



CEREBRA GREEN

Your E-Waste Solutions Expert

INVESTOR PRESENTATION Q1FY22



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E-waste: CIRCULARITY: Our Driving Philosophy. Digital Adoption: Our Mission

1 Cerebra is a completely green company and into business of E-waste recycling business under which company have segments of Refurbishment, EPR (Extended producer Responsibility) and CEC's (Cerebra Experienced Centre's).

2 The 20,000MT capacity is fully utilized currently and hence Company has started the construction of its 3rd factory and the same is expected to be completed by end November 2021 to result in enhanced capacity.

3 Company have opened 33 Cerebra Experience Centers stores in FY21 across India through Franchisees to sell Refurbished products and planning to add 20 more in FY22.

4 The Company has signed up with certain other major MNCs and Large Indian Corporates as its Recycling partner during the quarter out of which few are in fortune 500 list.

5 Overall management remains very bullish and excited for the prospects of it's E-Business looking at Industry opportunity size, new client additions, renewed traction with existing clients and increase in capacity by Q3FY22.

OUR VISION

At Cerebra Green, our vision is to lead India into a regenerative culture, where recycling and putting the environment first is a natural step – for large organizations and individuals alike. At present, we have created India's largest, most sophisticated end-to-end e-waste recycling facility. The facility is also among the first to achieve a completely eco-friendly e-waste disposal technique such that there is a zero landfill and zero water level pollution during the process.

Cerebra is on the mission to bring the green revolution in the country which is still ~95% unorganized where untrained workers carry out practices unsafe for human and environmental health.

Cerebra aims to become a leading player in E-Waste Recycling in the country.



STORY SO FAR



1992

Inception of Cerebra Integrated Technologies Limited



2000

Initial Public offering in April 2000



2010

Created the Enterprise Solution Division partnering with Dell, IBM, HP and others to offer Enterprise level IT solutions



2011

Cerebra opens Middle east office



2013

Cerebra Forays into recycling. Inception of Cerebra Green



2018

Cerebra opens one of the largest e-waste recycling facilities in Narsapura



2019

Cerebra Experience Centres are launched Extended Producer Responsibility business started



2020

One of its kind, home grown software SPOCK is implemented to capture end to end business operations

OUR PRESENCE





Ranganathan V

Managing Director

BE, Work Ex 35+ years

The driving Force of Cerebra since inception.

