CEREBRA
Total I.T. Solutions
An ISO 9001:2008 Company

# CEREBRA INTEGRATED TECHNOLOGIES

*Marching Towards Green Growth*

**Investor Presentation December 2017**

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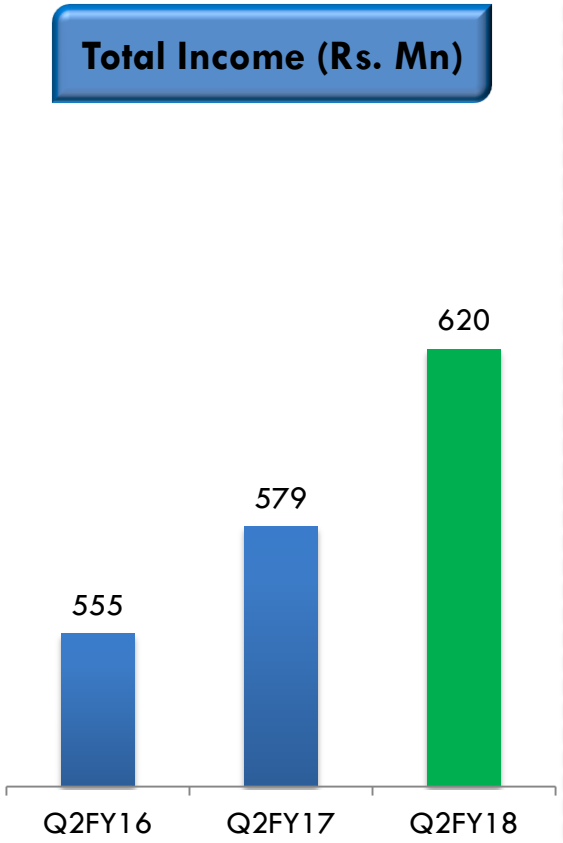
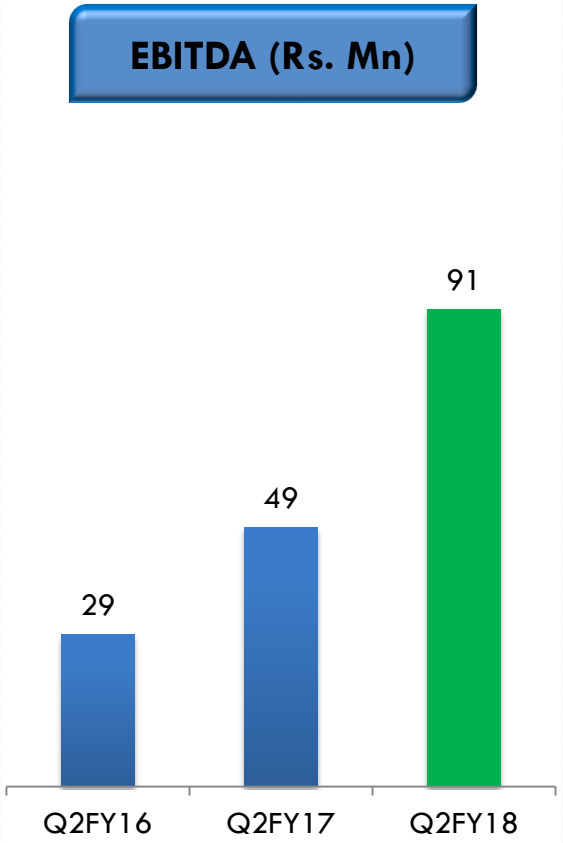
# Agenda

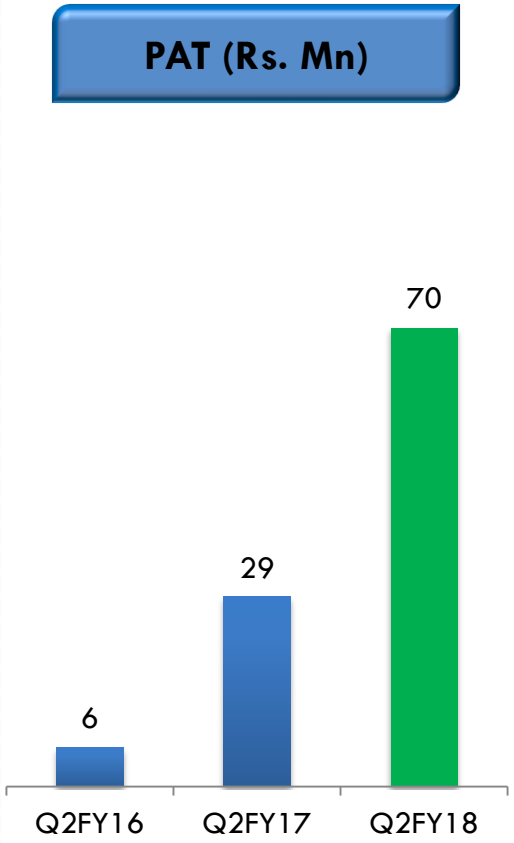
- Q2 & H1 FY18 – Financial Highlights
- Company Overview
- E-Waste Space - New Growth Area
- Hardware
- IT Services - India & Middle East

