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Wednesday, 29th 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 th Floor, Exchange Plaza, Bandra (E), MUMBAI-400 051 Scrip Symbol: CEREBRAINT
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Dear Sirs

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

We hereby inform you that the Company announces First-of-Its-Kind Zero Cost EMI DaaS Program.

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 Green Announces First-of-Its-Kind Zero Cost EMI DaaS Program

Move from Capex to Opex and enjoy easy upgrades

Bengaluru, September 29, 2021: Cerebra Green, the e-waste division of Cerebra Integrated Technologies Ltd., today announced its Zero Cost EMI Device-as-a-Service (DaaS) Program, the first-of-its kind in India. Through this program, Cerebra will provide organizations customized IT hardware and services solutions on a 'pay-per-device' fee.

DaaS adoption in India has witnessed a 65 percent increase in the past 11 months, primarily due to the accelerated need for digital transformation and an increase in distributed workforce. With Cerebra's "Zero Cost*" model, enterprises no longer need to worry about asset replacement costs, high capex costs or recovery. It is an end-to-end program that includes collecting the devices, wiping customer data clean, and refurbishing or recycling them; thereby helping simplify IT Asset Management.

"Studies show that effective asset management saves up to 25 percent of a technology department's budget. Keeping this in mind, our objective with the Zero Cost DaaS program is to enable a seamless workforce, reduce IT complexity and hardware costs, while allowing organizations to increase efficiency, security and productivity," said **Ravi Neeladri, CEO, Cerebra Green.** *"We look forward to launching this program, as it allows companies to only pay for the use of the equipment, rather than the equipment itself."*

Cerebra's Zero Cost EMI model includes the following services: planning and procurement, configuration, data migration, deployment and integration, end-user support and easy migration to the latest technology through an operating lease. Cerebra will provide a complete set of features including end-to-end lifecycle support and e-waste compliance, which will allow companies to switch PCs every 3 years. This will help organizations move from CAPEX to OPEX, ensure advanced security, and easy upgrade options. Cerebra has tied up with world's fourth largest leasing Company to handle this.

Cerebra Integrated Technologies Ltd. is a public listed company and is engaged in the business of e-waste recycling, refining and refurbishment, electronic manufacturing services and IT infrastructure management. Cerebra manages and operates the Producer's Responsibility Organization and offers IT and Electronic Equipment OEM's a sustainable, reliable, and efficient option to comply with their Extended Producer Responsibility (EPR). Cerebra is currently working with Consumer Electronic OEM's to fulfil the EPR commitments. It has set up its collection network across India to enable the collection of consumer electrical & electronics E-waste directly from the end user, repair centres, and retailers. Cerebra supports producers by providing state-of-the-art services, assuring consistency and legal compliance.



About Cerebra Green:

Cerebra Integrated Technologies Limited is a public listed company and is engaged in the business of e-waste recycling, refining and refurbishment, electronic manufacturing services and IT infrastructure management. Established in 1992, it was one of the first organisations to manufacture and sell personal computers, and IT hardware parts. Over time, it grew to provide software services, IT training, consulting, as well as total IT solutions comprising of LPO, BPO and KPO services. Today, Cerebra Green is one of India's largest recycling and refurbishment companies headquartered in Bangalore. Cerebra Green has also setup one of the country's largest e-waste recycling and refurbishing plants in Narsapura, Kolar district. The Company is a pioneer in e-waste management and has recently launched the concept of Device-as-a-Service (DaaS) to corporate organizations in India.