EXECUTIVE BOARD



Vishwamurthy Director

PG – DSM & BE,
Work Ex 29+ years.
*Evolved from multiple
roles to Director.*



Bharath Co-founder & COO

BE, Work Ex 35+ years
*with major stint in
Cerebra, since its
inception.*



Ravi Kumar Neeladri CEO

BE,
Work Ex 30+ years



Hariprasad Shetty CBO

MBA,
Work Ex 20+ years



Phalgun Jois CEO – Enterprise Solutions

BE,
Work Ex 30+ years

FINANCE



Kishan Rao CFO

B.Com, CA,
Work Ex
19+ years



HS Venkatesh Consultant

CA,
Work Ex
35+ years



Umashankar ZM – Institutional Sales

BA, Work Ex 25+ yrs



Rakesh Rasalam GM - Factory

BE, Work Ex 20+ years



Raghavendra H ZM – Refurb Sales, South

MBA, Work Ex 17+ years

HUMAN RESOURCES



Sivakumar Consultant

B.Com, CA,
Work Ex
33+ years



Kala Bose GM - HR

PGCHRM, MPM,
Work Ex 15+ years



Himanshu Sharma ZM – Refurb Sales, North

MBA, Work Ex 17+ years



Hemachandra ZM – Procurement, Complex material

B.com, Work Ex 16+ years



Preeti T Customer Success and BD - EPR

MBA, Work Ex 17+ years

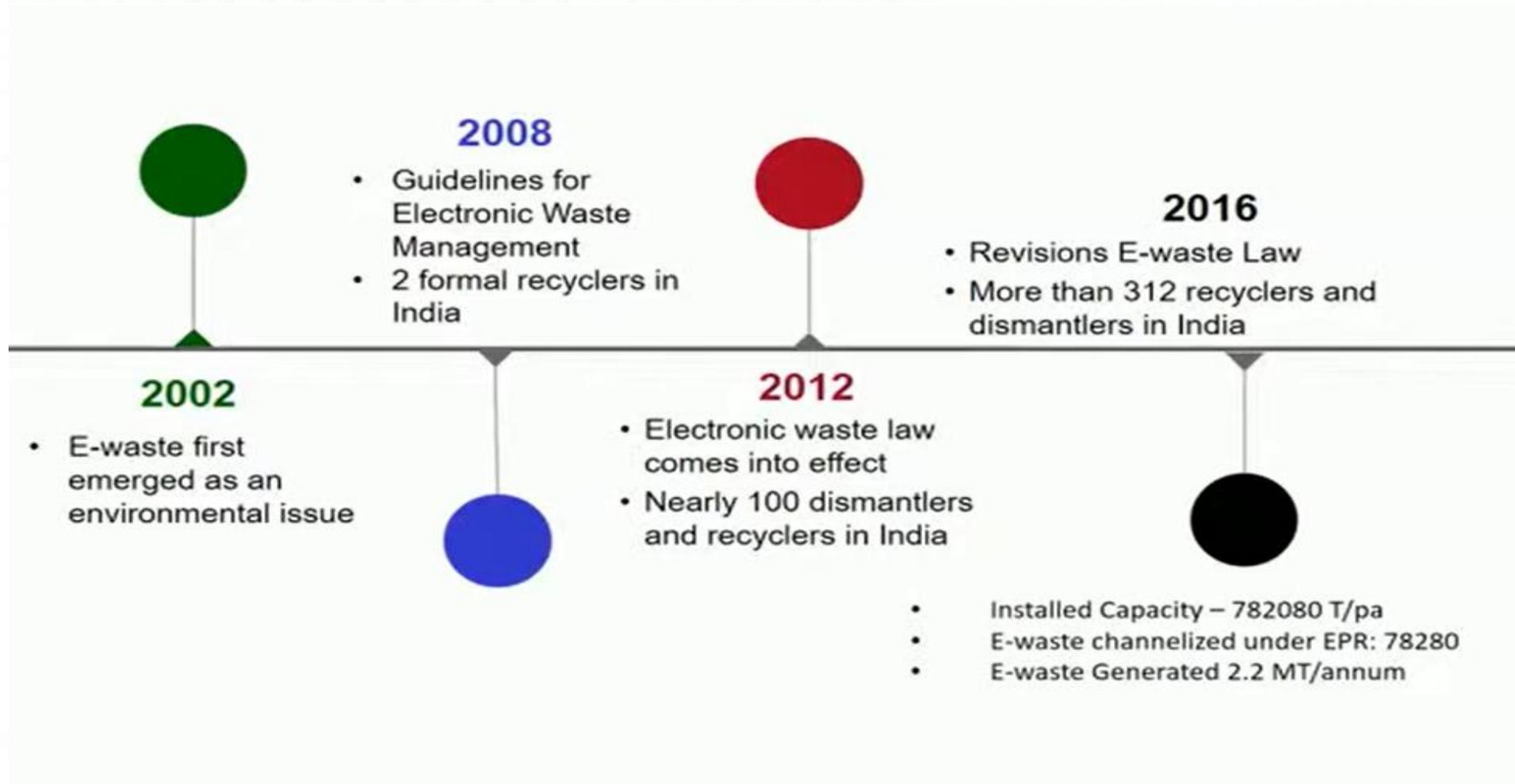
E-waste- Cerebra Green

WHAT IS E-WASTE?

