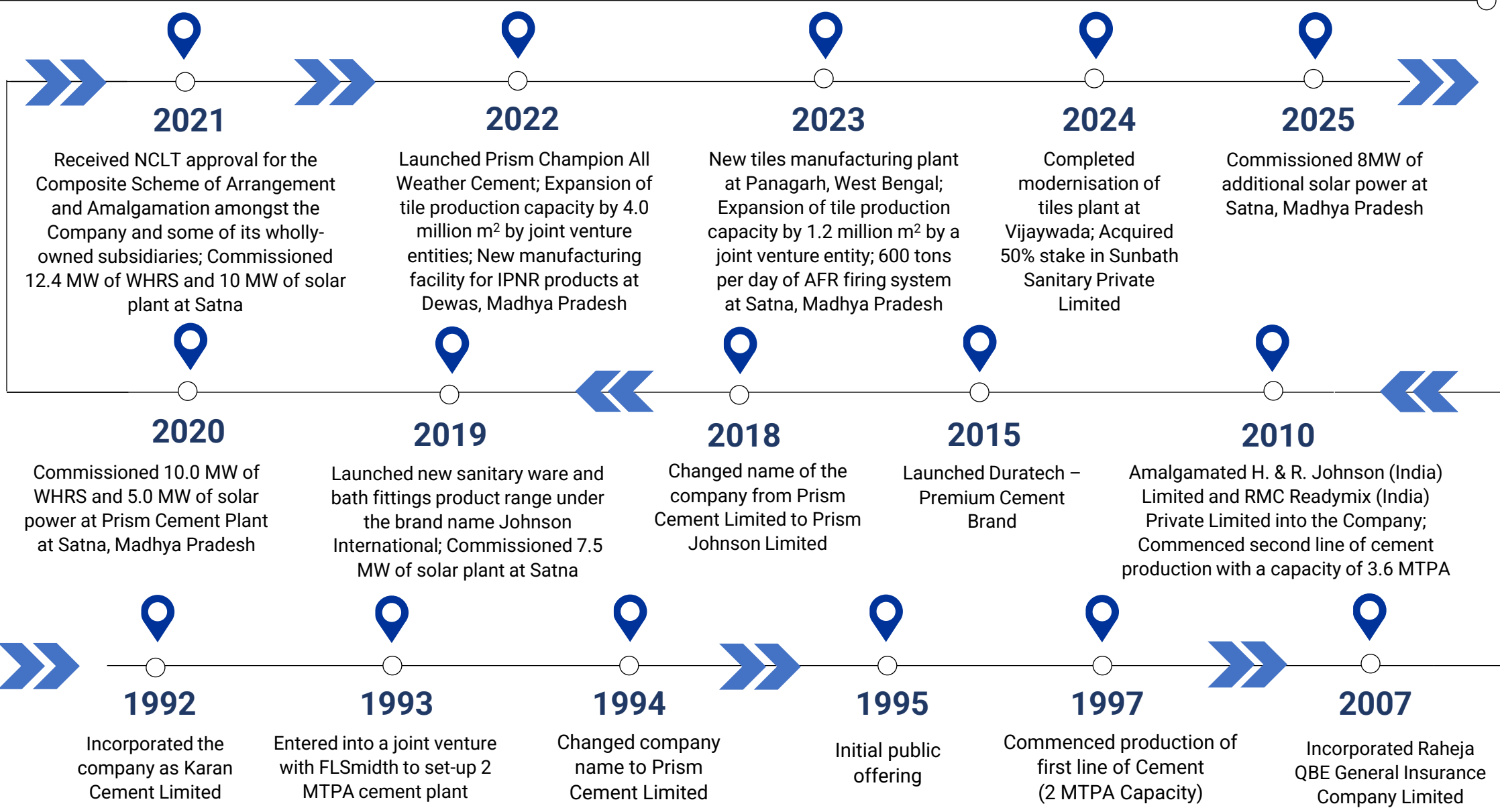
**2 Faucet Plants, 3.6 mn pcs**

**21 Experience Centres (HRJ)**

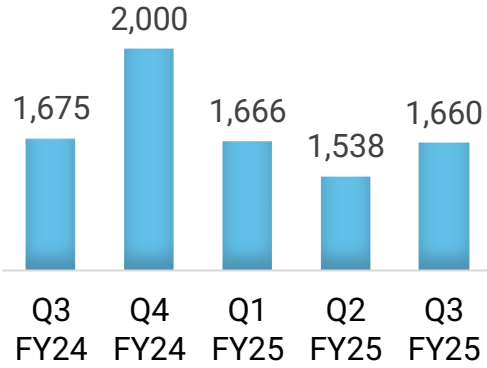
**99 RMC Plants\*, 11.6 mn m<sup>3</sup>**

This map is a generalized illustration only for the ease of the reader to understand the locations, and is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features/states do not necessarily reflect the actual position. The Company or any of its directors, officers or employees, cannot be held responsible for any misuse or misinterpretation of any information or design thereof. The Company does not warrant or represent any kind of connection to its accuracy or completeness.

# Prism Johnson: Our Journey

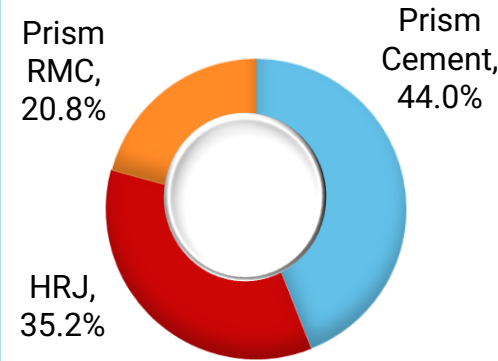


## Revenue (₹ Crores)



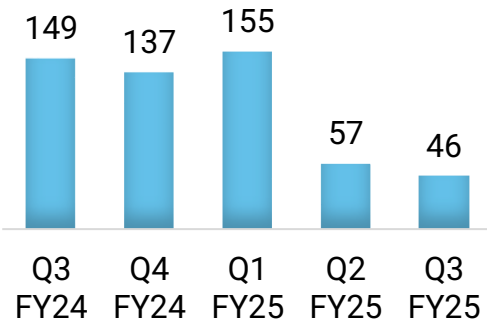
Q3 FY25 revenue declined by 0.9% YoY mainly due to decline in Prism Cement and Prism RMC revenues (declined by 2.4% and 6.4% YoY respectively); HRJ revenues grew by 4.8% YoY

## Q3 FY25 Revenue Mix



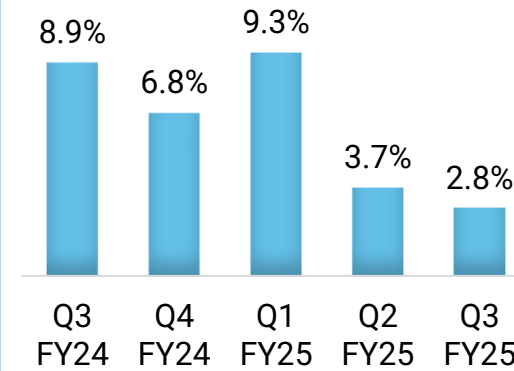
Prism Cement constituted 44.0% of Q3 FY25 revenues; HRJ constituted 35.2% and Prism RMC constituted 20.8%

## EBITDA (₹ Crores)



Q3 FY25 EBITDA declined by 68.8% YoY; Prism Cement EBITDA / ton declined from ₹ 787 in Q3 FY24 to ₹ 11 primarily due to lower realizations and maintenance shut-down costs; HRJ EBITDA grew by 20.3% YoY to ₹ 30 Crores

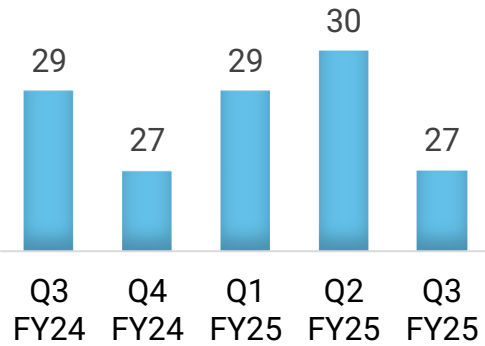
## EBITDA Margin (%)



Q3 FY25 EBITDA margin declined by 610 bps YoY to 2.8% due to lower profitability in Prism Cement; HRJ's and Prism RMC's EBITDA margin grew by 60 and 260 basis points YoY respectively.

# Consolidated (Ex. RQBE) Q3 FY25 Financial Performance Snapshot (2/2)

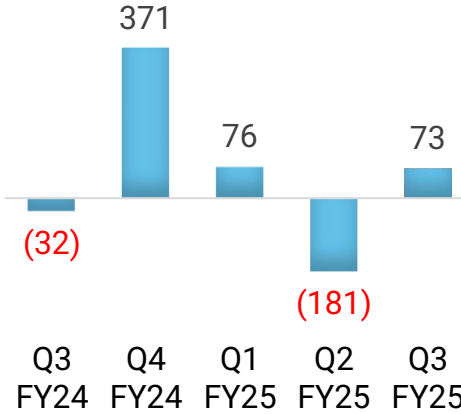
## Working Capital (Days)



### Cash Conversion Cycle\*

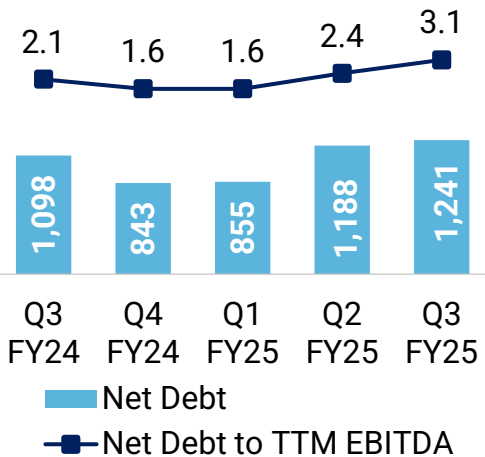
Working Capital Days declined from 29 days in Q3 FY24 to 27 days, largely attributable to decline in Inventory Days from 45 days in Q3 FY24 to 41 days; Debtors Days remained healthy at 36 days in Q3 FY25

## Free Cash Flows (₹ Crores)



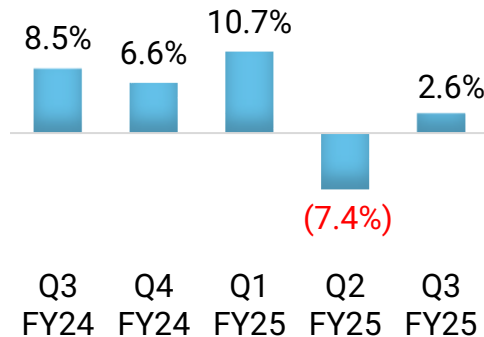
Free Cash Flow (FCF) (pre-capex and investments) stood at ₹ 73 Crores in Q3 FY25

## Net Debt (₹ Crores)



Net Debt to TTM EBITDA at 3.1x and Net Debt to Equity at 0.8x as on December 31, 2024; Total debt repayment obligation as of December 31, 2024 is ₹ 10 Crores for FY25 and ₹ 205 Crores for FY26.




