

Ref. No.- CITL/SE/28/2021-22  
Thursday, 16<sup>th</sup> September, 2021

Department of Corporate Services (Listing) BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai - 400 001 Scrip Code: 532413	Listing Department, National Stock Exchange of India Limited 5 <sup>th</sup> Floor, Exchange Plaza, Bandra (E), MUMBAI-400 051  Scrip Symbol: CEREBRAINT
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Dear Sir/ Madam

**Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015**

We hereby inform you that the Company has been recognized as the E-Waste Management Company of the Year under the India Best Practices Awards 2021 by Frost & Sullivan.

This recognition is presented to the Companies that encourage significant growth in their industries and have been identified as emerging trends before they became a marketplace standard, and have created advanced technologies that will transform industries.

Please refer the enclosed document for more details.

Kindly take this on your record and consider as compliance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you

Yours faithfully

**For Cerebra Integrated Technologies Limited**



**Maitri Chatterjee**  
Company Secretary and  
Compliance Officer  
M. No. - A57375

**Encl: As above**



**Cerebra Integrated Technologies Limited wins this year's Best Practices Company of the Year Award in the Indian E-Waste management industry from Frost & Sullivan.**

Frost & Sullivan's global team of growth pipeline experts continually identifies and evaluates growth opportunities across multiple industries & technologies. As part of its on-going effort, they identify companies that consistently develop growth strategies based on a visionary understanding of the future, and, thus, more effectively address new challenges and opportunities. This approach involves deliberation of best practices and deployment of strategic analytics of best practices and the development of core analytics across the entire value chain of specific products and services. Against this backdrop, **Cerebra** was recognized for its valuable achievement.

**Company of the Year Award** is the top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care and in past, companies like Palo Alto, Tata Communications, VMware, Vodafone, Cisco, Microsoft and many others were recipients of the best practices awards. These companies consolidate their leadership positions by innovating, creating new products, solutions and services that serve ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is never an easy task. Still, it is one made even more difficult by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, **Cerebra's recognition** signifies an even greater accomplishment.

With a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient the process involved a detailed evaluation of best practices criteria across two dimensions for each nominated company. **Cerebra Integrated Technologies Limited excels** in many of the criteria in the E-Waste management space.

The current e-waste processing capacity of 782,000 tons is just one-fourth of the potential e-waste the organized sector could have processed in 2019. Digitalization is overwhelming consumers and businesses while identity and data theft is an imminent risk. Organized e-waste management companies process only 5% of potential e-waste in the country, resulting in low recovery potential and illegal and unsafe recovery practices. The need to securely destroy sensitive data, such as strategic plans, sensitive customer data, and intellectual property data, is growing crucial. To this end, information technology (IT) companies are indispensable to the e-waste management industry. **One such Company is Cerebra**, which plays a major role in creating awareness about the benefits of channeling e-waste into the organized sector and optimizing the recovery and reuse of e-waste.

From being a new entrant in a nascent market in 2013–2014 with initial difficulty in bagging extended producer responsibility (EPR) contracts, **Cerebra** has come a long way. Its current clients include big names in the electronics and technology industry, such as Lenovo, Samsung, LG, Iron Mountain, Tech Mahindra, Infosys, Apple, Concentrix, Walmart, Amazon, Fiserv and many more. During pre CO-VID times, **Cerebra has achieved 98%** utilization of its e-waste processing capacity, a feat that many participants in the industry have yet to demonstrate.



**Cerebra** has achieved a breakthrough in channeling e-waste from the unorganized sector to the organized sector through its **Collection Partner Program**. It is committed to using the industry's growth opportunities as evidenced by its continuous investment in R&D. **Cerebra's** automated, streamlined, and transparent recycling process gives customers a compelling reason to renew their business with Cerebra. With domestic and international geographic expansion, **Cerebra** is all set to take on the huge e-waste management market and expected to have accelerated revenue growth over the next decade. With its strong overall performance, **Cerebra earns the Frost & Sullivan's 2021 Company of the Year Award.**

Founded in 1992, Cerebra operates a 12-acre fully automated, R2-certified (responsible recycling) e-waste recycling facility in Narasapura. This facility is the largest in India with an annual processing capacity of 96,000 metric tons. Cerebra is also one of the few companies in Asia with five certifications for recycling including R2 and ISMS 27001.