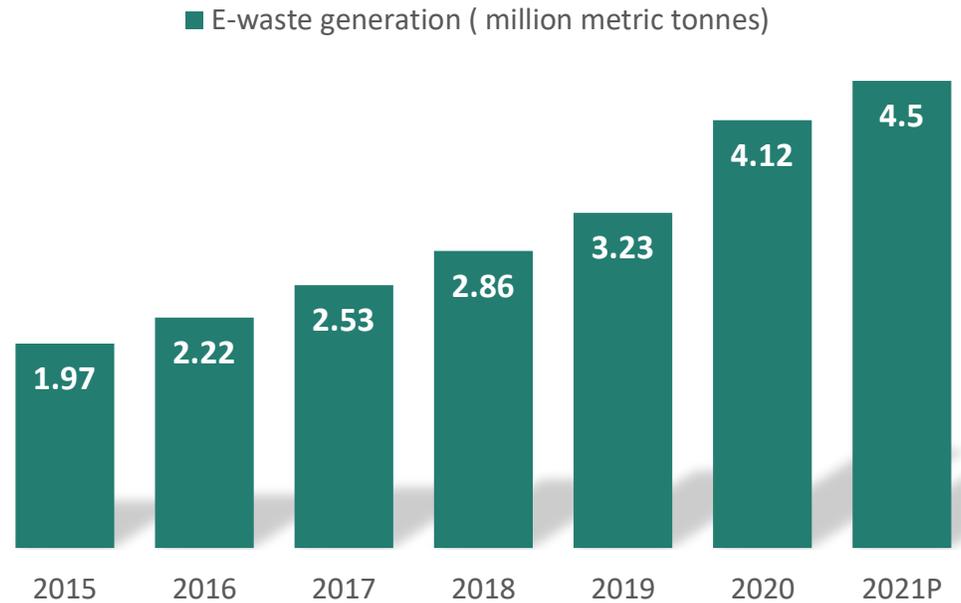
WASTE ELECTRICAL ELECTRONIC EQUIPMENT (WEEE) IS KNOWN AS E-WASTE



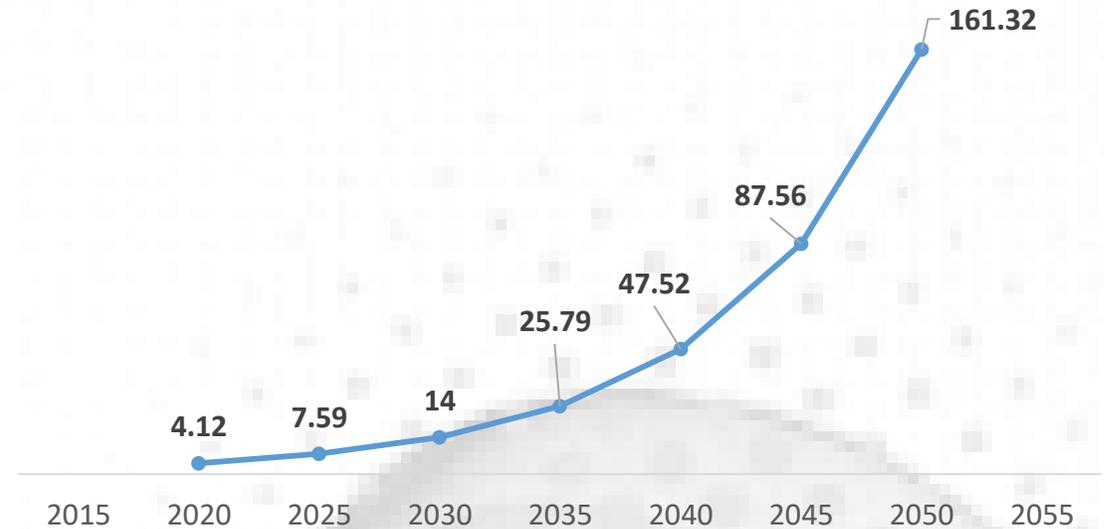
E-WASTE IS NOT WASTE: IT IS WEALTH, PRECIOUS & BASE METALS CAN BE RECOVERED



India's E-waste generation have grown at CAGR of ~16% over FY15-20

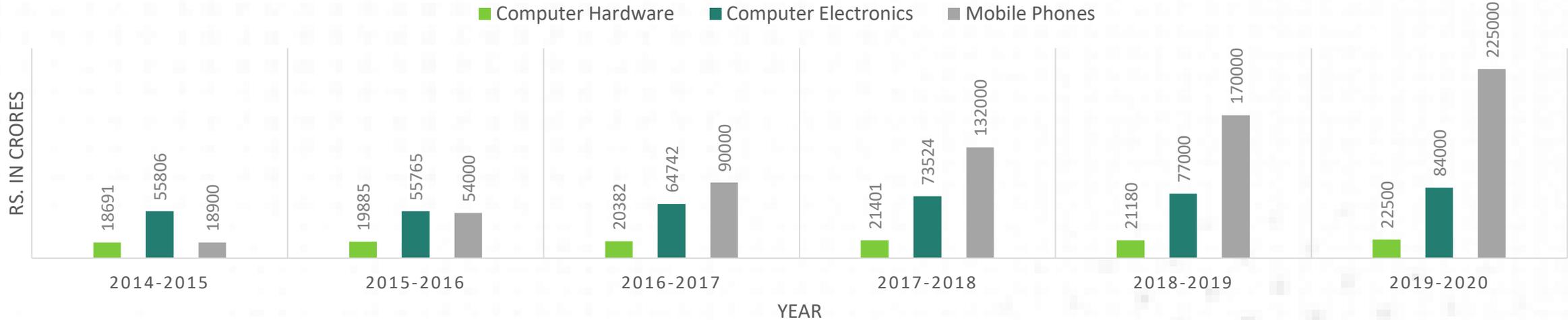


With the current growth rate, by 2025, India will be producing 7 million MT of e-waste annually and 14 million MT by 2030

