

**PRISM CEMENT LIMITED**

"Rahejas", Main Avenue, V.P. Road,  
Santacruz (W), Mumbai - 400 054.  
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Ref: ASK/UD/848/2011/309

November 22, 2011

To,  
The Bombay Stock Exchange Ltd.,  
Corporate Relationship Department,  
P. J. Towers,  
Dalal Street, Fort,  
Mumbai - 400 001.

**Code: 500338**


**Sub: H & R Johnson (India), a division of Prism Cement Limited acquires 50% stake in Small Tiles Private Ltd.**

Dear Sir,

Sending herewith copy of press release to be published in newspaper in respect of H & R Johnson (India), a division of Prism Cement Limited acquires 50% stake in Small Tiles Private Ltd.

Thanking you,

Yours faithfully,  
for **PRISM CEMENT LIMITED**

  
**UMESH B. DESAI**  
**ASST. MANAGER - SECRETARIAL**

Encl: As above



## **H & R Johnson (India) acquires 50% stake in Small Tiles Private Ltd.**

**Mumbai, November 22, 2011:** H&R Johnson (India), a division of Prism Cement Limited and the world's 7<sup>th</sup> largest tile company has entered into a joint venture with "Small Tiles Private Ltd", a manufacturer of ceramic glazed floor tiles.

With this venture, H&R Johnson (India) has acquired a 50 per cent stake in "Small Tiles Private Ltd".

According to the joint venture, "Small Tiles Pvt. Ltd." will manufacture and supply tiles to H&R Johnson (India). These tiles would primarily be focused in the Northern, Central, Eastern regions of India and the overseas market.

*Mr. Vijay Aggarwal, Managing Director, Prism Cement Limited, said, "We are very happy and look forward to this new association. Joint Ventures have played an instrumental role in our growth and we already have four tile joint ventures running successfully over the past few years. This would be the fifth tile joint venture and "Small Tile Pvt. Ltd." will now be supplying glazed floor tiles to us. Floor tiles have been growing at a healthy rate in India and this joint venture would enable us to cater to the growing demand".*

The plant capacity of Small Tiles Private Ltd. is approx. 2.3 million m<sup>2</sup> per annum. The plant has capability to manufacture floor tiles of 12" x 12", 16" x 16", and 24" x 24".

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

Established in the year of 1958, H. & R. Johnson (India), a division of Prism Cement Limited, is the undisputed market leader in the tile industry since last 53 years across various product categories. Today, the company enjoys the recognition of being the only company to offer end-to-end solutions of Tiles, Bath products and Kitchens. During the year-ending March 31, 2011 the company's revenues touched Rs. 1,472 crores. The company's sales volume during the year also crossed 43 million m<sup>2</sup> in tiles.

**H & R Johnson (India) - A division of Prism Cement Limited**  
Corp Office: Windsor, 7<sup>th</sup> Floor, C.S.T. Road, Kalina, Santacruz (East), Mumbai 400098  
Tel: 022 30647300 Fax: 022 30647400  
Website: [www.hrjindia.com](http://www.hrjindia.com)

**About Prism Cement Ltd.**

Prism Cement Limited is one of India's leading integrated building materials companies; with a wide range from cement, ready-mixed concrete, tiles, bath products to kitchens. The company has three Divisions, viz. Prism Cement, H & R Johnson (India), and RMC Readymix (India). For the year ended March 31, 2011, the company's consolidated sales turnover was Rs. 3,605 crs.

**For any Media Queries, please contact:**

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