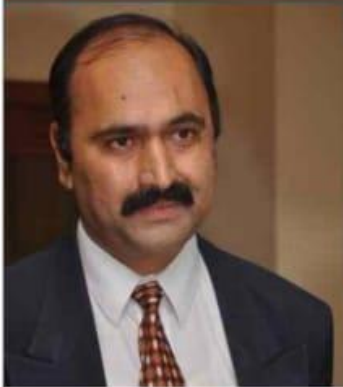


## Communication Feature Cerebra Integrated Technologies



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**B**SE 532413/NSE listed Cerebra Integrated Technologies Ltd has India's largest e-waste recycling facility currently with a capacity of 96000 MT per annum. This facility is fully automated and pollution free.

Cerebra has informed the stock exchanges that it has commenced construction of its second factory building measuring 50,000 sq ft to house state-of-the-art, fully automated, ultra modern, pollution-free, e-waste recycling facility to handle white goods specifically. The facility will be ready and fully operational by December 2018. The total facility now stands at 1,00,000 sq ft.

Cerebra was recently awarded 'CRISIL MSE 2' rating which indicates high financial strength, high operating performance and also high credit-worthiness in relation to other SMEs. The company has been performing well with excellent results for FY2017-18. During this period, the company reported total revenue of ₹316.13 crore, EBITDA of ₹43.91 crore and EPS of ₹2.75.

It is heard from market sources that the promoters of the company have been acquiring the shares through creeping acquisition at regular intervals from the market and are now holding about 1.35 crore shares of the company. The

### Cerebra Becomes India's Largest E-Waste Player, Commences New Facility To Handle E-Waste For White Goods

promoters are still looking at increasing the shareholding. According to another market source, it appears that the company may also plan a share buyback of 50 lakh shares, with price of upto ₹100 per share.

With the government support and the new e-waste policy, the entire market will be handled by organised players only, whereby Cerebra will make substantial gains in turnover and profits. Cerebra Middle East FZCO is a niche IT distribution house offering data centre, security surveillance and IT

lakh square feet of modern facilities to handle the complete gamut of waste electronic electrical equipments, thereby making the company a leader in this segment. With the commissioning of the new facility, there will be a major boost to the turnover and profits of the company, thus making it the largest player in this country.

The investment for this ultra modern plant will be done from internal accruals and it will be a major revenue earner by the end of this financial year. Cerebra has started processing large quantities of

According to a report by the International Telecommunication Union (ITU), a UN agency working in the field of information and communication technologies, India discarded about 2 million tonnes, i.e. 2,000,000,000 kg, of electronic waste (e-waste) in 2016. And, the number is increasing steadily every year.

In its first phase, Cerebra has setup the e-waste recycling facility, and in the near future, it will be adding catalytic converters, tubelight and battery recycling facilities other than the gold extraction facility. Cerebra is currently having offices across the country and has the infrastructure to collect e-waste pan-India.

Very soon with government support, which will encourage entire market being handled by organised players only, Cerebra will gain with turnover and profits increasing substantially.

infrastructure management solutions to the Middle East and North Africa (MENA) regions.

This new facility will be an ultra modern facility capable of handling all white goods, including refrigerators, washing machines, air-conditioners and ensure that it is safely disposed off without causing any pollution, without letting out anything into the atmosphere, land or water. This will be a state-of-the-art automated plant. With this new facility, Cerebra will be having an unparalleled infrastructure in the country of over one

e-waste and has now established country-wide collection centres and will be expanding this further by identifying and establishing around 3000-plus third party collection centres.

The Government of India has brought out a detailed set of rules under the E-waste Handling Rules 2017 and it is working towards strengthening this law, which ensures that the electronic waste will not be handled by the informal sector and, thereby, ensuring that India has pollution-free society and helps in saving our planet from pollution.