## Annualized ROCE (%)



Annualized ROCE declined from 8.5% in Q3 FY24 to 2.6%; Capital Employed decreased by 6.3% YoY to ₹ 2,331 Crores in Q3 FY25

\* Cash Conversion Cycle = Inventory Days + Debtor Days – Creditor Days

# EBIT includes Other Income and is annualized for ROCE calculation

	SALES VOLUME	REVENUE	EBITDA & EBITDA MARGIN
 <p><b>PRISM</b> CEMENT दूर की सोच</p>	<p>Cement &amp; clinker sales volume grew by 8.2% YoY to 1.61 million tons in Q3 FY25; Share of premium cement increased from 33% of total sales volume in Q3 FY24 to 40% in Q3 FY25</p>	<p>Prism Cement's Q3 FY25 revenue declined by 2.4% YoY from ₹ 748 Crores in Q3 FY24 to ₹ 730 Crores due to lower realizations; Realization declined by 9.8% YoY</p>	<p>EBITDA declined from ₹ 787 per ton in Q3 FY24 to ₹ 11, primarily due to steep decline in realizations and maintenance shut-down expenses of over ₹ 250 per ton; Power and fuel cost declined from ₹ 1,763 per ton in Q3 FY24 to ₹ 1,062</p>
 <p><b>JOHNSON</b> Not just tiles, Lifestyles.</p>	<p>Tiles consolidated sales volume grew by 4.8% YoY in Q3 FY25 to 13.9 million m<sup>2</sup>; Domestic tiles sales volume grew by 4.0% YoY; Exports constituted ~5% of total sales volume</p>	<p>HRJ's consolidated revenues grew by 4.8% YoY from ₹ 557 Crores in Q3 FY24 to ₹ 584 Crores in Q3 FY25</p>	<p>Consolidated EBITDA margin expanded by 60 basis points YoY to 5.1%, partly due to higher sales volume</p>
 <p><b>PRISM</b> RMC Complete Concrete Solutions</p>	<p>Ready-mixed concrete sales volume declined by 10.0% YoY during Q3 FY25</p>	<p>Prism RMC revenues declined by 6.4% YoY from ₹ 370 Crores in Q3 FY24 to ₹ 346 Crores in Q3 FY25</p>	<p>EBITDA margin improved from 1.6% in Q3FY24 to 4.2% led by several cost rationalization initiatives and change in procurement contractual practices</p>



## Capacity

Prominent cement company in the Satna cluster with an installed cement capacity of 5.6 MTPA; Supply agreements with three grinding units, situated in Uttar Pradesh, for an aggregate capacity of 1.44 MTPA\*

## Product Mix

Superior product mix; Share of premium products (Champion Plus, Duratech and Champion All Weather) in total cement volume increased from ~15% in FY18 to ~40% in Q3 FY25

## Stable Demand Outlook

Strong medium-term outlook for cement demand in India led by demand from housing and infrastructure sectors; Recent / upcoming capacity additions in Central India by other cement companies to intensify competition subject to healthy demand growth

## Distribution Network

Wide distribution network of around 2,500 effective dealers and over 5,100 effective retailers as of March 31, 2024

## Capital Employed & ROCE

Capital Employed at around US\$ 25 per ton of cement as of December 31, 2024; 9M FY25 ROCE at (4.8%)# as compared to FY24 ROCE at 10.6%

## Sustainability Focus

WHRS Capacity of 22.4 MW and Solar Capacity of 30.5 MW at Satna (Including the recently commissioned 8 MW of additional Solar Power); Investment being made in 24 MW of captive wind power, likely to get commissioned in H2 FY26; GHG Emissions intensity at 622 kg CO<sub>2</sub> per ton of cementitious material in 9M FY25

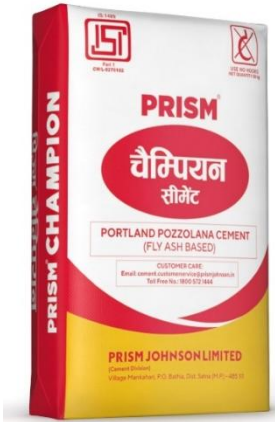
\* By March 2025, after taking into account the proposed capacity addition by RLJ Cement Limited and termination of supply agreement with M/s Rockhill Hi-Tech Cement Private Limited

# Excluding the impact of interest on income tax refunds

Prism Cement's Plant at Satna, Madhya Pradesh

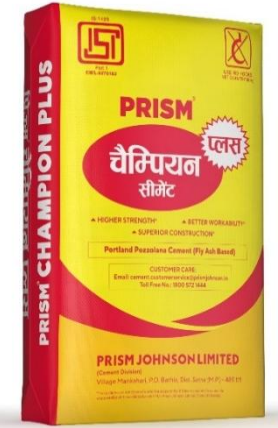


## Champion



Excellent durability that provides long-term strength & gain, and is suitable for any type of structural application; Wide range of application, including housing, roads, wells, dams, masonry and plastering works

## Champion Plus



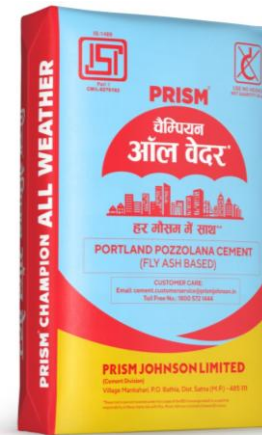
A premium product, known for its high strength, high performance and consistent quality; Helps in making the concrete stronger, denser and leak proof, resulting in strengthening of the structure; Assures superior quality with high strength, suited for general construction

## Champion Duratech



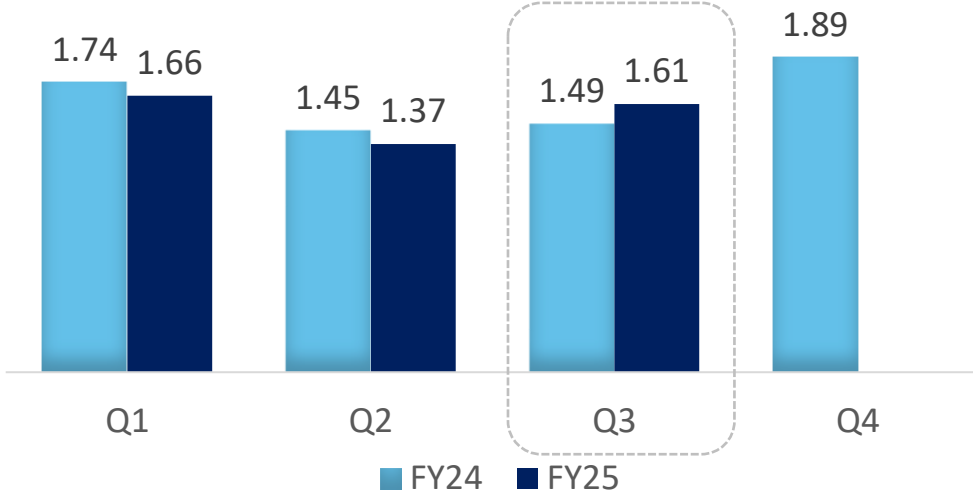
Prism Cement's premium product, and an all-purpose cement that serves various customer needs, including building terraces, beams, columns, foundation, roof slab, and in all kinds of RCC and precast jobs

## Champion All Weather

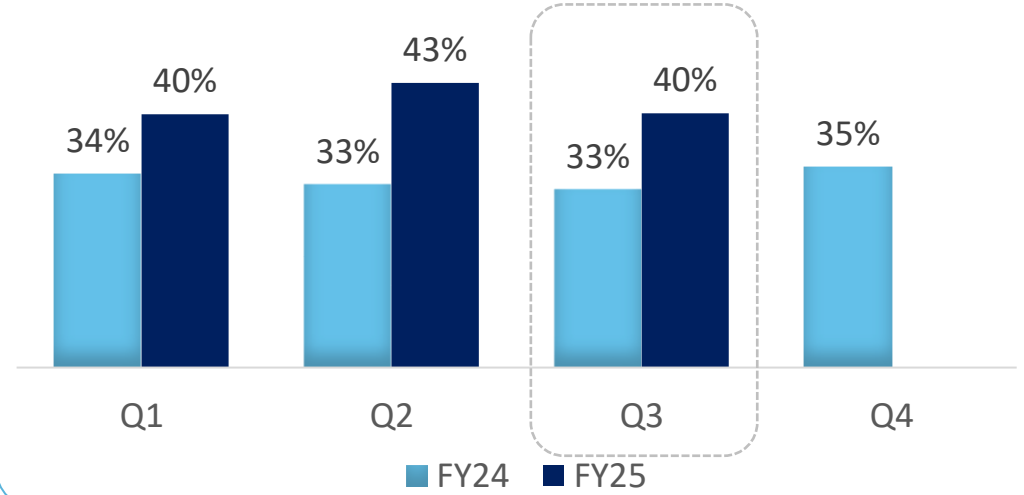


Prism Cement's premium product that prevents water ingress and makes the construction moisture and dampness resistant; a water repellent cement with high strength and provides resistance to seepage, cracks and rusting; Prolongs life of the construction

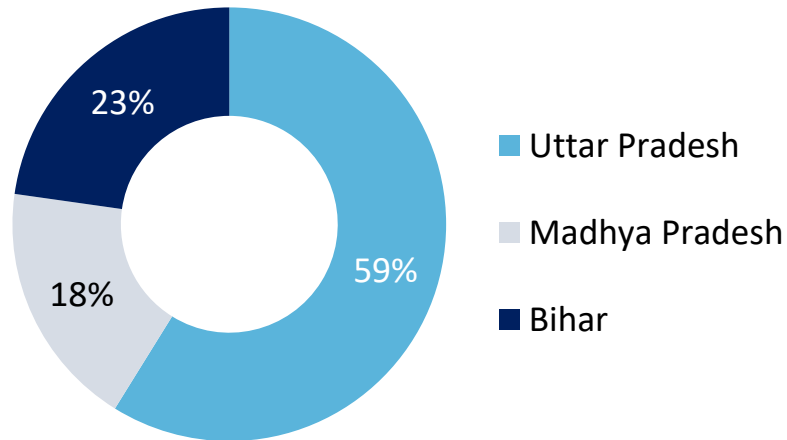
### Cement & Clinker Sales Volume (mn tons)