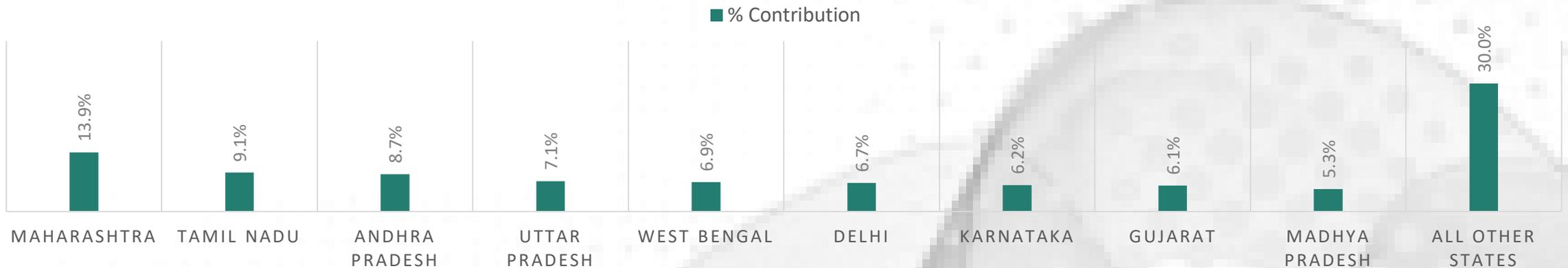


Source: CSE E-Waste Management In India Report 2020

Production profile for electronics in India



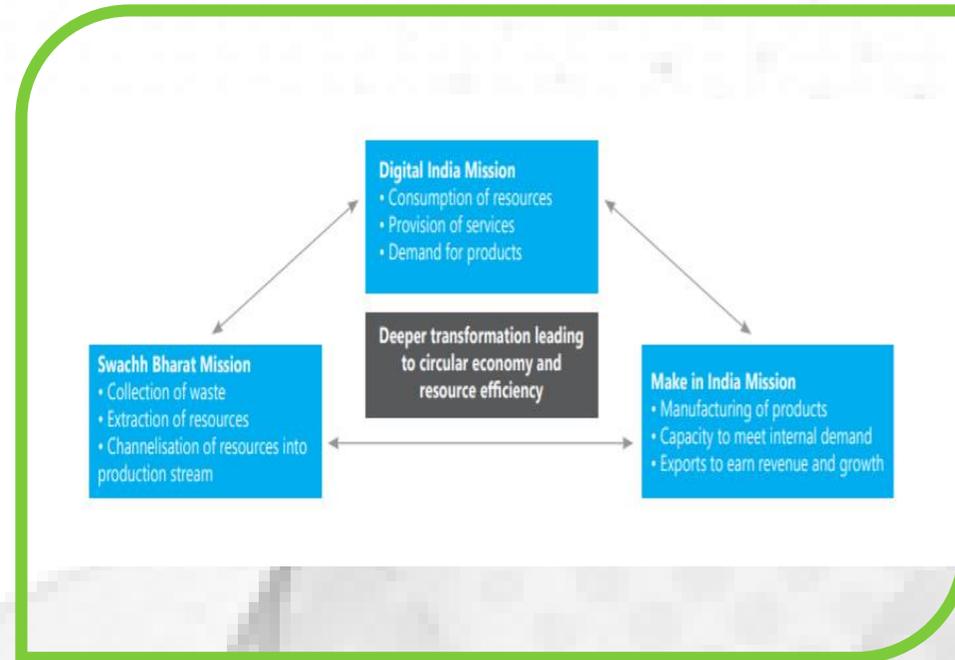
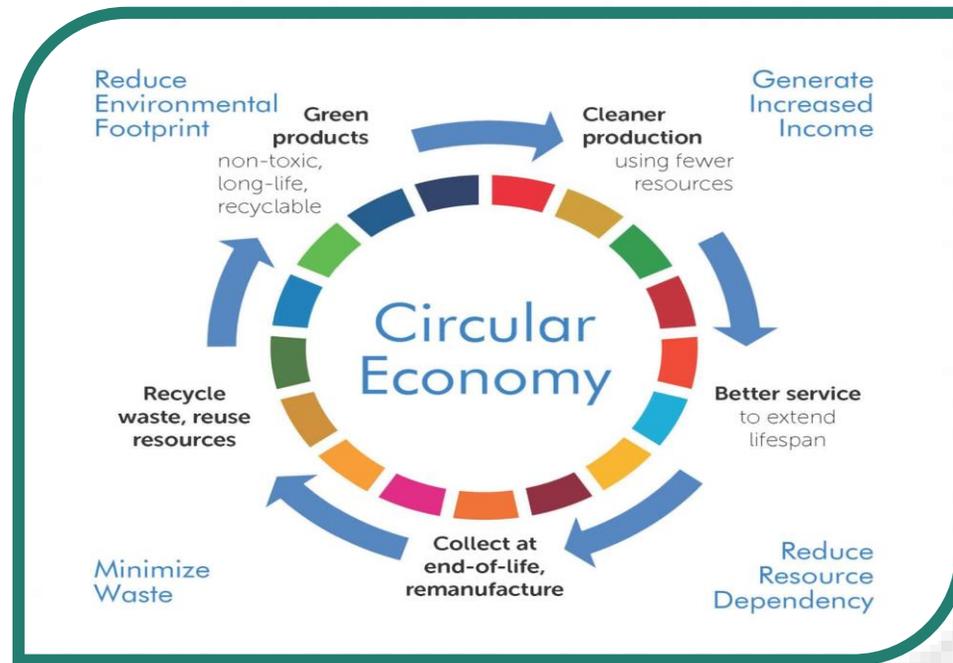
Percentage contribution by states to annual e-waste generation; Cerebra have a strong presence in Southern markets



Source: CSE E-Waste Management In India Report 2020

CEREBRA TO BE BIGGEST BENEFICIARY OF GOVERNMENT THRUST ON CIRCULAR ECONOMY

- India is the third largest consumers of raw materials produced globally. If current economic trends persist then India's material requirements are projected to be nearly 15 billion tonnes by 2030 and little above 25 billion tonnes by 2050. For India to fulfill its resource needs, it is imperative that we follow circular economy approach rather than the current linear economy principle of take-make-dispose.
- It is expected that the business of extracting precious metals from E-Waste will grow to US\$6 billion by the year 2030, and this will be a big business opportunity for India.



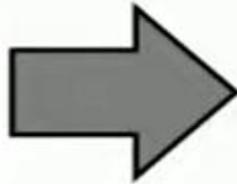
DISMANTLING OF A LAPTOP: OUTPUT FRACTIONS



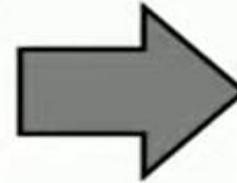
Improper disposal



4-5 mg of Hg



2000 units per lot; 10g Hg



5,000,000 lit of water inept to drink

- Such actions will have measurable impact on the environment and in turn to mankind
- Remediation of damage is irreversible

CEREBRA TO EMERGE AS BIGGEST CONTRIBUTOR TO INDIA'S AIM OF REDUCING DEPENDENCY ON IMPORTS OF PRECIOUS METALS OVER THE NEXT FEW YEARS

With the Capacity of 96,000 TPA, Cerebra will not only have a huge opportunity to become India's leading E-waste Recycler but also biggest contributor to reducing India's gold imports and other precious & base metals and thus directly contributing to foreign exchange savings.

