



Cerebra Integrated Technologies

Marching Towards Green Growth

Investor Presentation | November 2018

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Agenda

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E-Waste
Business

04

Hardware
&
IT Services

Key Quarter Updates

- **Robust Financial Performance :**

- ✓ Increase in **Revenues, EBITDA & PAT by 72%, 27% & 36%** respectively in Q2FY19 compared to Q2FY18
- ✓ Increase in **Revenues, EBITDA & PAT in 132%, 78%, & 100%** respectively in H1FY19 compared to corresponding period in FY18

- **E-Waste Business Updates:**

- ✓ E-Waste plant fully functional and collection facilities established in all major centers throughout the country (**Delhi, Mumbai, Pune, Chennai, Ahmedabad, Hyderabad and Bangalore**)

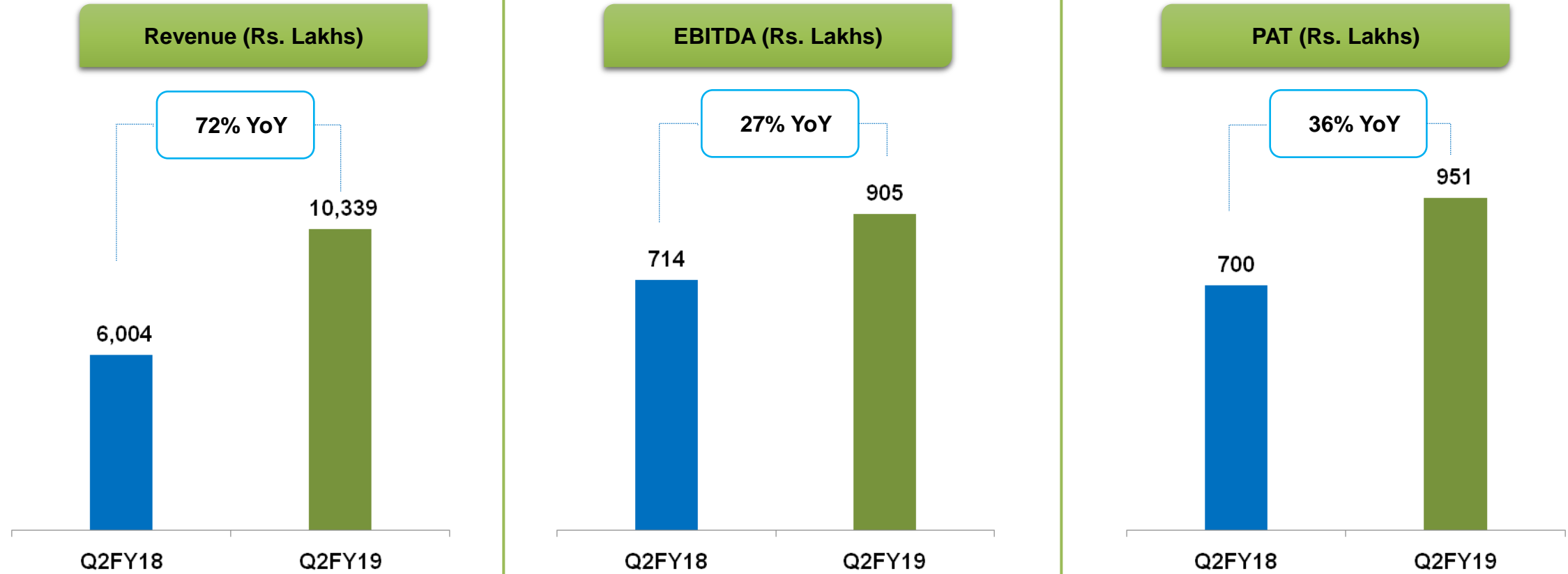
- **New Recycling Facility for White Goods Updates:**

- ✓ Construction commenced on factory for handling white goods recycling - expected **to be operational by December 2018**