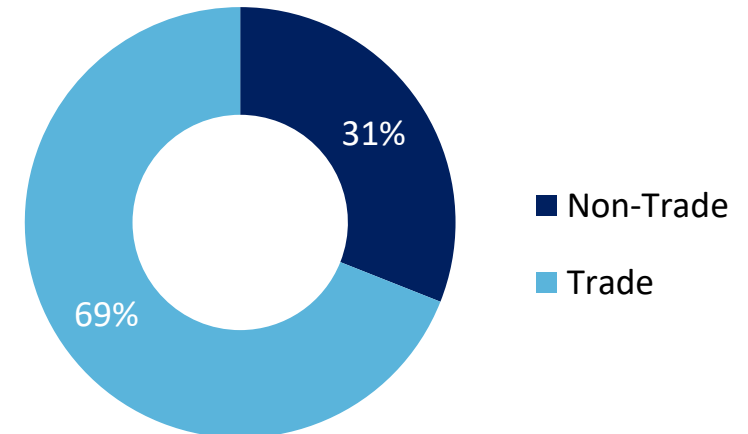
### Premium Products (% of total sales volume)



### Q3 FY25 Regional Sales Breakup

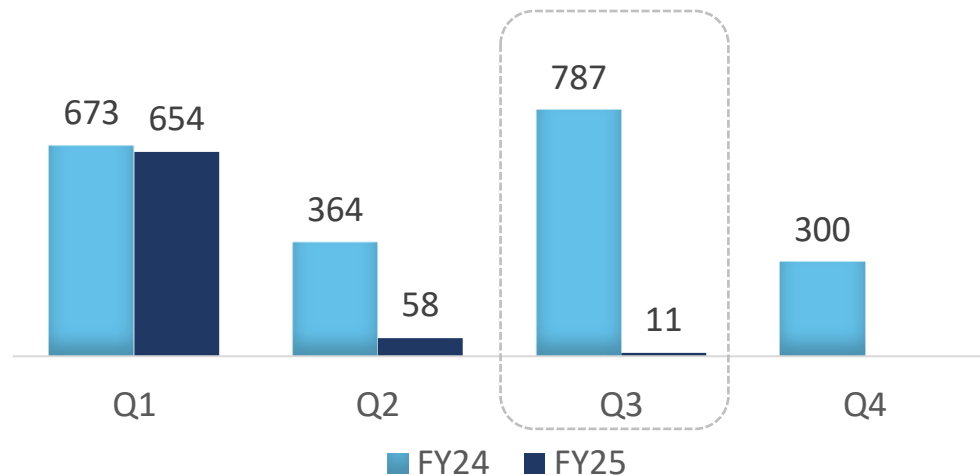


### Q3 FY25 Sales: Trade vs. Non-Trade

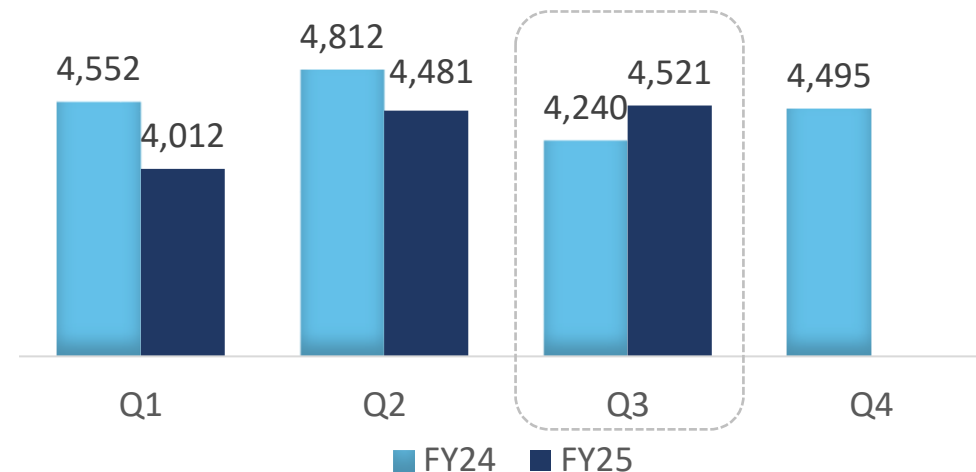




## EBITDA per ton (₹)



## Cost per ton (₹)



## Per ton metrics (₹)

	Q3 FY24	Q2 FY25	Q3 FY25	% QoQ	% YoY
<b>Realization</b>	<b>5,026</b>	<b>4,539</b>	<b>4,532</b>	<b>(0.2%)</b>	<b>(9.8%)</b>
<b>Total Operating Cost</b>	<b>4,240</b>	<b>4,481</b>	<b>4,521</b>	<b>0.9%</b>	<b>6.6%</b>
- Power & Fuel	1,763	1,343	1,062	(20.9%)	(39.8%)
- Freight & Forwarding	1,116	1,055	1,088	3.2%	(2.4%)
- Raw Material	608	592	587	(1.0%)	(3.5%)
- Employee Cost	320	388	341	(12.2%)	6.6%
- Other Costs	904	1,095	1,083	(1.1%)	19.8%
- Change in Inventory & Stock in Trade	(471)	8	360		
<b>EBITDA</b>	<b>787</b>	<b>58</b>	<b>11</b>	<b>(81.0%)</b>	<b>(98.6%)</b>

- Cement revenue declined by 2.4% YoY to ₹ 730 Crores in Q3 FY25, despite 8.2% YoY growth in cement & clinker sales volume, due to 9.8% YoY decline in realizations.
- Share of premium product increased from 33% in Q3 FY24 to 40% in Q3 FY25.
- EBITDA per ton came at ₹ 11 per ton led by 9.8% YoY decline in revenue per ton and maintenance shut-down. Power & Fuel cost declined by 39.8% YoY to ₹ 1,062 per ton.
- Commissioned 8MW of additional solar power on January 31, 2025

## Strong Brand & Wide Product Range

Strong brand with a long-standing history of tile manufacturing in India, operating since 1958; Wide product range: Tiles, Sanitary-ware & Bath-fittings, Quartz & Engineered Marbles

## Manufacturing Capacity

11 tile manufacturing plants (including joint ventures) with total capacity of around 64 million m<sup>2</sup> p.a. and 2 faucet manufacturing plants with total capacity of 3.6 million pieces p.a.; Completed modernization of the tile plant located at Vijaywada during August 2024

## Distribution Network

Wide Distribution Network with around 900 dealers; 21 large format Experience Centres displaying HRJ's product range

## Sustainability Focus

Solar Capacity of 4.5 MW across HRJ own plants; Share of rainwater harvesting at 20% of total water consumption in FY24; Target to improve energy efficiency by 10% in FY25, from the baseline year FY22

## Capital Employed & ROCE (Consolidated)

Sharp increase in gas prices impacted profitability & led to a decline in ROCE from 17.2% in FY22 to 6.4% in FY23 and 4.2% in FY24; 9M FY25 ROCE (annualized) and Capital Employed stood at 1.1% and ₹ 1,057 Crores respectively.

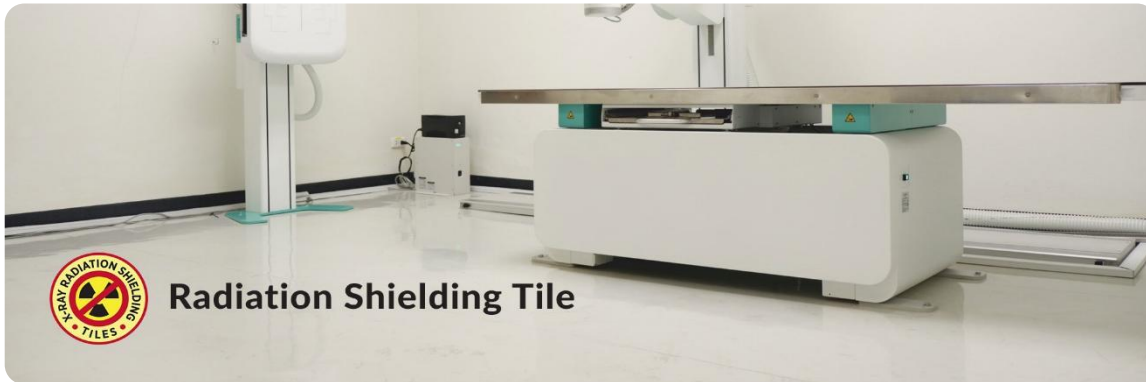
## Innovations That Differentiate HRJ



## Anti-Static Tiles



## Radiation Shielding Tiles



- Atomic Energy Regulatory Board Certified
- Effective Shield From Harmful Rays
- 100% Lead Free & Environment Friendly
- Non-Toxic Non-Reactive
- Permanent Radiation Shielding
- Unique Overlap System

## Tac Tiles



High Mechanical Strength



Skid Resistant



Guidance Tiles for the Visually Impaired



Designed in Conformance with RNIB (UK), DETR (UK) & ADA (USA)



**JOHNSON**  
DESIGNERS' CHOICE



**JOHNSON**  
BATHWARE



**JOHNSON**  
MARBLE & QUARTZ  
NATURE, REINVENTED



**PORSELANO**  
NOT JUST TILES, LIFESTYLES



**Marbonite**  
Preferred over Italian Marble, worldwide



**ENDURA**  
Industrial Tiling Solutions





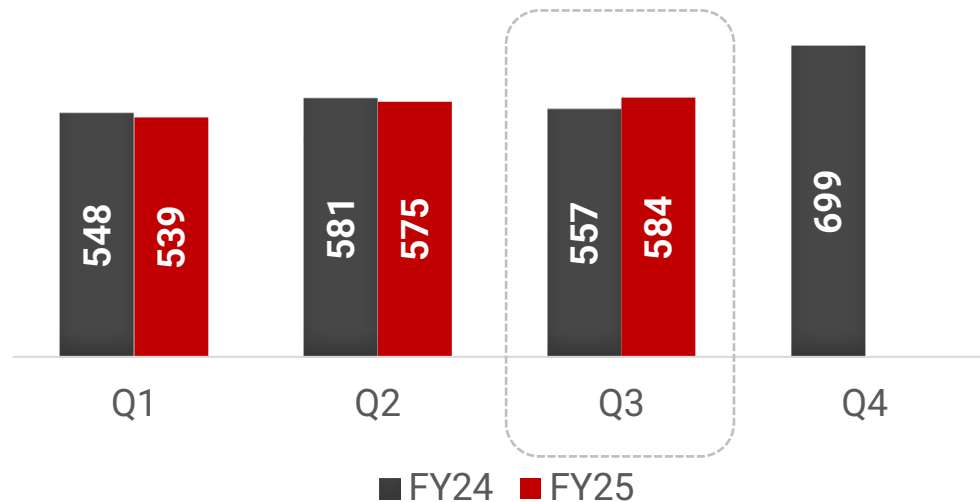
## List of Experience Centres

	City	State
1	Ahmedabad	Gujarat
2	Bengaluru	Karnataka
3	Bhubaneshwar	Odisha
4	Calicut	Kerala
5	Chandigarh	Chandigarh
6	Chennai	Tamil Nadu
7	Coimbatore	Tamil Nadu
8	Delhi	Delhi
9	Ernakulam	Kerala
10	Guwahati	Assam
11	Hyderabad	Telangana
12	Indore	Madhya Pradesh
13	Kolkata	West Bengal
14	Lucknow	Uttar Pradesh
15	Mumbai	Maharashtra
16	Patna	Bihar
17	Pune	Maharashtra
18	Raipur	Chhattisgarh
19	Thane	Maharashtra
20	Thiruvananthapuram	Kerala
21	Varanasi	Uttar Pradesh