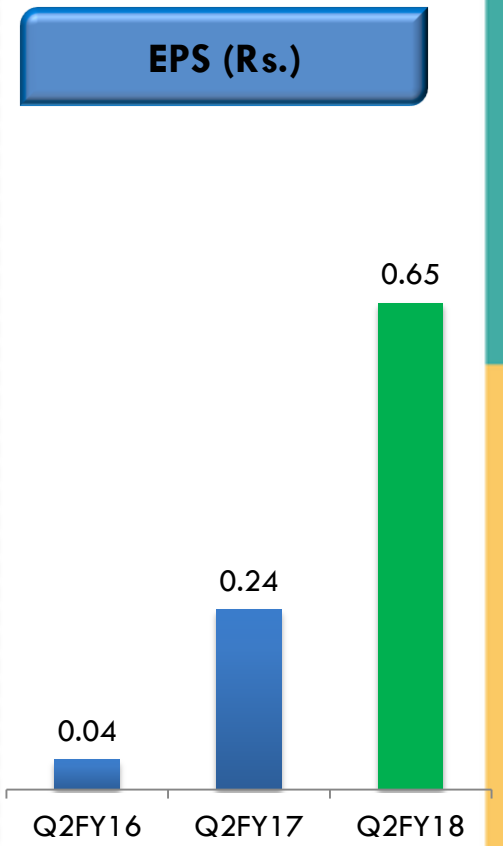
# Q2 & H1FY18 – Financial Highlights

# Financial Highlights – Q2FY18 (Consolidated)




Figures have been regrouped or rearranged , wherever necessary

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# Financial Highlights – Q2 & H1FY18 (Consolidated)

| Rs. Mn | Q2 FY18 | Q2 FY17 | Q2 FY16 | H1FY18 | H1FY17 | H1FY16 |
|---|---|---|---|---|---|---|
| **Revenue from Operations** | **600** | **577** | **541** | **949** | **1,138** | **1,200** |
| Other Income | 20 | 2 | 14 | 21 | 4 | 22 |
| **Total Income** | **620** | **579** | **555** | **970** | **1,142** | **1,222** |
| Raw Material & Fuel costs | 476 | 472 | 494 | 713 | 970 | 1,102 |
| Employee Cost | 20 | 16 | 15 | 36 | 30 | 32 |
| Other costs | 33 | 42 | 17 | 81 | 53 | 39 |
| **EBIDTA** | **91** | **49** | **29** | **140** | **89** | **49** |
| ***EBITDA Margin (%)*** | ***14.7%*** | ***8.5%*** | ***5.2%*** | ***14.5%*** | ***7.8%*** | ***4.0%*** |
| Depreciation | 1 | 2 | 2 | 1 | 2 | 4 |
| Interest | 4 | 6 | 7 | 6 | 11 | 16 |
| Exceptional items | 0 | 0 | -10 | 0 | 0 | -10 |
| Tax | 16 | 13 | 5 | 19 | 15 | 9 |
| **Profit After Tax** | **70** | **29** | **6** | **113** | **62** | **9** |

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# Company Overview

# Key Business Areas

**E-Waste Management**

**Hardware**

**IT Services – India & Middle East**

# Hardware & IT Services

## 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

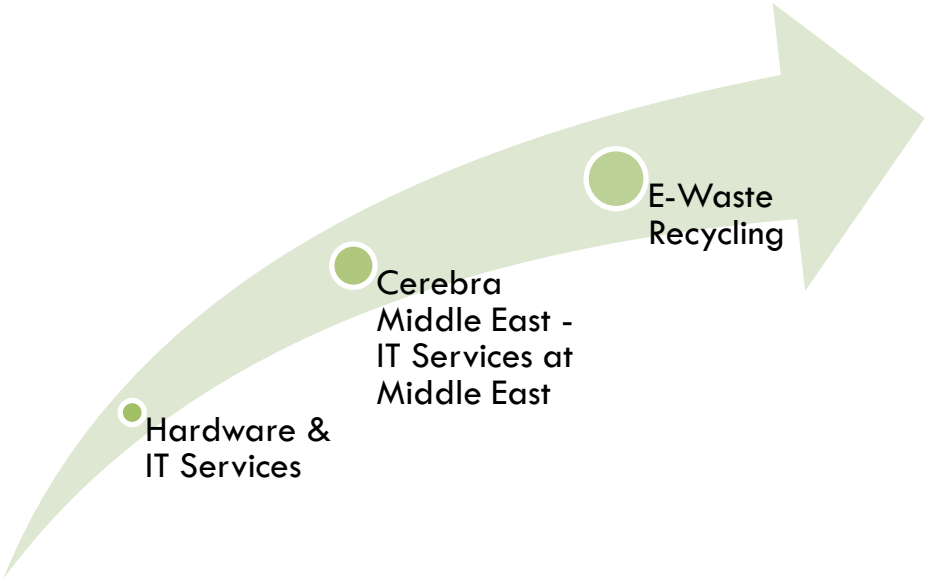
## … Niche expertise in IT Services in India & Middle East