Q2 FY19 – Financial Highlights

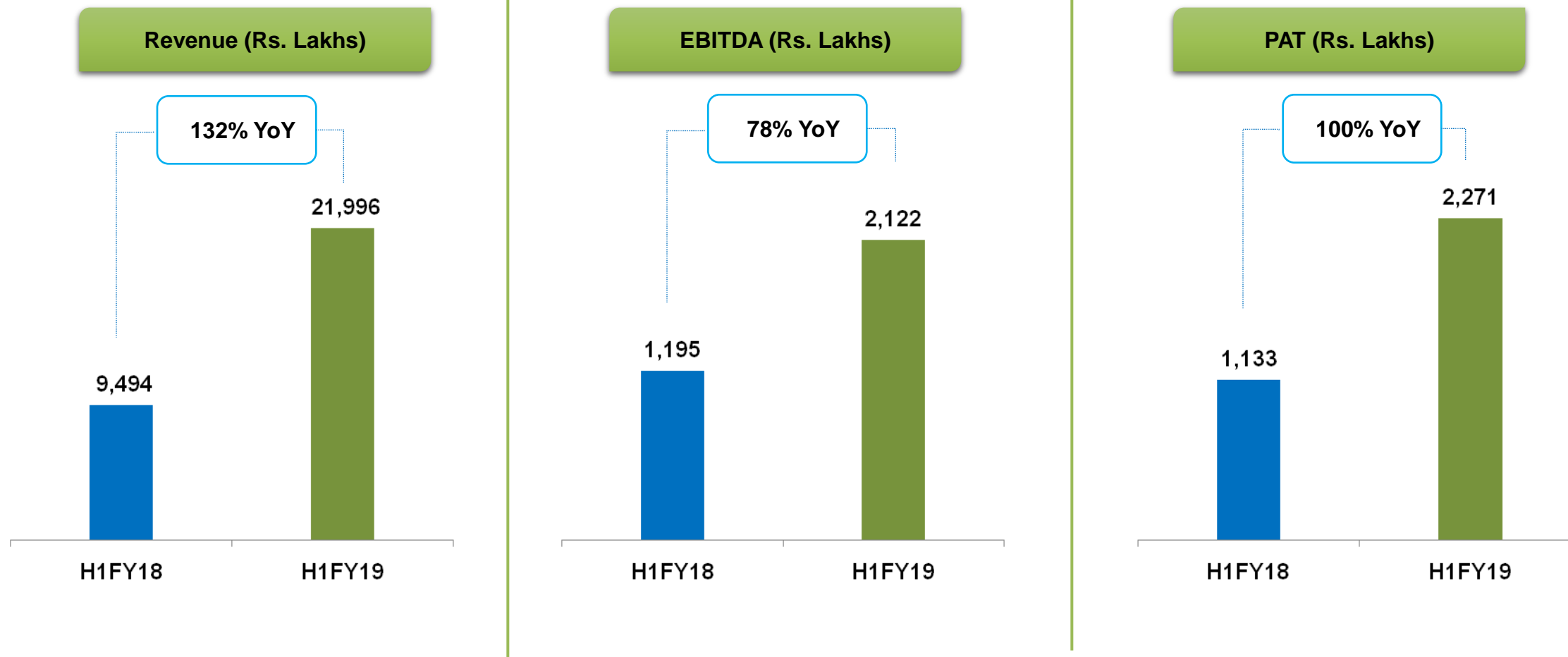


Quarterly Performance Trend (Consolidated)



Figures have been regrouped or rearranged , wherever necessary

Half Yearly Performance Trend (Consolidated)



Figures have been regrouped or rearranged , wherever necessary

Profitability Highlights – Q2 & H1FY19 (Consolidated)

Rs. In Lakhs	Q2 FY19	Q2 FY18	YoY	H1FY19	H1FY18	YoY	FY18	FY17	FY16
Revenue from Operations	10,339	6,004	72%	21,996	9,494	132%	31,430	25,048	23,805
Raw Material*	8,832	4,764		18,945	7,130		24,618	21,831	21,759
Employee Cost	241	198		462	362		810	616	609
Other costs	361	328		467	807		1795	1275	1224
EBITDA	905	714	27%	2,122	1,195	78%	4,208	1,325	213
EBITDA Margin (%)	8.75%	11.90%		9.65%	12.58%		13.39%	5.28%	0.89%
Other Income	546	197		1071	209		183	149	388
Depreciation	8	8		17	12		30	17	51
Interest	40	41		85	65		171	147	253
Exceptional items	0	0		0	0		-	-	-100
Profit Before tax	1,403	862	63%	3,091	1,326	133%	4,190	1,311	197
Tax	452	161		820	193		733	96	33
Profit After Tax	951	700	36%	2,271	1,133	100%	3,457	1,215	163
PAT Margin	9.19%	11.67%		10.32%	11.93%		11.00%	4.84%	0.69%