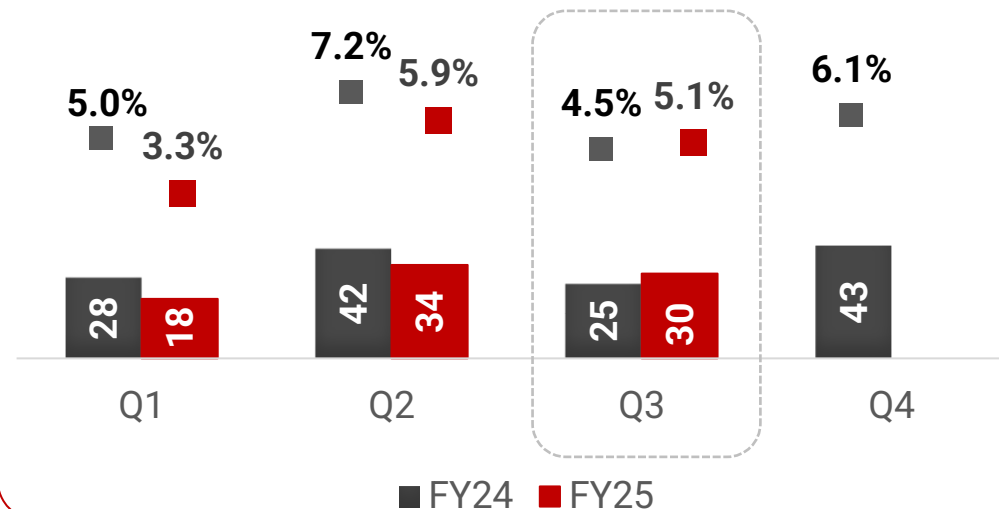
## HRJ Experience Centre



## Revenue (₹ Crores)



## EBITDA (₹ Crores) & EBITDA Margin (%)



## Tile Sales Volume (million m<sup>2</sup>)



- Q3 FY25 revenue grew by 4.8% YoY, primarily due to growth in tiles sales volume of 4.8% YoY: Non tiles business revenue grew by 13.2% YoY during Q3 FY25
- Domestic tiles sales volume grew by 4.0% YoY while Exports sales volume grew by 24.1% YoY
- Capacity utilization stood at around ~60% in Q3 FY25.
- EBITDA margin improved by 60 basis points YoY, partly due to higher sales volume.
- Announced sale of a part of the Industrial Premises at Pen on an 'as is where is' basis to JSW Steel Limited for a consideration of ₹ 164.63 Crores on February 4, 2025

## Pan India Presence

Amongst top three players in the RMC sector with pan India presence: 99 plants\* at 44 cities / towns; Two technical labs that are certified by National Accreditation Board for Testing and Calibration Laboratories to ensure adherence to quality

## Key Focus Areas

- ❖ Increase plant utilisation levels and optimise fleet and pump efficiency
- ❖ Increase share of environment-friendly and value-added products
- ❖ Focus on individual home builder segment

## Strong Growth Potential

Beneficiary of demand recovery from real estate and infrastructure sectors; Strong ROCE potential for existing business with improvement in plant capacity utilisation levels, apart from favourable impact of franchisee scale-up.

## Commercial Concrete



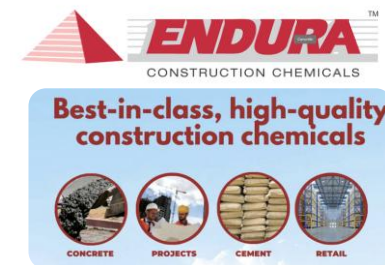
Core business catering to the concrete requirements of metro cities and semi-urban areas; serves as a steadfast contributor to the prolific development of urban India

## Mega Projects



Meets the growing demand of high quality ready-mixed concrete in infrastructure sub-sectors, such as Highways, Bullet Trains, Power Plants, Refineries, Ports and Jetties

## Construction Chemicals



High-quality construction chemicals, blending innovation with expertise; Wide range of products for concrete, cement, projects and retail

KEY BUSINESS VERTICALS





Complete Concrete Solutions

Unveiling **PRISMATIC RANGE** of high quality ready mix concrete products

**PRISMATIC RANGE**

<b>GREEN CONCRETE</b> PRISMATIC RANGE	<b>DIY</b> PRISMATIC RANGE	<b>PRODUCTIVITY</b> PRISMATIC RANGE
<b>PERFORMANCE</b> PRISMATIC RANGE	<b>FLOORS</b> PRISMATIC RANGE	<b>DURABILITY</b> PRISMATIC RANGE




Complete Concrete Solutions

A RANGE OF **GREEN CONCRETE PRODUCTS FOR A SUSTAINABLE LIVING**

**GREEN CONCRETE**  
PRISMATIC RANGE

 PrismGreen Eco-Friendly Low Carbon Concrete	 PrismLite Eco-Friendly Lightweight Concrete	 PrismPervia Eco-Friendly Permeous Concrete
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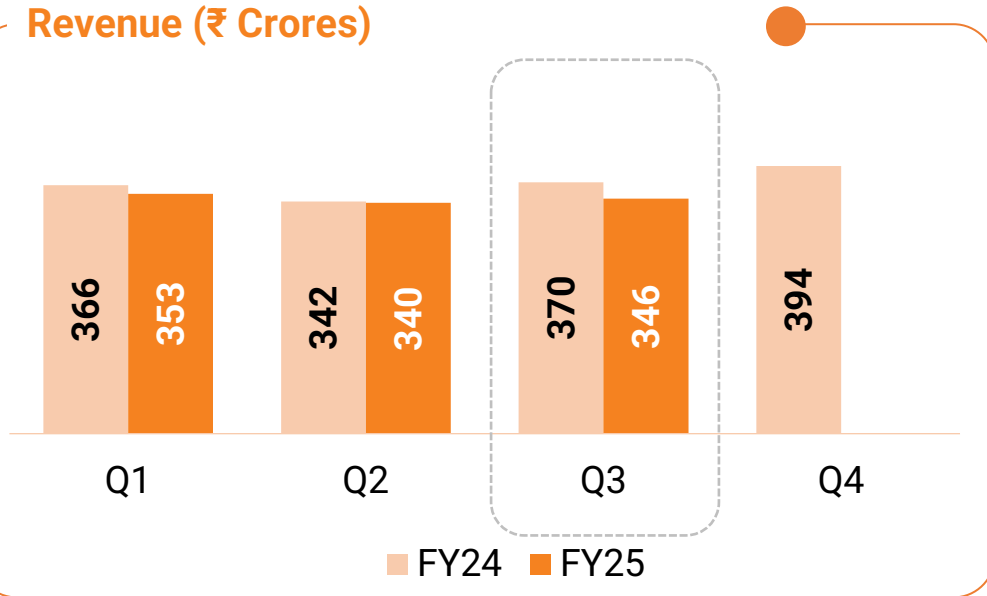


#BeGreenBePro

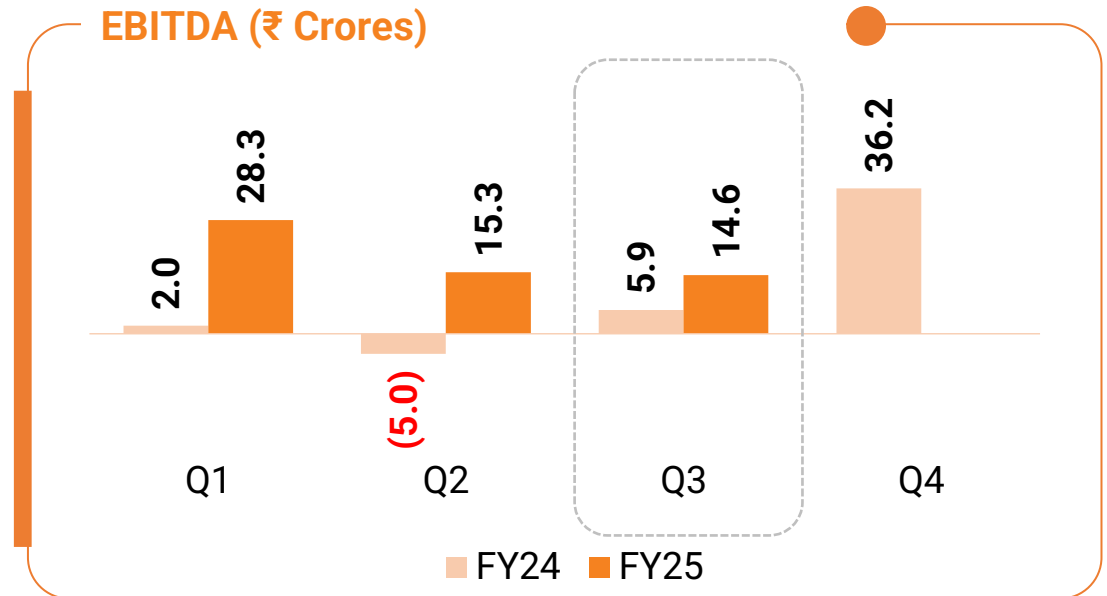




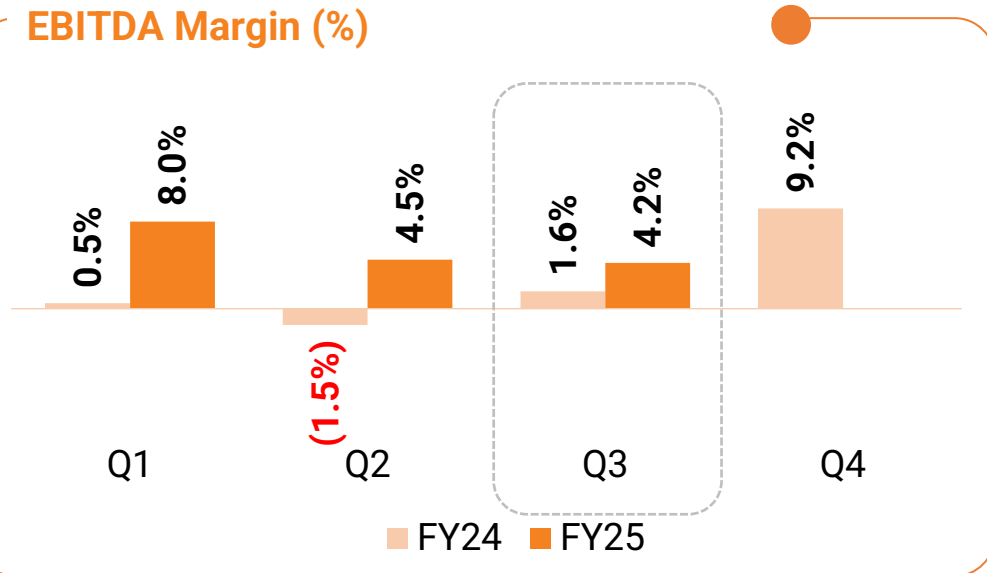
## Revenue (₹ Crores)