1 ton of gold ore yield 5-6 grams of gold only

But...

1 ton of discarded electronic waste can yield up to 350 g of gold

Urban Mining: An Unimaginably Valuable Mine On Earth

RECYCLING COPPER USES UP TO 85% LESS ENERGY THAN PRIMARY PRODUCTION

Why Urban Mining

BY THE NUMBERS
Gold Recovery: Mining Ore v. E-Waste

Category	Value
1 TON OF ORE YIELD	~400 grams
1 TON OF E-WASTE YIELD	~38,530 grams

1 ton of ore yields ~400 grams of gold. 1 ton of e-waste yields ~38,530 grams of gold.

CEREBRA GREEN
YOUR E-WASTE SOLUTIONS EXPERT



Total Au-recovery efficiency only \approx 25%, while environmental & health damage is dramatic (Rochat, Keller, EMPA 2007)

One of India's largest integrated E-Waste recycling facility at Narasapura Industrial Area, Kolar District, near Bengaluru spread across 12 acres of land

- Capacity of 96,000 Tons per annum; obtained necessary consent from Karnataka State Pollution Control Board. Current operating capacity is 20,000 MTs per annum (~1,667 MT/Month)
- Proposed ramp-up of capacity is 40,000 MTs per annum (~3,333 MT/Month).
- Agreements with many customers including MNC's across India for collecting E-Waste.
- Precious Metals refining plant to be set up soon.
- PRO Collection centers at Ahmedabad, Chennai, Hyderabad, Mumbai, New Delhi, Pune, Patna, Jaipur, Kolkatta, Ludhiana and Punjab.
- Awarded IMS Certificate ISO9001:2015, ISO 14001:2015, ISO 18001:2007, ISO 27001 and RESPONSIBLE RECYCLING©:2013.
- Scope: E-waste Collection, Dismantling, Segregation, Recycling, Refurbishing & Data Protection activities of Waste Electrical & Electronic Equipment.





KEY CLIENTS SNAPSHOT

Mahindra FINANCE

 CME Group

 **LARSEN & TOUBRO**

virtusa[®]
Accelerating Business Outcomes

Sabre / *Travel Network™*

 First Advantage

Autoliv

 **Cerner**

 **Mphasis**
The Next Applied

 **TATA ELXSI**

 **CONCENTRIX™**

• **A P T I V** •

 **TVS**
ELECTRONICS

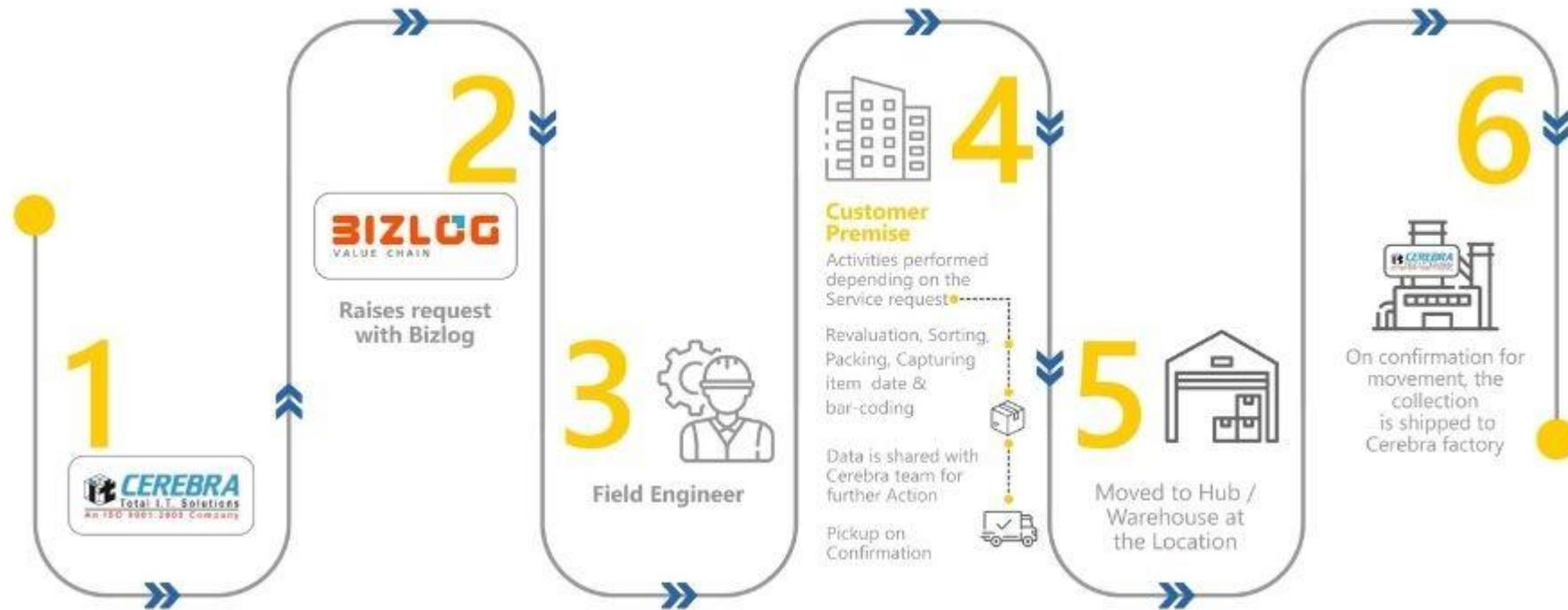
 **ADITYA BIRLA GROUP**

 **netmagic**[®]
An NTT Communications Company

 **ZEEMEDIA**

 **KENNAMETAL**

Cerebra is CPCB authorized Producer Responsibility Organization (PRO) undertaking the Extended Producer Responsibility (EPR) commitments for IT and Electronic Equipment OEM's. Cerebra currently is working with Consumer Electronic OEM's viz., Samsung and LG Electronics to fulfill the EPR commitments for both the organizations.