**Raw material cost increased due to steep fall in INR compared to USD which impacted the margins*

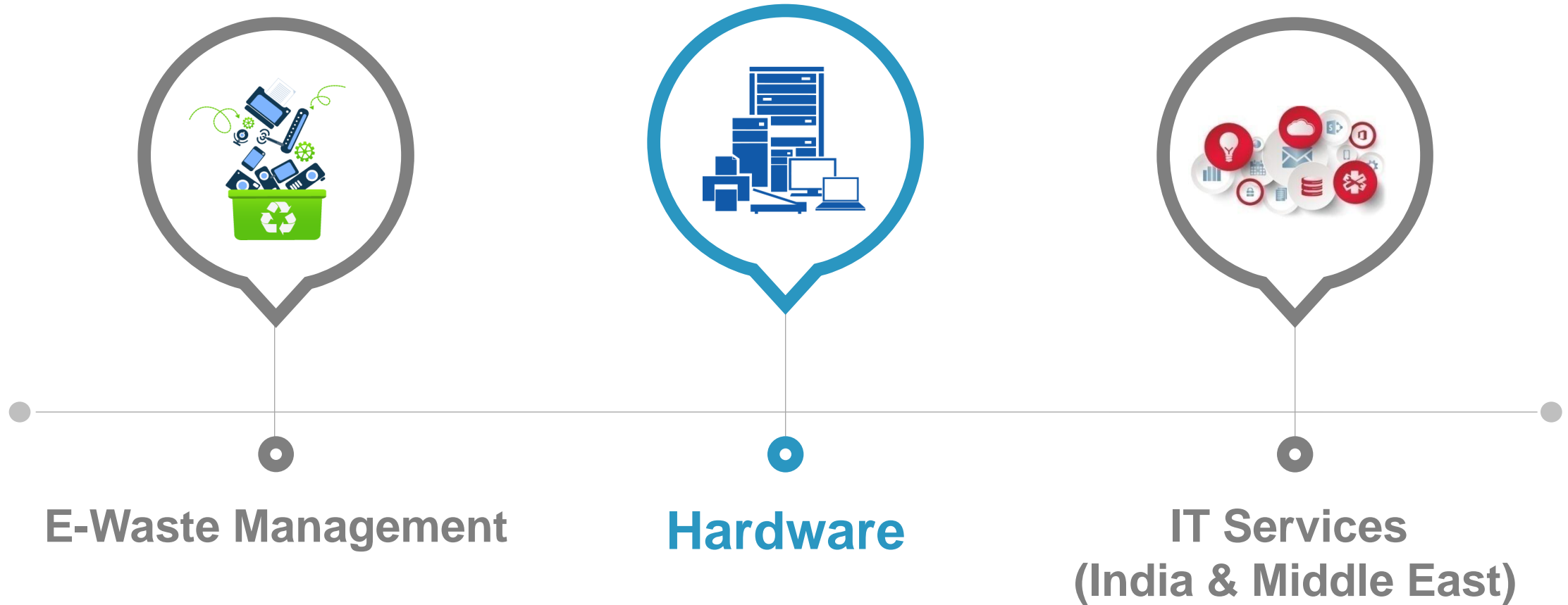
Balance Sheet Highlights (Consolidated)

Rs. Lakhs	Sep-18	Mar-18	Rs. Lakhs	Sep-18	Mar-18
Shareholder's Funds	29,388	26,037	Non-current assets	6,067	6,726
Share capital	12,040	12,040	Property Plant & Equipment	891	900
Other Equity	17,348	13,998	CWIP	5	-
Non-current liabilities	176	136	Intangible Asset	7	-
Borrowings	133	98	Goodwill	156	-
Other Financial Liabilities	-	-	Other Financial Assets	17	14
Long-Term Provisions	43	38	Investment	293	1,434
Current liabilities	15,409	10,165	Long-term Loans & Advances	108	67
Borrowings	311	-	Deferred Tax Assets	2	2
Trade Payables	13,322	9,041	Other Non-Current Assets	4,589	4,308
Other Financial liabilities	176	314	Current assets	38,906	29,613
Other Current Liabilities	195	161	Inventories	2,420	1,491
Short-term provisions	24	26	Financial Assets		
Current Tax Liabilities (Net)	1,381	623	Bank Balances	591	537
Total Equities & Liabilities	44,973	36,339	Trade receivables	27,977	20,063
			Cash & Cash equivalents	7,443	6,984
			Short-term loans & Advances	55	68
			Other Current Assets	421	470
			Total Assets	44,973	36,339