## EBITDA (₹ Crores)

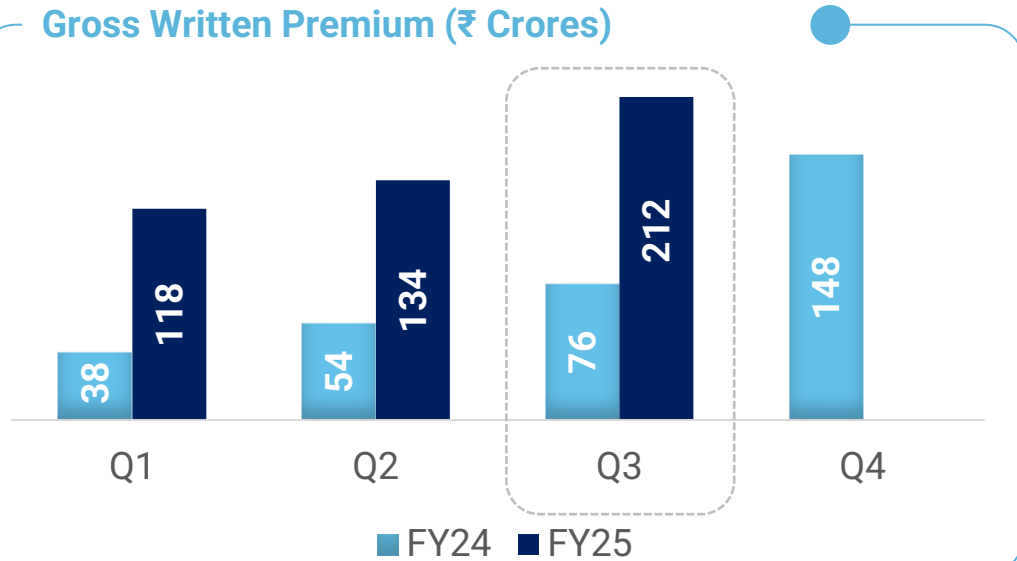


## EBITDA Margin (%)

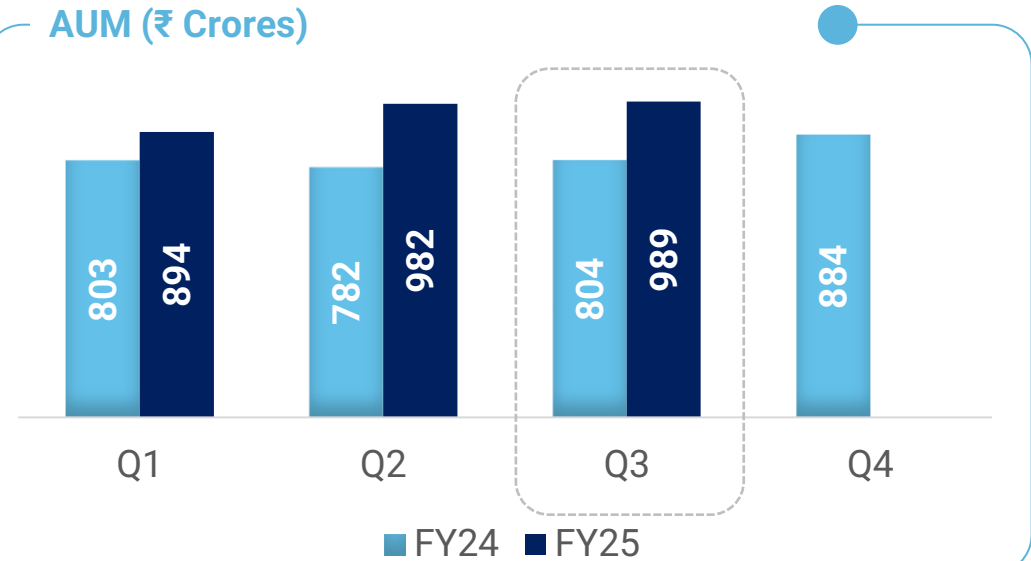


- Revenue declined by 6.4% YoY from ₹ 370 Crores in Q3 FY24 to ₹ 346 Crores. Ready-mixed concrete volumes declined by 10.0% YoY during Q3 FY25.
- EBITDA Margin improved by 260 bps YoY to 4.2% due to several cost saving initiatives taken by the Company and change in procurement contractual practices.
- 9M FY25 annualised ROCE came in at (32.8%) and Capital Employed was ₹ 75 Crores as of December 31, 2024.

Gross Written Premium (₹ Crores)



AUM (₹ Crores)



RQBE added 56 new partners during Q3 FY25 taking the count of total partners to 3,637 including Agents, Brokers, POSP, IMF, MISP, Web Aggregators, Corporate Agents and OEM.

### Q3 FY25 Financial Highlights:

- Gross Written Premium grew by 179% YoY to ₹ 212 Crores
- Profit / (Loss) After Tax of ₹ 4 Crores as compared to a Loss of ₹ (17) Crores in Q3 FY24
- Combined Ratio stood at 103% vs. 141% in Q3 FY24
- Well capitalized with Solvency Ratio of 2.02x as against regulatory minimum of 1.50x
- AUM of ₹ 989 Crores, as of December 31, 2024





## Environment

- Prism Cement's Emissions Intensity at 622 kg CO<sub>2</sub> per ton of cementitious material during 9M FY25
- Achieved average TSR of 5.2% at Prism Cement during 9M FY25
- 31.1% of Prism Cement's total power requirement met through green power and renewable sources (including WHRS) during 9M FY25
- Commissioned 8 MW of additional solar power on January 31, 2025, leading to an increase in solar power capacity installed at Satna from 22.5MW to 30.5MW
- 24MW captive wind power expected to get commissioned by H2 FY26.

## CSR Initiatives (Q3 FY25)

- Provision of free medical treatment and medicines to over 3,800 patients through the Plant Medical Center, Satna, Madhya Pradesh
- Free ambulance facility provided to nearly 250 villagers
- Construction of a 100-meter drainage line at Baghai village in Satna district
- Construction of around 50 perforated drum-based rainwater harvesting structures at Bamhauri, Bathiya and Tapa villages in the Satna district
- Renovation of the Anganwadi centre in Gram Bamhauri, Gram Panchayat Bathiya in the Satna district

## Health & Safety

- Provided over 300 on-site safety trainings during 9M FY25 at Prism Cement's Satna plant
- 9M FY25 Lost Time Injury Frequency Rate (LTIFR) (Employees & Workers): 0.128 for all three Divisions





Health & Hygiene



Environment & Water Conservation



Empowerment & Skill Development



Social Welfare



Rural Infrastructure Development



Promotion of Education



Providing Potable Drinking Water





Painting of a Government College at Rampur Baghelan



Renovation of Government Middle School at Bardadih, Satna



Vocational trainings provided to women across villages



Seed distribution & training to farmers on organic farming







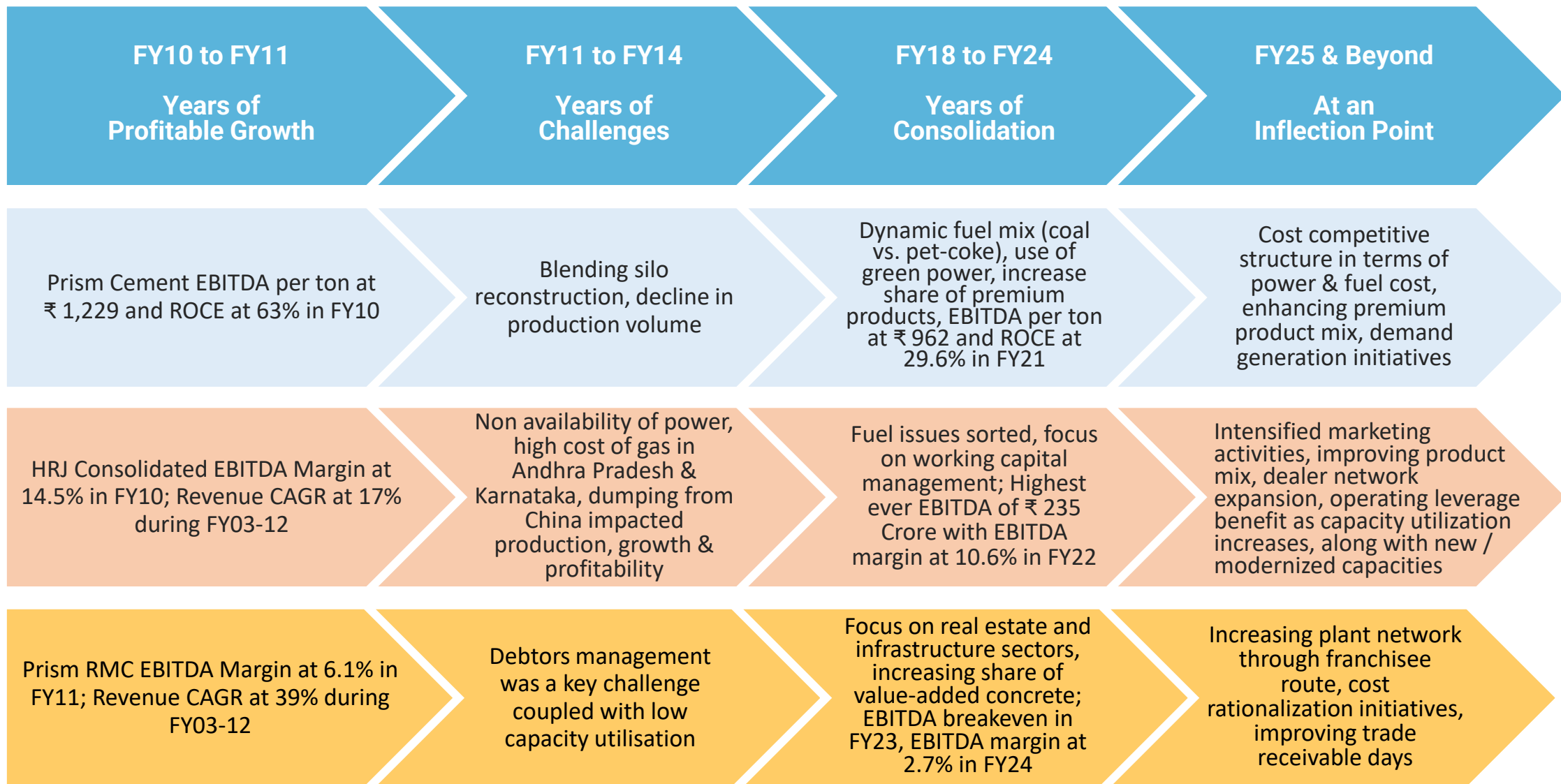
Prism Cement received Safety Award 2024 & Environmental Excellence Award 2024 (Large Enterprises- Cement Sector) at 12<sup>th</sup> Global Safety Summit held in New Delhi in December 2024