EPR laws came to force in India in 2016 but have been enforced more strictly from 2018. Both ITEW & CEEW Producers have to comply with EPR laws, thus giving an opportunity as below

CEEW EPR Targets FY22	MT	ITEW EPR Targets FY22V	MT
Televisions	345,446	Personal Computers	42,284
Refrigerators	1,132,954	Laptops	12,480
Washing Machines	241,356	Notebooks	6,442
Air Conditioners	246,713	Printers	43,040



Cerebra's Achievements FY21



Recycled 6747 MT



7.07 crore

Downstream Materials Sales



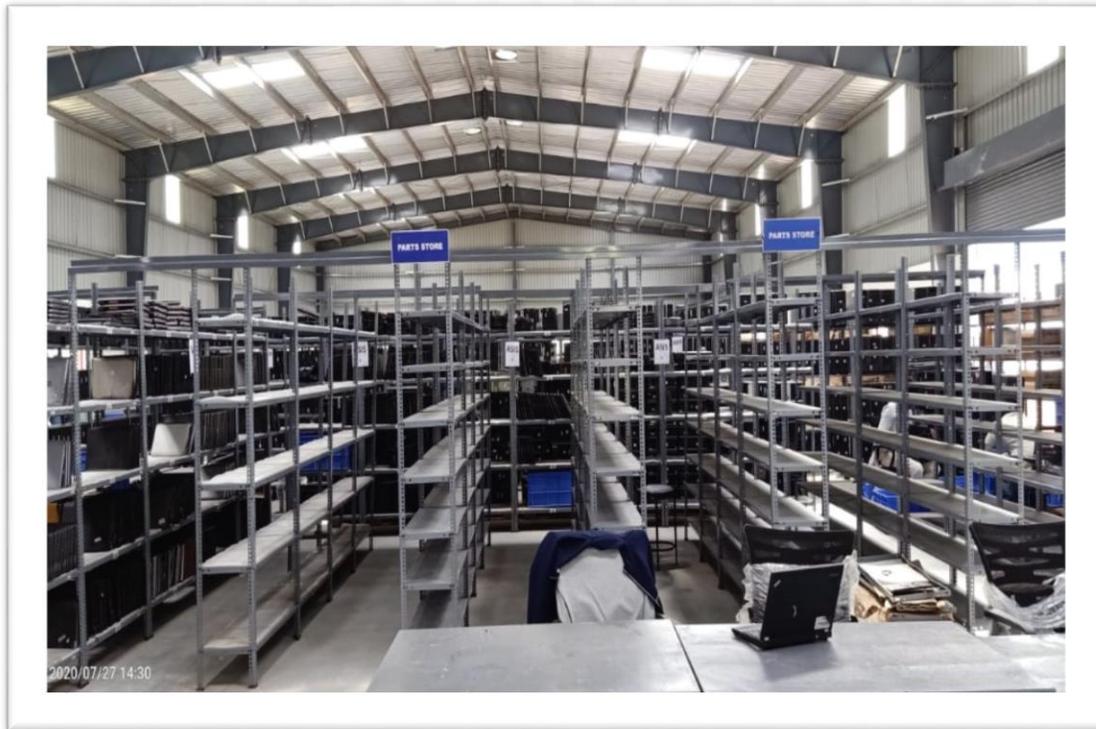
12 Crore

EPR Revenue

In India, during pre-covid-19 about 11 million units of new PCs are sold in 2019 and about 12 million refurb PCs are sold. With a lifecycle of an average 5 years, there are millions of PCs which are scrapped annually for recycling.



In 2019, Cerebra has opened state of art PC refurbishment centre in its 12 acre facility in Narsapura Industrial Estate.