- 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

# Entry into E-Waste business

**… Foray into E-Waste Recycling**

- One of India's largest integrated E-Waste recycling facility at Narsapura
- Capacity of 96,000 Tons per annum; obtained necessary consent from Karnataka State Pollution Control Board
- Recycling & Refurbishment is progressing well
- Agrements with many customers including MNC's across India for collecting E-Waste



# 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

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# Servicing prestigious clients across industry segments

## Banks

- Reserve Bank of India
- Bank of India – Relationship beyond banking
- Allahabad Bank
- Union Bank of India
- UCO Bank
- Deutsche Bank
- ING Vysya Bank

## PSUs

- ECIL – Electronics Corporation of India Limited, A Govt. of India (Dept. of Atomic Energy) Enterprise
- BHEL
- National Aerospace Laboratories
- Bharat Electronics
- beml – New Frontiers. New Dreams
- Airports Authority of India
- HAL
- CMC Limited – Your IT Partner
- ITI

## Govt. Agencies

- Government of India, Department of Atomic Energy, Indira Gandhi Centre for Atomic Research
- Indian Railways
- India Post
- BSNL – Connecting India
- CDAC
- ONGC
- CPWD
- High Court of Karnataka

## Other Major Clients

- Thermax
- IIMB – तेजस्वि नावधीतमस्तु
- L&T
- Himalaya – Wellness Since 1930
- Sasken
- Avaya
- Pidilite
- VXL Instruments
- Trent Limited
- Accelfrontline – Global IT Services
- Siemens
- Lucent Technologies – Bell Labs Innovations
- Crompton Greaves – Everyday Solutions
- KSSIDC

# E-Waste Space: New Growth Area

# 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**

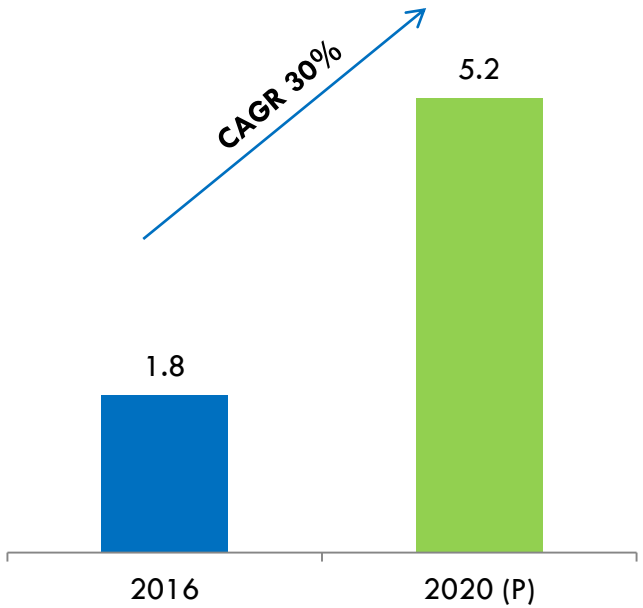
**Pioneers** in **organised** E-Waste recycling player

**Current Hazardous E-Waste recycling practices in India** Video Link

# India's E-Waste Potential – A Large Opportunity

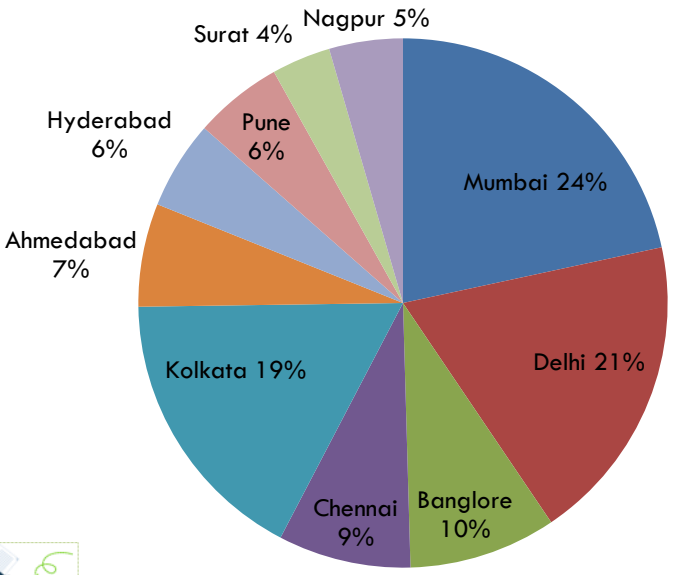
*India is emerging as one of the world's major electronic waste generators*