HRJ (Pen and Kunigal plants) received recognition (Prashansa Patra) for good performance in OSH at the National Safety Awards 2024 by National Safety Council

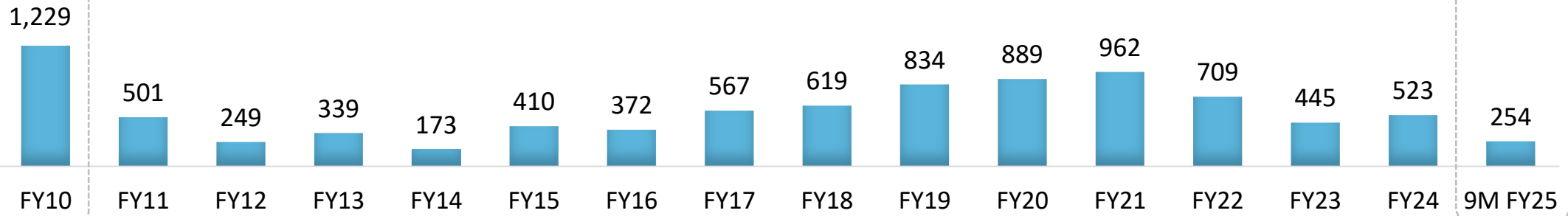


Prism Johnson received recognition as the Great Indian Audit Team (Infrastructure) at the Great Indian Audit Leaders Summit & Awards 2024

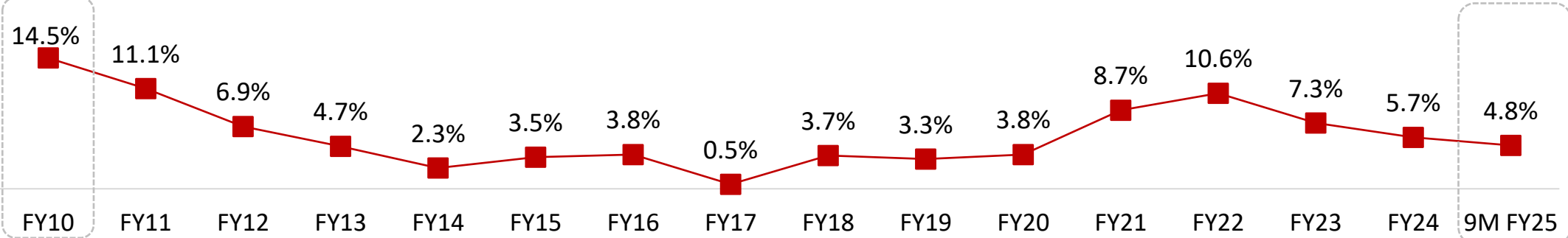


# Prism Johnson: Management Target to Achieve Past Peak Performance in the Medium Term

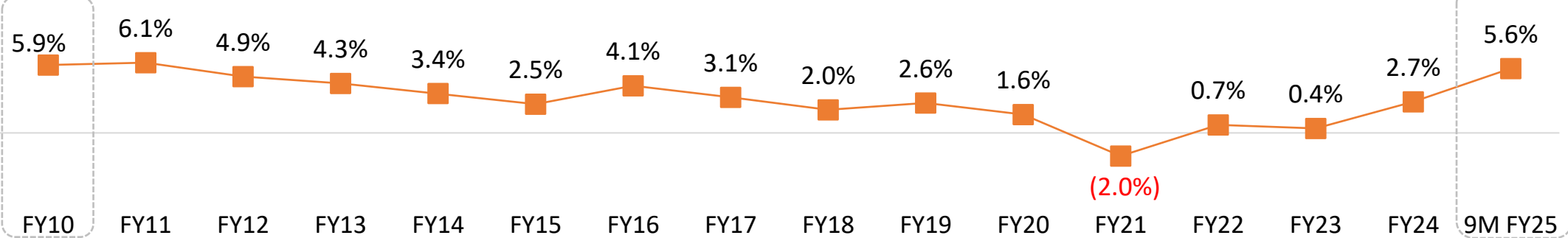
## Prism Cement EBITDA / Ton (₹)



## HRJ Consolidated EBITDA Margin (%)



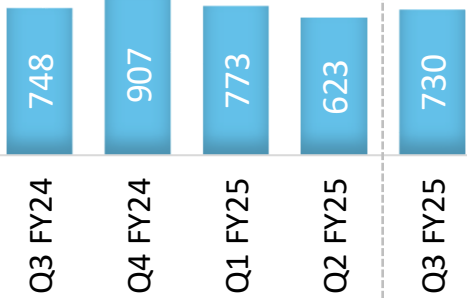
## Prism RMC Consolidated EBITDA Margin (%)





# Prism Johnson: Division Wise Quarterly Financial Performance

## Revenue (₹ Crores)



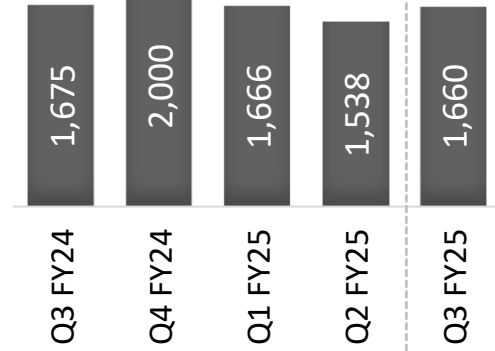
Prism Cement



HRJ

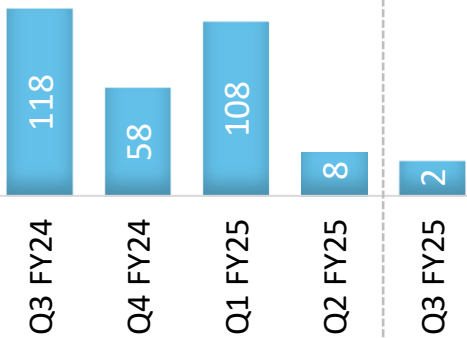


Prism RMC



Consolidated (Ex RQBE)

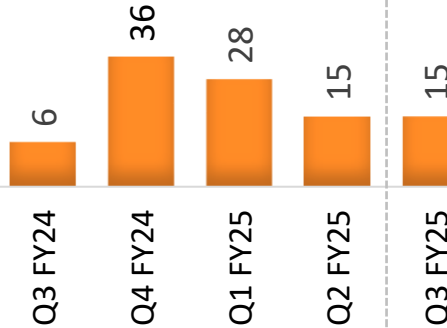
## EBITDA (₹ Crores)



Prism Cement



HRJ



Prism RMC

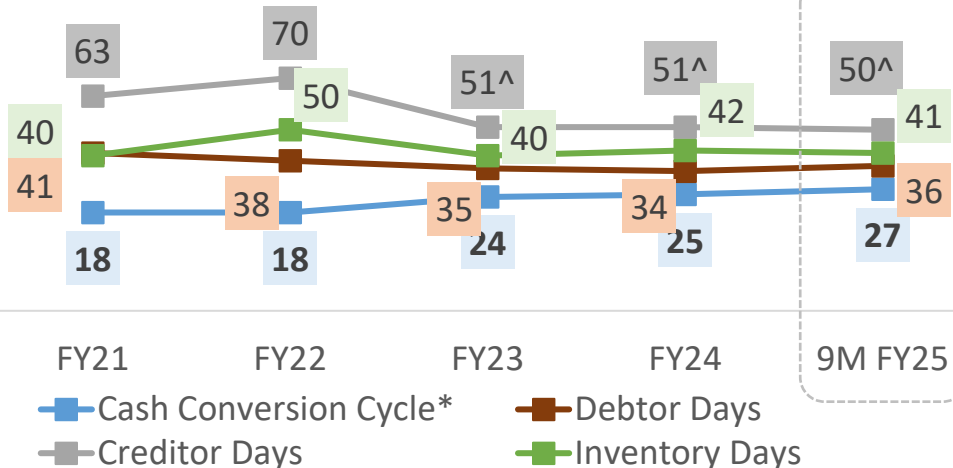


Consolidated (Ex RQBE)

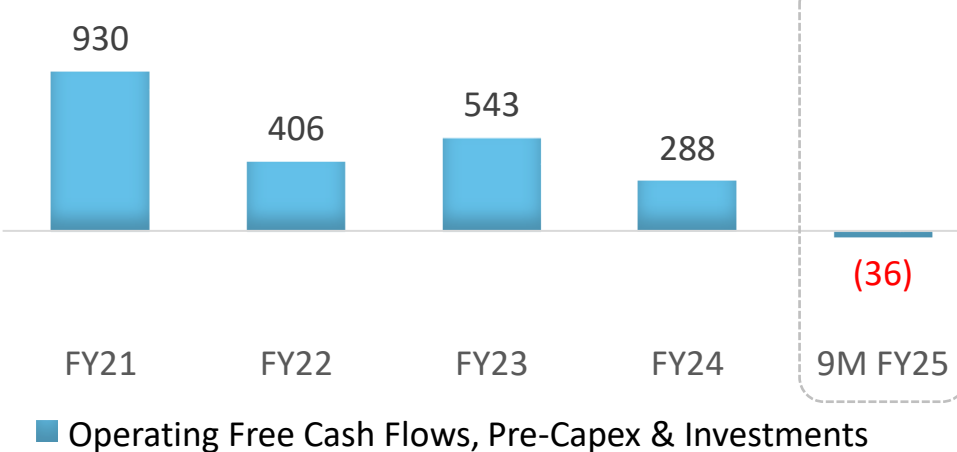
# Five Year Financial Performance Snapshot: Strengthening Balance Sheet