Cerebra's ACHIEVEMENTS FY21



33 Cerebra Experience Centres

Pan India Franchisee and Cerebra Owned Stores



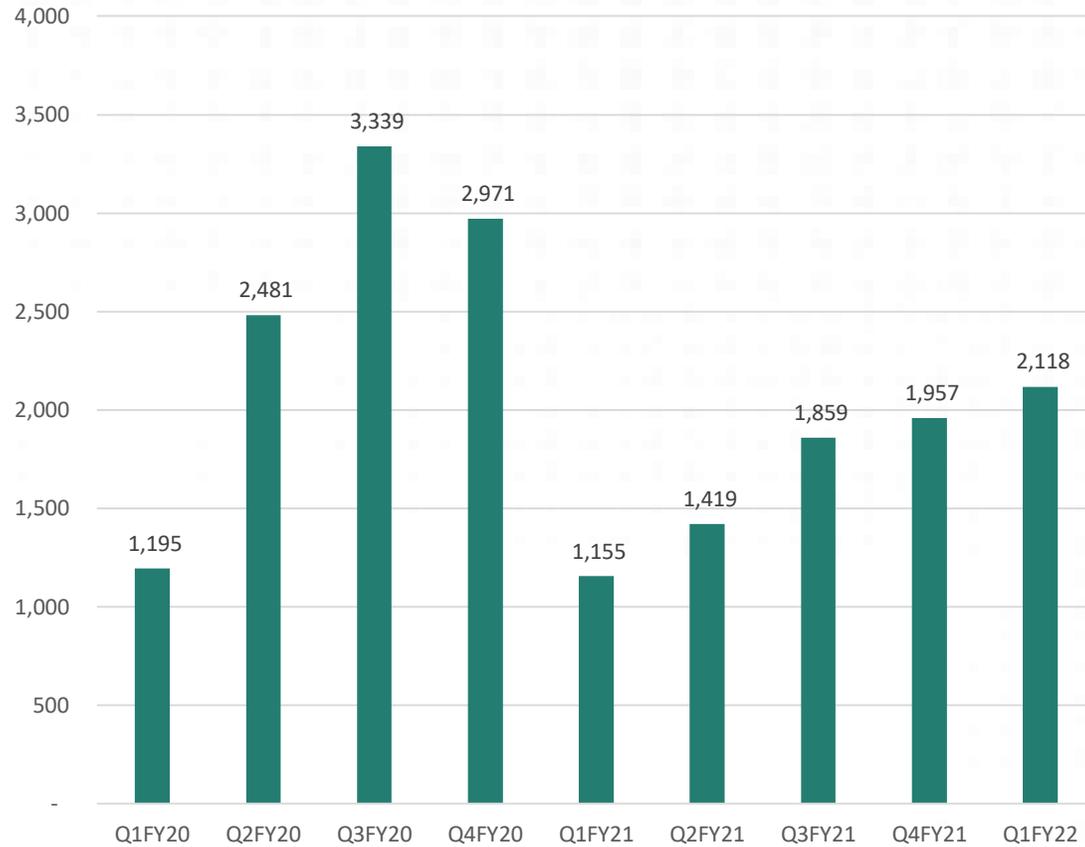
"It is a high margin business," says Anil Talreja, Partner at research firm Deloitte Haskins & Sells, who tracks the consumer sector. "Earlier, the refurbished market was dominated by the grey market and unorganized local retailers," he explains. Now, this market is being taken up by organized players who provide warranty, repairs with genuine parts and also after sales services.

