



Net Revenue **Rs.2,214 Crs.**

Net Profit **Rs.315 Crs.**

Samruddhi Cement Limited, an Aditya Birla Group Company, today announced its results for the 1st quarter ended 30th June 2010. The erstwhile cement business of Grasim Industries Ltd., holding company, was demerged to the Company w.e.f. 1st October, 2009 and therefore the Company has no corresponding quarter of previous year. For better comparison corresponding quarter results of cement division of Grasim are given.

	Quarter ended		
	30.06.10	30.06.09 *	% Change
A. Financials (Rs. In Crores)			
Net Revenue	2,214	2,157	3
PBIDT	631	740	(15)
Net Profit	315	NA	--
EPS (Rs.)	12.0	NA	--
B. Operational Data			
Grey Cement - Production (Mn. Tons)	5.29	4.91	8
Sales (Mn. Tons)	5.14	4.88	5
White Cement - Production (Tons)	133,015	105,299	26
Sales (Tons)	133,052	106,898	24

* Corresponding quarter results are of Cement division of Grasim.

Net revenue was higher by 3% at Rs.2,214 crores. Net profit stood at Rs.315 crores. Cement production grew by 8% helped by new capacities. Sales volume increased by 5%. Realizations were lower on YoY basis, particularly in the Southern and Western regions, due to the bunching of new capacities.

In White Cement, sales volumes were up by 24% with both domestic and export markets witnessing strong demand.

The sharp escalation in prices of coal and higher freight cost coupled with lower realizations, impacted margins.

Merger with UltraTech Cement Ltd.

The merger of the Company with UltraTech Cement Ltd. is in its final stages of completion. All the regulatory approvals including the Court approvals have been obtained and accordingly the amalgamation of the Company with UltraTech w.e.f. 1st July, 2010 (the Appointed Date) will become effective on 1st August, 2010 as envisaged originally.

The shareholders of Samruddhi will receive 4 equity shares of Rs.10 each of Ultratech credited as fully paid up for every 7 shares of Rs.5 each held as on 25th August, 2010, being the record date fixed for the purpose.

Outlook

Industry demand is likely to grow by over 10%. The increase in consumption, both on account of Government and private spending together with a revival in the corporate capex cycle will boost the cement demand.

Cement prices are likely to remain under pressure due to oversupply. The surplus scenario in the industry may last for a limited period of 6 to 8 quarters as capacity addition in FY12 is likely to be modest. The Company's focus on higher volume growth, better transport and logistics support together with cost efficiency, should help in partially mitigating the impact.

Cautionary Statement

Statements in this "Press Release" describing the Company's objectives, projections, estimates, expectations or predictions may be "forward looking statements" within the meaning of applicable securities law and regulations. Actual results could differ materially from those express or implied. Important factors that could make a difference to the Company's operations include global and Indian demand supply conditions, finished goods prices, feed stock availability and prices, cyclical demand and pricing in the Company's principal markets, changes in Government regulations, tax regimes, economic developments within India and the countries within which the Company conducts business and other factors such as litigation and labour negotiations. The Company assume no responsibility to publicly amend, modify or revise any forward looking statement, on the basis of any subsequent development, information or events, or otherwise.

SAMRUDDHI CEMENT LIMITED

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Registered Office : Birladham, Kharach, Kosamba 394120, Dist. Bharuch (Gujarat)

www.adityabirla.com/samruddhicement.htm



AUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30th JUNE, 2010

Rs. in Crores

	Three Months Ended 30th June, 2010 (Audited)	Period Ended 31st March, 2010 (Audited) <i>(Refer Note 1.a)</i>
Net Sales / Income from Operations	2,199.96	4,290.63
Other Operating Income	13.72	38.11
Total Operating Income	2,213.68	4,328.74
Expenditure :		
- Decrease / (Increase) in Stock in Trade and Work in Progress	(43.74)	(48.39)
- Raw Material Consumed	293.07	535.61
- Purchases of Trade Goods	10.12	53.14
- Payment to and Provision for Employees	97.55	198.62
- Power and Fuel	473.78	831.57
- Freight and Handling Expenses	404.19	734.34
- Depreciation	111.62	213.12
- Other Expenditure	370.99	793.52
Total Expenditure	1,717.58	3,311.53
Profit from Operations before Other Income and Interest	496.10	1,017.21
Other Income	23.74	11.84
Profit before Interest and Tax	519.84	1,029.05
Interest	50.86	87.06
Profit before Tax	468.98	941.99
Tax Expenses	153.98	324.03
Net Profit for the Period	315.00	617.96
Paid up Equity Share Capital (Face Value Rs. 5 per share)	130.84	85.00
Share Capital Suspense (to be issued pursuant to Scheme of Arrangement)		45.84
Reserves	4,767.56	4,452.56
Basic EPS for the period (Rupees) (Face Value of Rs. 5 each)	12.04	55.92
Diluted EPS for the period (Rupees) (Face Value of Rs. 5 each)	12.04	55.90

Total Public Shareholding		
- Number of Shares (000's)	63,604	-
- Percentage of Shareholding	24.31%	-
Promoter & promoter group shareholding		
a) Pledged / Encumbered		
- Number of Shares (000's)	-	-
- 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 (000's)	188,003	170,000
- Percentage of Shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%
- Percentage of Shares (as a % of the total share capital of the Company)	71.84%	100.00%

SAMRUDDHI CEMENT LIMITED

NOTES

1. a. The Company was incorporated on 4th September, 2009. Therefore, the previous period consists of period from 4th September, 2009 to 31st March, 2010 and information for corresponding quarter of previous year is not applicable.

b. In pursuance of the effectiveness of the Scheme of Arrangement under Sections 391 to 394 of the Companies Act, 1956, for demerger of Cement Business of Grasim Industries Limited (GIL), the holding company, into the Company effective from 1st October, 2009 (the Appointed Date), the Company has:
 - (i) issued 91,683,571 Equity Shares of Rs. 5 each, credited as fully paid to the existing shareholders of GIL. As a result, the share holding of GIL in the Company stands reduced to 64.96% ;
 - (ii) granted 1,72,632 Stock Options under the Compensatory Employee Stock Option Scheme.
- c. The equity shares of the Company have been listed on BSE and NSE on 29th June, 2010.
2. a. A Scheme of Amalgamation under Sections 391 to 394 of the Companies Act, 1956 to amalgamate the Company with UltraTech Cement Ltd. (UTCL), another subsidiary of GIL, with effect from 1st July, 2010 (the appointed date), has been sanctioned by the Hon'ble High Courts of Gujarat and Mumbai. The amalgamation will become effective on and from 1st August, 2010.

b. In terms of the Scheme , the shareholders of the Company will receive 4 (four) equity shares of UTCL of Rs 10 each credited as fully paid up in lieu of every 7 (Seven) fully paid up equity shares of Rs. 5 each held by them in the Company as on 25th August, 2010, being the record date fixed for the purpose.
3. Previous period's figures have been regrouped / rearranged wherever necessary to conform to the current period's classification.
4. The Company has one business segment "Cement" as its primary segment. The Company has secondary segment (Geographical Segment) which being insignificant is not disclosed.
5. The above audited results for the quarter ended 30th June, 2010 have been reviewed by the Audit Committee of the Board on 27th July, 2010 and approved by the Board of Directors at the meeting held on 28th July 2010 .
6. The status of investors' complaints is as under :
Opening - 0, Received - 0, Resolved - 0, Closing - 0

For and on behalf of Board of Directors

Place : Mumbai
Date : 28th July, 2010

Adesh Gupta
Director

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