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



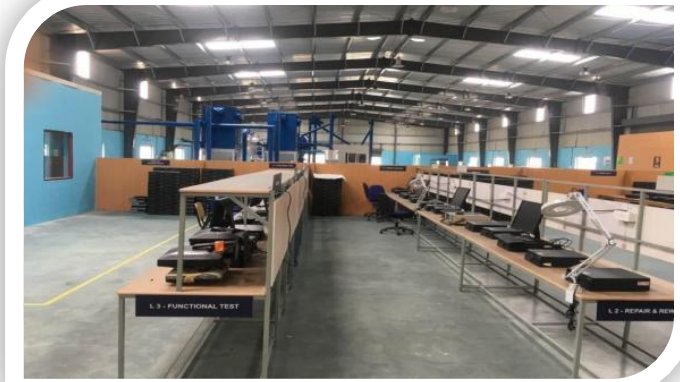

Source: ASSOCHAM-cKinetics study (June 2016)

City wise E-Waste generation




Source: Dept. of Information Technology

# World Class Fully Integrated E-Waste Facility



*Video Link*

**Cerebra's E-Waste facility:**

- E-Waste Recycling Facility pans over an area of **12 acres;** with built up area of more than **40,000 sft**
- Current capacity of the facility is **36,000 tons p.a.;** with potential to reach **96,000 tons p.a.** in future

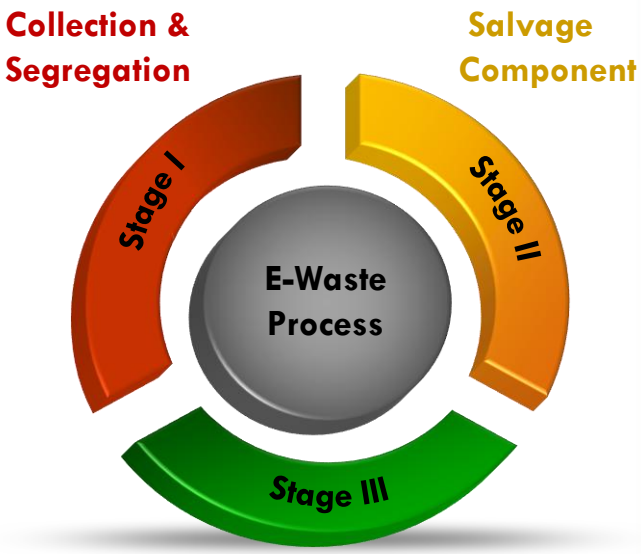
# … Large opportunity for CEREBRA

- Commenced operations & continuous expansion of network for E-Waste collection
- Expanded sales force in Mumbai, Pune, Delhi, Ahmedabad & Chennai

- Plant capacity to process 96,000 tonnes of E-Waste per annum
- Equipped for 100% recycling of collected E-Waste with zero landfill

- MOU signed with major MNCs & Large Corporates
- Precious Metals refining plant to be set up soon

**Cerebra E-Waste Business Process**



# Advantage Cerebra

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

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

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

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

# Hardware & IT Services

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# One of the Pioneers in 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 |

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# IT Services – Expansive Portfolio in India

## Infrastructure Service

- Platform Integration Services
- SAN / Storage / NAS Services
- Cluster Services
- Business Continuity Services
- Networking Services
- IT Infrastructure Services
- Data Center Management Services

## IT Services

- Comprehensive AMCs, Facility Maintenance Services
- Customer Service Management
- Help Desk
- IMAC Hardware & Software
- Hardware Relocation Services
- Asset management services
- Network & Hardware audits

## Human Resource Services

- IT Consulting & Staff Augmentation
- Focus Areas

# Cerebra Middle East

**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

# Some of our Marquee Projects

**Unique order win for Automated Driving Test System (ADTS) from Transport department, Government of Karnataka**

- To automate process of conducting driving tests & issuance of licenses at select RTO center
- 5 year contract to implement, operate and maintain

**Canon (Japan) appointed Cerebra Middle East FZCO (Subsidiary of Cerebra) as a value added distributor for UAE region**

- UAE's security and surveillance market to witness rapid growth due to EXPO 2020 in Dubai

# LET'S CONNECT

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"Responsibility towards safety of our environment"

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