Company Overview



Key Business Areas



E-Waste – Sustainable Growth



E-Waste Generation – Ticking Time Bomb

01

Global

- Globally, estimated 50 million tonne of E-Waste to be generated in 2018
- Out of which only 20% of E-Waste recycled each year
- Rest either gets land filled, burned or illegally traded and treated in a sub-standard way

02

Domestic

- India is amongst the top 5 E-Waste generating countries in the world
- Expected to generate 3 million metric tonnes of E-Waste in 2018
- Only about 5% of E-Waste gets recycled

03

Opportunity

- By 2020, India will consume \$400 Bn worth of Electronic goods
- Computer equipment account for 70%, telecom equipment-phones 12%, electrical equipment 8% & medical equipment 7% with remaining from household

04

EPR Regulation

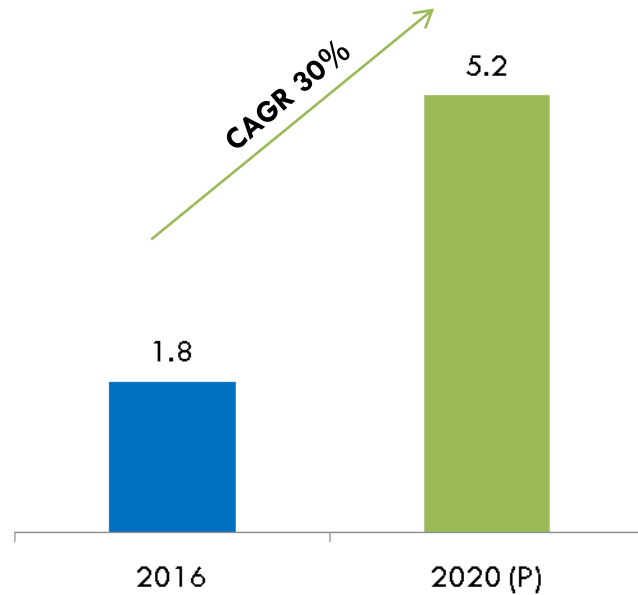
- Extended Producer Responsibility (EPR) mandated producers to register and have specified targets to collect back E-Waste generated
- In March 2018, targets reduced to 10% for 2016-17 (as against 20%) & progressively goes up to 70% in the seventh year

Source: Assocham, KPMG & UN reports

India's E-Waste Potential – A Large Opportunity

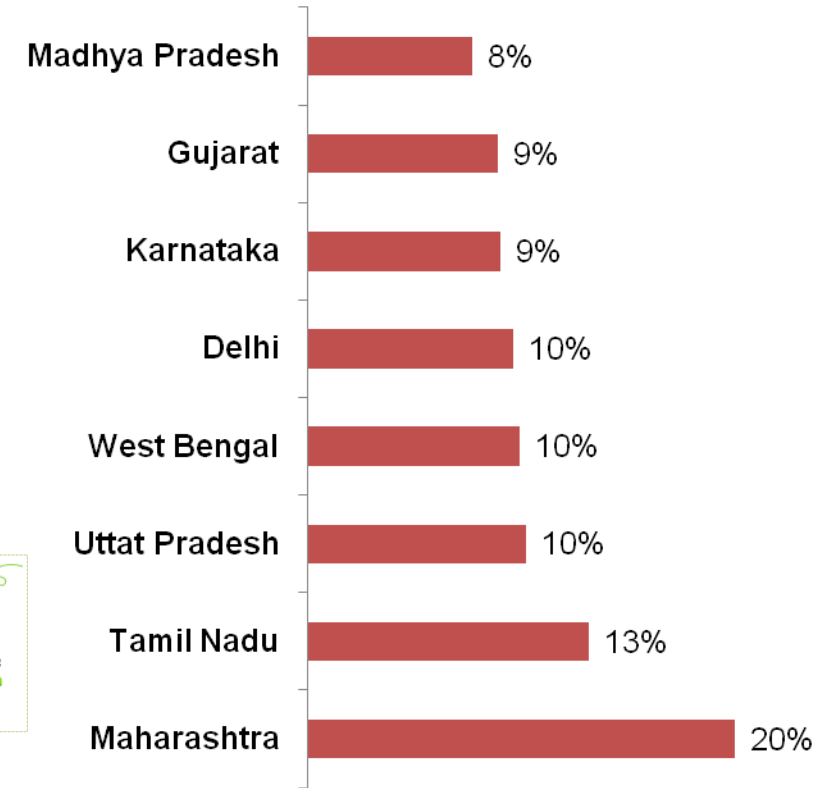
India is fifth largest electronic waste generators