Consolidated (Ex. RQBE)

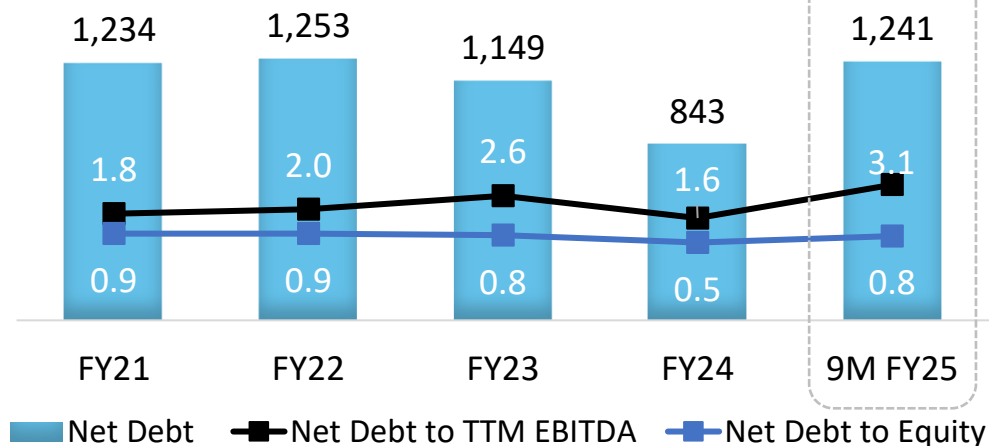
## Working Capital (Days)



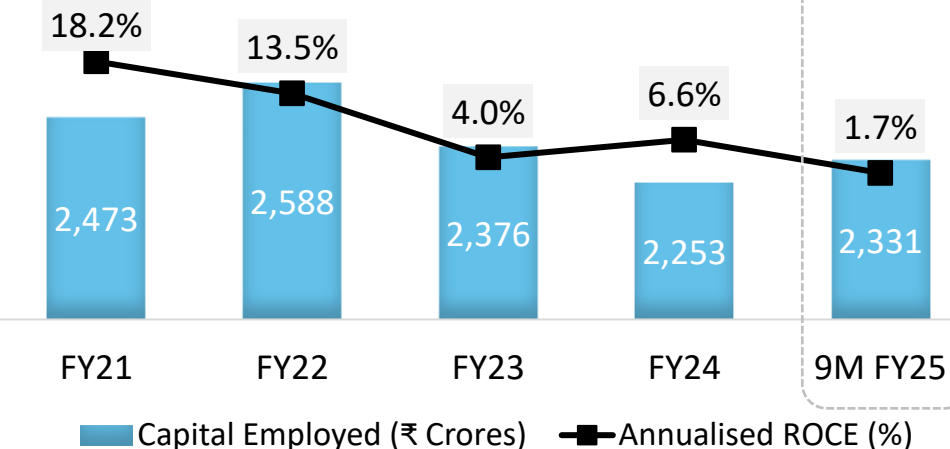
## Operating Free Cash Flows (₹ Crores)



## Net Debt (₹ Crores)



## Capital Employed (₹ Crores) & ROCE# (%)



\* Cash Conversion Cycle = Inventory Days + Debtor Days – Creditor Days

# EBIT includes Other Income for ROCE calculation; Annualised ROCE for 9M FY25

<sup>^</sup> The decrease in Creditor Days starting FY23 is primarily due to reclassification / re-grouping in trade payables

# Consolidated (Ex RQBE) Financials Summary

Particulars (₹ Crores)	Q3 FY24	Q2 FY25	Q3 FY25	% QoQ	% YoY	FY20	FY21	FY22	FY23	FY24	9M FY25
<b>Revenue from Operations</b>	<b>1,675</b>	<b>1,538</b>	<b>1,660</b>	<b>7.9%</b>	<b>(0.9%)</b>	<b>5,820</b>	<b>5,326</b>	<b>5,827</b>	<b>6,830</b>	<b>7,175</b>	<b>4,863</b>
- Prism Cement	748	623	730	17.2%	(2.4%)	2,584	2,586	2,408	3,030	3,318	2,126
- HRJ	557	575	584	1.7%	4.8%	1,823	1,833	2,221	2,399	2,386	1,698
- Prism RMC	370	340	346	1.5%	(6.4%)	1,414	908	1,198	1,401	1,471	1,039
<b>EBITDA</b>	<b>149</b>	<b>57</b>	<b>46</b>	<b>(19.1%)</b>	<b>(68.8%)</b>	<b>601</b>	<b>701</b>	<b>614</b>	<b>445</b>	<b>522</b>	<b>258</b>
<b>EBITDA Margin %</b>	<b>8.9%</b>	<b>3.7%</b>	<b>2.8%</b>			<b>10.3%</b>	<b>13.2%</b>	<b>10.5%</b>	<b>6.5%</b>	<b>7.3%</b>	<b>5.3%</b>
Depreciation & Amortisation	97	116	119	2.9%	22.4%	248	289	305	384	406	345
Other Income	2	14	88 <sup>#</sup>			28	39	39	33	33	116 <sup>#</sup>
<b>EBIT (Incl. Other Income)</b>	<b>53</b>	<b>(45)</b>	<b>15</b>			<b>381</b>	<b>451</b>	<b>348</b>	<b>95</b>	<b>148</b>	<b>29</b>
Finance Cost	49	57	56	(1.0%)	14.5%	250	210	185	185	192	167
<b>Net Profit*</b>	<b>6</b>	<b>(91)</b>	<b>42</b>			<b>50</b>	<b>224</b>	<b>139</b>	<b>(68)</b>	<b>202</b>	<b>(42)</b>
Net Profit Margin %	0.3%	(5.9%)	2.6%			0.9%	4.2%	2.4%	(1.0%)	2.8%	(0.9%)
<b>Net Debt</b>	<b>1,098</b>	<b>1,188</b>	<b>1,241</b>	<b>4.4%</b>	<b>13.0%</b>	<b>1,864</b>	<b>1,234</b>	<b>1,253</b>	<b>1,149</b>	<b>843</b>	<b>1,241</b>
<b>FCF (Pre-Capex &amp; Investments)</b>	<b>(32)</b>	<b>(181)</b>	<b>73</b>			<b>393</b>	<b>930</b>	<b>406</b>	<b>543</b>	<b>288</b>	<b>(36)</b>

# During Q3 FY25, the Company has received favourable orders from the Income Tax Appellate Tribunal for assessment years 2006-2007 to 2010-2011, pertaining to additional grounds filed by the Company during assessment proceedings primarily relating to treatment of VAT/Sales tax subsidy and other matters. Consequently, the Company has accounted for tax credit amounting to ₹ 70.89 Crores under Adjustment of tax relating to earlier periods and interest of ₹ 82.33 Crores under Other Income.

# Standalone Financials Summary

Particulars (₹ Crores)	Q3 FY24	Q2 FY25	Q3 FY25	% QoQ	% YoY	FY20	FY21	FY22	FY23	FY24	9M FY25
<b>Revenue from Operations</b>	<b>1,657</b>	<b>1,522</b>	<b>1,633</b>	<b>7.3%</b>	<b>(1.5%)</b>	<b>5,579</b>	<b>5,035</b>	<b>5,569</b>	<b>6,712</b>	<b>7,069</b>	<b>4,787</b>
- Prism Cement	748	623	730	17.2%	(2.4%)	2,584	2,586	2,408	3,030	3,318	2,126
- HRJ	545	562	561	(0.2%)	3.0%	1,634	1,573	1,987	2,290	2,306	1,634
- Prism RMC	370	341	346	1.5%	(6.4%)	1,414	908	1,198	1,401	1,471	1,040
- Inter segment revenue	(5)	(4)	(4)			(53)	(32)	(23)	(9)	(27)	(13)
<b>EBITDA</b>	<b>132</b>	<b>43</b>	<b>38</b>	<b>(11.7%)</b>	<b>(71.6%)</b>	<b>519</b>	<b>616</b>	<b>576</b>	<b>394</b>	<b>455</b>	<b>216</b>
<b>EBITDA Margin %</b>	<b>8.0%</b>	<b>2.8%</b>	<b>2.3%</b>			<b>9.3%</b>	<b>12.2%</b>	<b>10.3%</b>	<b>5.9%</b>	<b>6.4%</b>	<b>4.5%</b>
Depreciation & Amortisation	90	104	107	3.1%	19.6%	214	253	275	338	371	313
Other Income	3	15	89			27	36	35	33	39	118
<b>EBIT (Incl. Other Income)</b>	<b>46</b>	<b>(47)</b>	<b>19</b>			<b>333</b>	<b>400</b>	<b>335</b>	<b>90</b>	<b>123</b>	<b>21</b>
Finance Cost	44	52	51	(2.2%)	16.8%	229	191	170	167	171	152
- Interest on borrowings	23	27	27	1.7%	21.3%	190	149	128	130	96	78
- Other finance costs*	21	25	24	(6.4%)	11.9%	39	42	42	37	75	74
Exceptional Items	0	1	0			10	5	(9)	7	(243)	1
<b>Profit Before Tax</b>	<b>2</b>	<b>(100)</b>	<b>(32)</b>			<b>93</b>	<b>204</b>	<b>174</b>	<b>(84)</b>	<b>196</b>	<b>(132)</b>
<b>Net Profit</b>	<b>2</b>	<b>(78)</b>	<b>48</b>			<b>25</b>	<b>200</b>	<b>133</b>	<b>(59)</b>	<b>190</b>	<b>(31)</b>
Net Profit Margin %	0.1%	(5.1%)	2.9%			0.5%	4.0%	2.4%	(0.9%)	2.7%	(0.6%)
<b>Net Debt</b>	<b>914</b>	<b>1,002</b>	<b>1,049</b>	<b>4.7%</b>	<b>14.7%</b>	<b>1,675</b>	<b>1,040</b>	<b>1,042</b>	<b>950</b>	<b>662</b>	<b>1,049</b>