Q1FY22 Financial Highlights

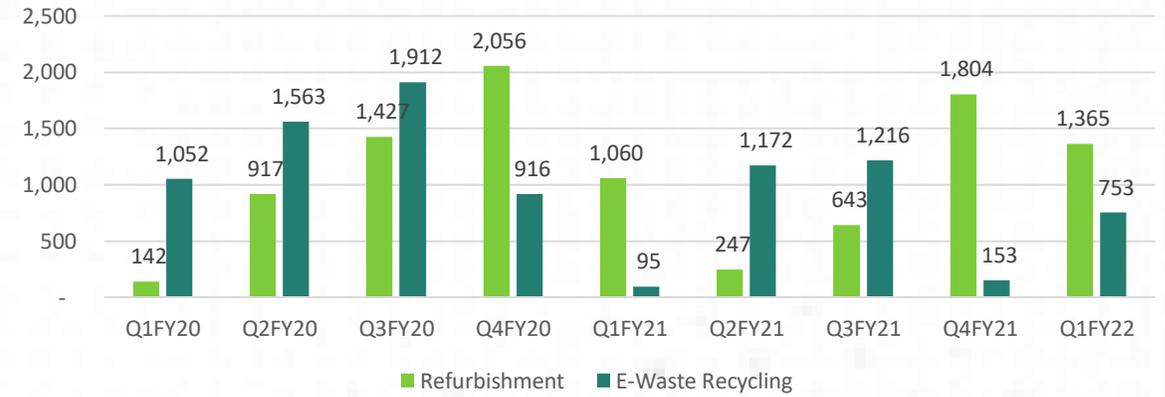
REVENUE CONTINUES TO RECOVER FOR THE 5TH CONSECUTIVE QUARTER

All figures in Lakhs

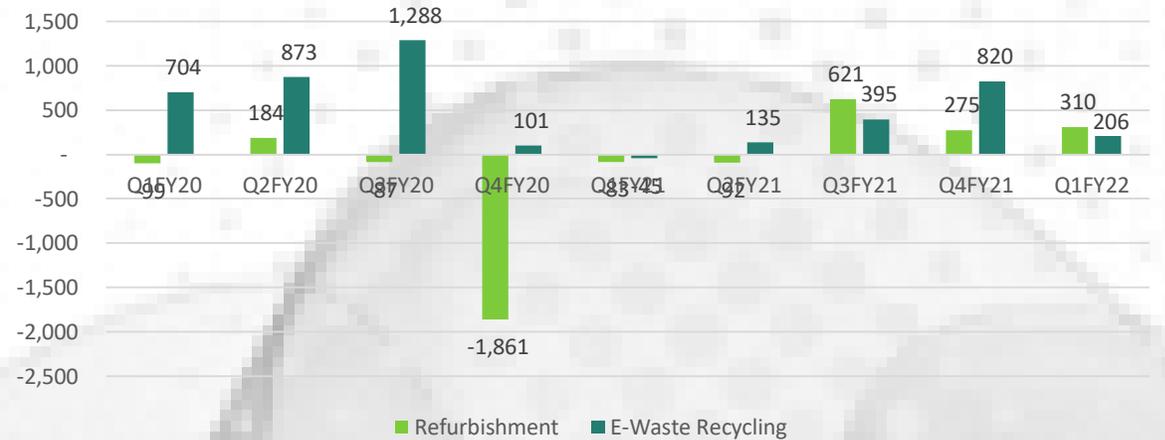
Income From Operations



Segmental Revenue

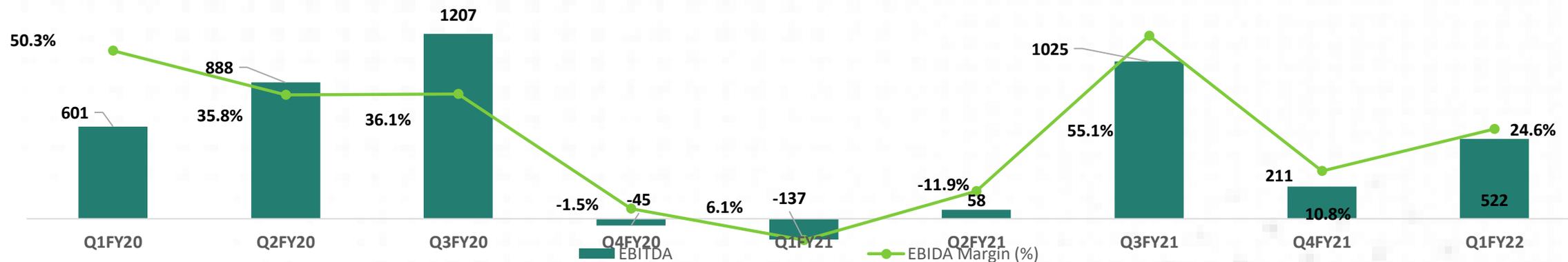


Segmental EBIT

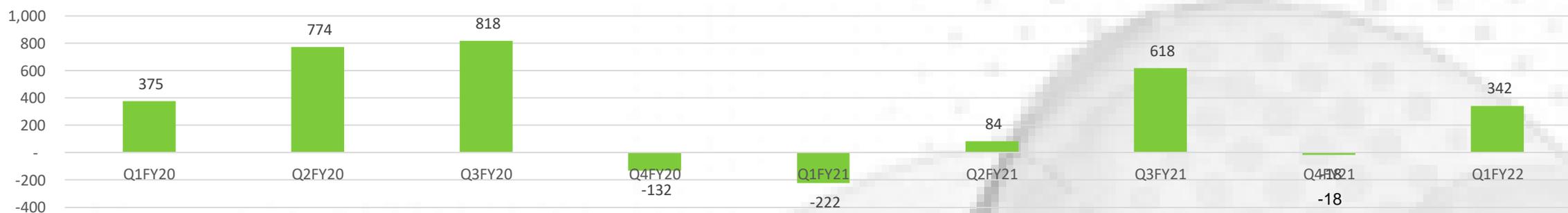


All figures in Lakhs

EBIDTA & EBIDTA Margin (%)



Reported PAT



Road Ahead

VISION 2030- HUGE MARKET OPPORTUNITY FOR CEREBRA TO TAP AND CONTRIBUTE IN A BIG WAY TO INDIA'S GOAL OF IMPORT SUBSTITUTION

- As per the data provided in Global E-waste Monitor, India ranks third behind USA & China in terms of the total E-waste generated in 2019. China generated over 10.12 million Mt of E-waste in 2019, followed by the USA with 6.91 million Mt and India with 3.23 million Mt.
- However, in terms of per capita E-waste, India is among the countries with low per capita E-waste with only 2.4 kg per capita in 2019, much lower than the global average of 7.3 kg per capita. China is also marginally less than the global average with 7.2 kg per capita. However, the USA nearly generates 3 times the global per capita E-waste with 21 kg.
- The domestic electronics manufacturing sector in India has seen significant growth in the last six years. Production of electronic goods in India increased by 187% from INR ~1.9tn in 2014-15 to an estimated INR ~5.5tn in 2019-20, with a compound annual growth rate (CAGR) of about 24%
- With continuous growth of consumer electronics & appliances year-on-year, India has been witnessing a faster e-waste generation in recent times with ~28% growth YoY in FY20, while compound annual growth rate (CAGR) of about ~16% in the country over FY15-20.
- India is dependent on Chile, China, Congo and several other countries for metals that are critical to the growth expected in several sectors. It is expected that by 2030, the increased use of EEE products combined with a spurt in demand for batteries in the telecom, renewables and transportation sectors, will see the creation of 'urban mines' that India will need to manage appropriately. A robust ecosystem is needed to reclaim these metals and to reduce their imports.
- **India's E-waste generation projected to rise to 4.5-5 million MT by 2021. With the current growth rate, by 2025, India will be producing 7 million MT of e-waste annually and 14 million MT by 2030.**

Thank you



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