Generation of E-Waste in India (Million Metric Tonnes) p.a



Source: ASSOCHAM-cKinetics study (June 2016)

State wise E-Waste generation



Source: ASSOCHAM-NEC



Current E-Waste Recycling in India

Current Scenario of E-Waste treatment in India



Currently ~ **99%** of E-Waste market in India is **un-organised**

Cerebra's way for E-Waste treatment



Pioneers in organised E-Waste recycling player

Current Hazardous E-Waste recycling practices in India [Video Link](#)

Strong E-Waste Collection



More 300+ Collection Centres across country

E-Waste – Sustainable Growth...

- One of India's largest integrated E-Waste recycling facility at Narsapura, spread across 12 acres of land with built up area of more than 40,000 sq. ft.
- Capacity of 96,000 Tons per annum; obtained necessary consent from Karnataka State Pollution Control Board
- Recycling & Refurbishment is progressing well
- Agreements with many customers including MNC's across India for collecting E-Waste
- Precious Metals refining plant to be set up soon
- Collection centers now at Ahmedabad, Chennai, Hyderabad, Mumbai, Nashik, New Delhi, Pune, Surat, Vadodara, Vijayawada and Vishakapatnam
- **Awarded IMS Certificate ISO9001:2015, ISO 14001:2015, ISO 18001:2007 and RESPONSIBLE RECYCLING©:2013**
- ✓ **Scope:** E-waste Collection, Dismantling, Segregation, Recycling, Refurbishing & Data Protection activities of Waste Electrical & Electronic Equipments

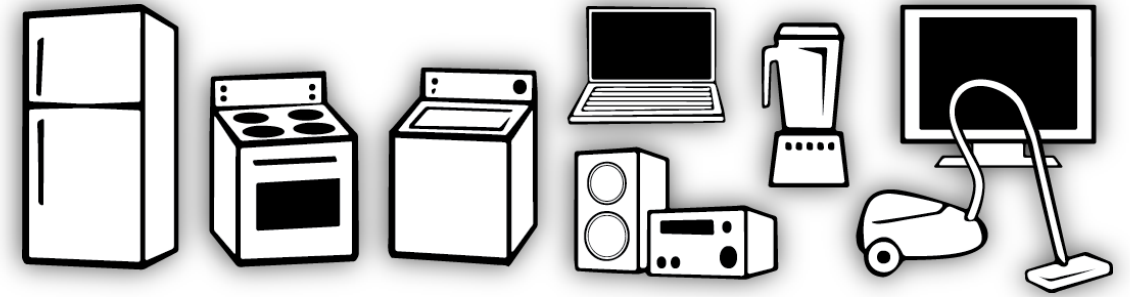


[Video Link](#)



...Construction of Second Building – Recycling White Goods

- Commenced construction of second factory building measuring 50,000 sq. ft.
 - ✓ State of the art
 - ✓ Fully automated and Ultra modern
 - ✓ Pollution free
- This new facility shall be ready and fully operational by December 2018
- Capable of handling all white goods including refrigerators, washing machines, air-conditioners
- Under the EPR rules every manufacturer has to collect a certain percentage of E-Waste and handover to a licensed recycler
- Established own collection centers for collection of E-Waste and appointed around 3000 third party collection centers across the country
- Coming out with a app and website where in consumers can log in, upload photos of the refrigerator or washing machine or any other equipments and can be valued it online
- Customers will be able to log in and see how many tons are collected on their behalf to fulfill their EPR targets





Our Key Offerings for E-Waste

Repair, Refurbishment and Reuse of all electronic and electrical equipments

Salvaging of components and **Selling** it back to the manufacturer's concerned

Fully integrated **E-Waste Management** and Base-metal Recycling

PGM **Recovery** and its **Refining** processes

Waste Management at **Source**

Total support in **Scrap Handling, Collection, Transport, Documentation, Shipping** and other related areas