	Name	Designation	Status
1	Dr. Raveendra Chittoor	Chairman*	Independent, Non-executive
2	Mr. Rajan Raheja	Director	Non-independent, Non-executive
3	Mr. Akshay Raheja	Director	Non-independent, Non-executive
4	Mr. Vijay Aggarwal	Managing Director	Non-independent, Executive
5	Mr. Raakesh Jain	Executive Director & CEO (Cement)#	Non-independent, Executive
6	Mr. Sarat Chandak	Executive Director & CEO (HRJ)	Non-independent, Executive
7	Mr. Anil Kulkarni	Executive Director & CEO (RMC)	Non-independent, Executive
8	Mr. Joseph Conrad Agnelo D'Souza	Director	Independent, Non-executive
9	Ms. Ravina Rajpal	Director	Independent, Non-executive

\* Appointed as Chairman of the Board with effect from August 9, 2024

# Appointed as Additional Director in the category of Whole-time Director, designated as Executive Director & CEO (Cement), with effect from August 17, 2024

**Mr. Vijay Aggarwal**  
Managing Director



**Education:** B. Tech (Elec.) from IIT, Delhi and PGDM from IIM, Ahmedabad

**Tenure in Company:** ~31 years

**Past Experience:** SBI Capital Markets

**Other Board Memberships:** Raheja QBE General Insurance Company Limited, Ardex Endura (India) Private Limited



**Raakesh Jain\***

**Executive Director & CEO – Cement**

**Education:** B. Com, MBA (Marketing)

**Tenure in Company:** ~3 years

**Past Experience:** Lafarge India Private Limited, UltraTech Cement Ltd., Nuvoco Vistas Corp. Ltd.



**Sarat Chandak**

**Executive Director & CEO – HRJ**

**Education:** B.SC (Hons), MBA from University of Pune

**Tenure in Company:** ~6 years

**Past Experience:** Kajaria Ceramics Limited, RAK Ceramics India Private Limited



**Anil Kulkarni**

**Executive Director & CEO – Prism RMC**

**Education:** B.E. (Civil Engineering), PGDM

**Tenure in Company:** Joined in 2022

**Past Experience:** ACC Limited, UltraTech Cement Limited, Infra.Market

\* Appointed as Additional Director in the category of Whole-time Director, designated as Executive Director & CEO (Cement), with effect from August 17, 2024



**Shailesh Dholakia**  
Company Secretary &  
Compliance Officer

**Education:** B. Com,  
Company Secretary, LLB

**Tenure in Company:**  
Joined in Jan-2023

**Past Experience:**  
Reliance Industrial  
Infrastructure Limited,  
Allcargo Logistics  
Limited, Zee  
Entertainment  
Enterprises Limited



**Rajnish Sacheti**  
Chief Legal  
Officer

**Education:** Company  
Secretary

**Tenure in Company:**  
~26 years

**Past Experience:**  
Grasim Industries  
Limited



**Arun Kumar  
Agarwal**  
Chief Financial  
Officer

**Education:** B. Com,  
Chartered  
Accountant

**Tenure in Company:**  
~7 years

**Past Experience:**  
H & R Johnson  
(India) Limited,  
Future Group



**Sanjeeva**  
Chief Commercial  
Officer

**Education:** Mining  
Engineering from IIT (ISM)  
Dhanbad, MBA from S P  
Jain Institute of  
Management & Research,  
Mumbai and LL.B from  
Nagpur University

**Tenure in Company:**  
~10 years

**Past Experience:** Coal India  
Limited, Dow Chemical,  
Reliance Energy Limited



**Prabir K. Ray**  
Chief Human  
Resources Officer

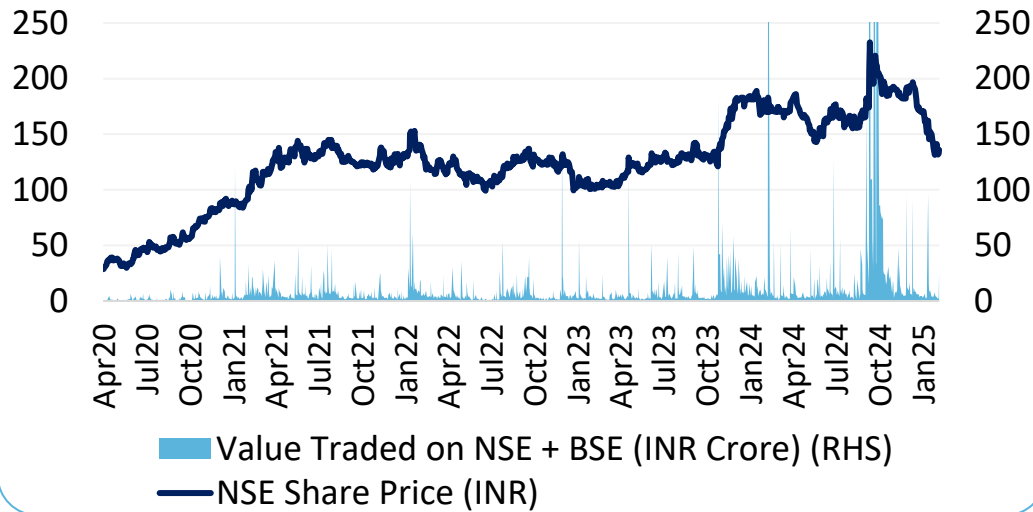
**Education:** Mechanical  
Engineer from Delhi  
College of Engineering  
and MBA from FMS,  
Delhi

**Tenure in Company:**  
~8 years

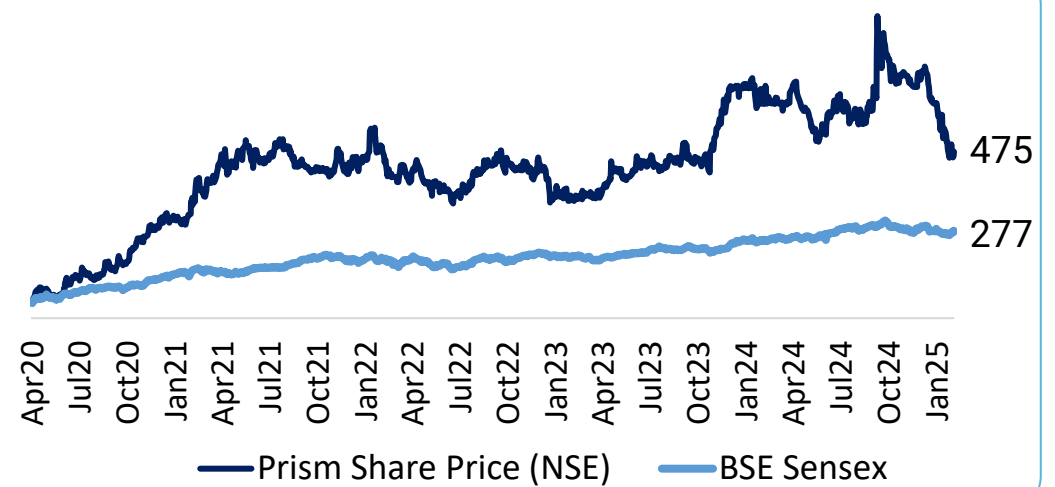
**Past Experience:**  
UltraTech Cement  
Limited, ACC Limited



## Absolute Share Price Performance



## Share Price Performance vs. BSE Sensex\*

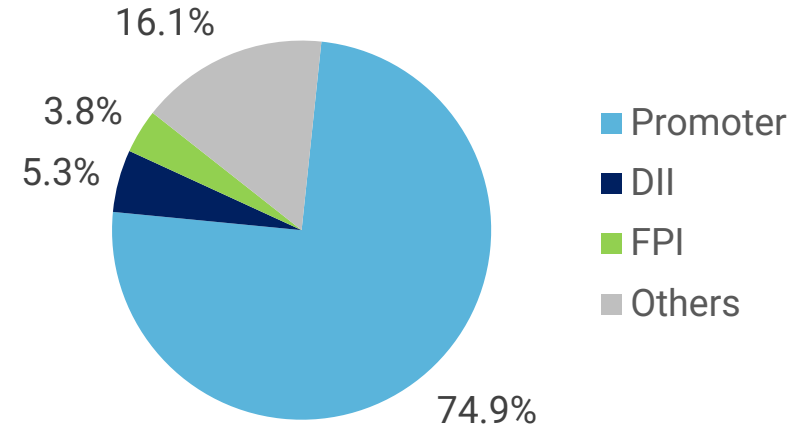


## Particulars

5-Feb-2025

NSE Ticker	PRISMJOHNSN
Share Price (₹)	135.88
52 Week Low – High	127.25 – 246.00
Market Cap (₹ Crore)	6,840
6-Month Avg. Value Traded (₹ Crore)	71
Indices Prism Johnson is a member of	NIFTY 500, NIFTY MIDCAP250

## Shareholding Pattern – December 31, 2024



\* 1 April 2020 prices rebased to 100

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

## **Prism Cement**

Prism Cement manufactures Cement with the brand name 'Champion' and premium quality grade of cement under brand names 'Champion Plus', 'Duratech' and 'Champion All Weather'. It caters mainly to markets of Central and Eastern Uttar Pradesh, Madhya Pradesh and Bihar, with an average lead distance of 389 kilometers in Q3 FY25. Prism Cement has a wide distribution network of around 2,500 effective dealers serviced from around 166 stock points, as of March 31, 2024.

## **H & R Johnson (India)**

Established in 1958, H & R Johnson (India) is one of the leading ceramic tiles companies in India. H & R Johnson (India) offers end-to-end solutions of tiles, sanitary ware, bath-fittings and engineered marble & quartz. Its products are sold under several strong brands, viz. Johnson Tiles, Johnson Marbonite, Johnson Porselano, Johnson Endura, Johnson International and Johnson Marble & Quartz. H & R Johnson (India) along with its Joint Ventures currently have a tile manufacturing capacity of around 64 million m<sup>2</sup> per annum spread across 11 manufacturing plants across the country.

## **Prism RMC**

Prism RMC is the amongst the top three players in the ready-mixed concrete sector, with a pan-India presence with 99 plants (including franchisees for purchase of ready-mixed concrete) at 44 cities / towns. Further, it has two technical labs that are certified by National Accreditation Board for Testing and Calibration Laboratories and ensures strict adherence to the quality of concrete manufactured at Prism RMC plants.

**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.

## **PRISM JOHNSON LIMITED**

For additional information, please contact:

**Nupur Agarwal | Chief Investor Relations & Strategy Officer**

Tel: +91-98198-52256

Email: [nupur.agarwal@prismjohnson.in](mailto:nupur.agarwal@prismjohnson.in) | Website: [www.prismjohnson.in](http://www.prismjohnson.in)

Address:

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



### **Safe Harbour**

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.