100% recycling of all collected E-Waste, with zero use of landfills

Integrated **EHS System** (ISO & OHSAS Standard)

Web-based **Trading, Services & Accessibility**

Logistics and **Warehousing** Facilities present worldwide

Providing **Technical Advice** on Plant Layout

Commissioning of **Day-to-Day** operations

Training of technical personnel

Providing **Market** Support

Various Awareness Campaigns Across Country



Chennai



Pune



Bangalore



Mumbai

Clean up Week – October 2018



In Partnership With :



Recovered 11 metric tonnes of E-Waste across seven cities

Experienced Team



Mr. V. Ranganathan

MD

Electrical & Electronics Engineer, ~29 years of experience in manufacturing & trading of computers and electronic products. Leading the marketing initiatives at Cerebra



Mr. Shridhar S Hegde,

ED & CFO

Law graduate, ~ 35 years of experience in industry. Responsible for the entire financial aspects of Company



Mr. P. Bharath

COO

Civil Engineer, Responsible for setting up the factory at Peenya. Leading production activities at SMT Division, EMS Division, and E-waste Recycling Plant



Mr. P. Vishwamurthy

ED

Mechanical Engineer, ~ 26 years of experience in industry. Resource management, client relationships and engagements



Mr. Asit Ahuja

CEO, Cerebra ME

Founder Director Cerebra Middle East FZCO. Responsible for day to day operations



Mr. Phalguna Jois

CEO, ES Division

~25+ extensive experience in manufacturing, IT distribution and business development. Instrumental in building team & strategic alliances



Mr. Anil Bhavnani

Head-Strategy & Alliances (E-Waste Recycling)

~30 years experience in conceptualizing and establishing successful businesses. Responsible for strategy and alliances

Hardware & IT Services – Solid Foundation



Advantage CEREBRA



Pioneer

- Pioneer in hardware manufacturing with strong skill sets in repair & refurbish



Strategically Located

- Bengaluru : Around 1,500 Software & BPO companies
- Chennai: Manufacturing hub for Electronics & Automobiles



Strong Alliance

- Strong vendor alliances and partnerships with IBM, Dell, HP, Oracle etc



Strong Dealer Network

- Extensive dealer network already in place due to existing line of business



Leading hardware manufacturing company ...

- Design & manufacture motherboards, memory modules, servers, workstations etc
- Commenced operations in 1992 in Bangalore
- Manufacturing facility in Peenya, Bangalore
- Reputed diversified clientele across industry
- Nationwide presence with over 100 channel partners for distribution



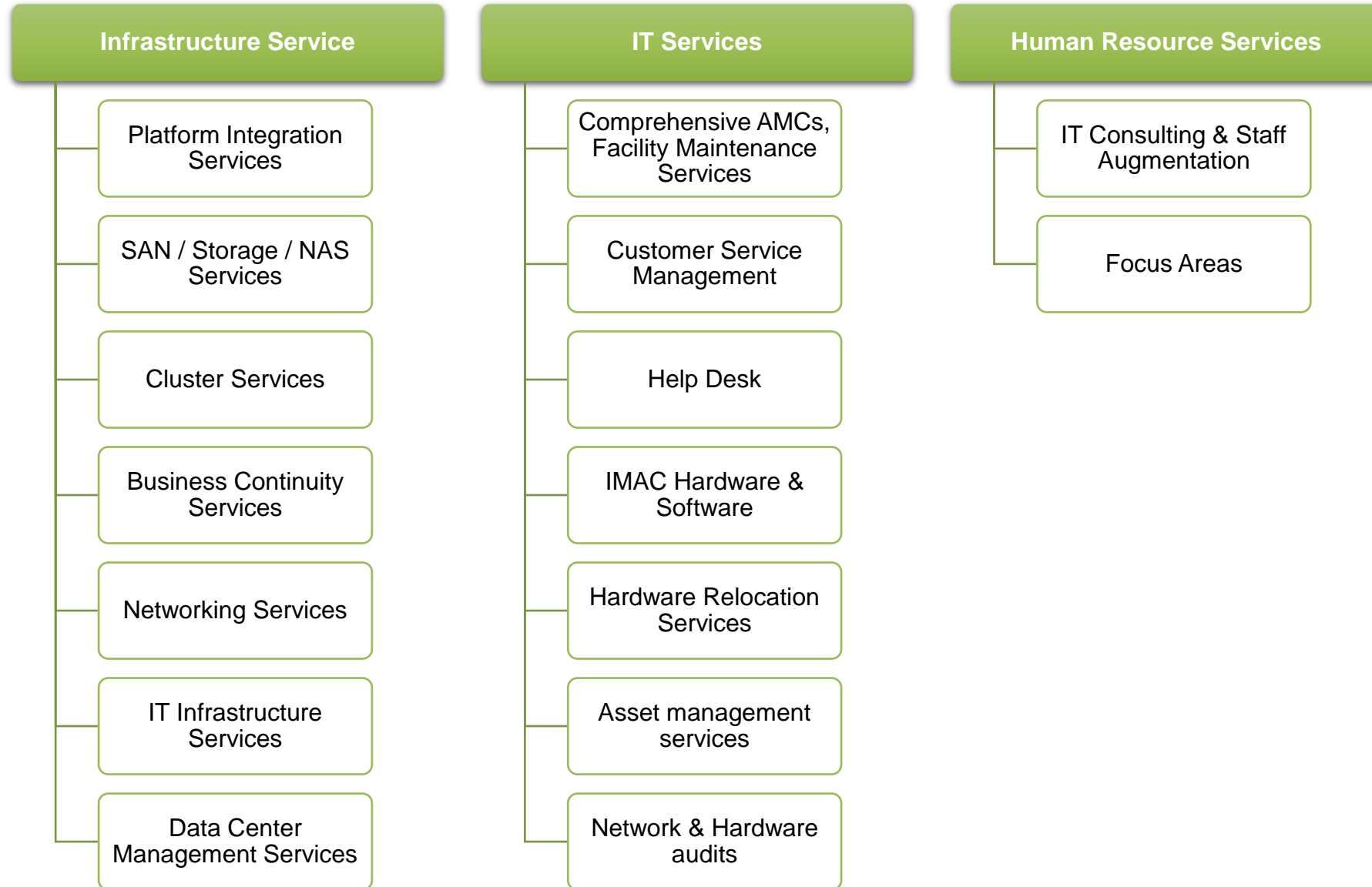
... Niche expertise in IT Services in India & Middle East

- Offer business process outsourcing solutions by leveraging process, domain and people management expertise
- Expertise in Banking, Insurance, Finance & Accounting, HR Services, Healthcare and Legal Services
- Cerebra Middle East: Niche IT Distribution house offering Data Centre, Security Surveillance and IT Infrastructure management solutions to the Middle East

Hardware Space in India

	Electronic Manufacturing Service (EMS)	Enterprise Solutions Division (ESD) & Infrastructure Management
Key Offering	Manufactures populated PCBs such as motherboards, memory modules, graphic cards	Networking, servers, storage, endpoints, operating systems, application software
Capacity	Handles - 14000 / 28000 CPH	Skilled manpower to provide solutions
Projects/Services by Cerebra	Providing Hardware Solutions & IT Services	Automated Driving Test System (ADTS) from Transport department
		Personalised Security Surveillance services (value added distributor for UAE region)
		Personalised storage servers

IT Services – Expansive Portfolio in India



Niche IT Distribution house offering Data Centre & IT Infrastructure management solutions

Service Offerings

Security Surveillance Solutions

CCTV

VMS

NVR

Storage

Access Control

Video Walls

Information & Communication Technology

Data Centre Solutions

Business Continuity

Data Protection

Cloud Solutions

Disaster Recovery

Enterprise Mobility

Storage Virtualization

E-Waste Recycling

Strategic Alliances – Major Global Brands



Servicing prestigious clients across industry segments

Banks



PSUs

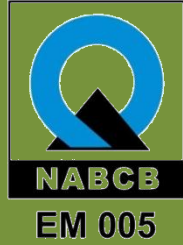


Govt. Agencies



Other Major Clients





 **CEREBRA**
E-WASTE RECYCLER



DROP YOUR ELECTRONIC WASTE HERE

E-WASTE

Electronic waste affects our health. It contains toxic materials like mercury, lead, cadmium, barium, lithium, etc.
E-Waste is **HAZARDOUS**

 PLEASE   RECYCLE

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LET'S CONNECT



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Industrial Area Bangalore – 560 058



“Responsibility towards safety of
our environment”

For more information visit:
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