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

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PRESS RELEASE November 16th 2015

Cerebra Integrated Technologies Limited (Cerebra) to start manufacturing Storage Servers, signs MOU for a JV with Echostreams, CA, USA

Cerebra Integrated Technologies Limited (Cerebra) has signed an MOU with Echostreams Innovative Solutions, CA, USA to manufacture Cerebra branded Storage Servers and other storage products to serve the Indian and MENA regions.

This collaboration is in line with the Indian Government's "Make in India" initiative. Cerebra's Storage Servers will also become the preferred choice of government bodies because they are locally manufactured vis a vis the vast array of imported systems.

Commenting on this strategic tie-up, Mr. Gene Lee, Founder and President of Echostreams Innovative Solutions LLC said "We are very excited to join-force with Cerebra to provide India, UAE and MENA regions Cerebra-branded server and storage solutions innovatively-designed to meet the performance and energy-efficiency demands by the IT infrastructures today. By leveraging Cerebra's sales, marketing and manufacturing infrastructures in these regions and Echostreams' engineering and design expertise in server and storage technologies, this teamwork will definitely create a force to be recognized and achieve great mutual successes for both organizations."

Later Cerebra and Echostreams are looking at establishing a joint venture (JV) in India, to be focused on sales and marketing of Cerebra-branded products developed by Echostreams. At this stage the manufacturing of Echostreams' products will gradually be transferred to India, where Cerebra would be acting as Electronic Manufacturing Service (EMS) for Echostreams while the JV entity will be the exclusive reseller of these products. Echostreams will still retain 100% IP ownership on the products built by Cerebra and sold by this JV-entity.

"By signing this collaboration MOU, we are able to capitalize on hardware innovations and give our customers the flexibility to mix and match generations and different kinds of servers as they grow their storage pools." said Mr. V. Ranganathan, Managing Director of the BSE & NSE listed entity Cerebra.

About Echostreams:

EchoStreams is an OEM/ODM solutions provider focused specifically on Server and Storage technologies for the fastest growing verticals in today's digital era, such as Cloud/Datacenter, Video, Telecommunication, just to name a few. What EchoStreams brings to OEM/ODMs is extensive

background in Server, Storage, and System-Packaging technologies from the founding members. EchoStreams also leverages multiple independent contract manufacturers of all sizes and capabilities to offer the best quality and value for each type of products and customers.

About Cerebra:

Cerebra Integrated Technologies Limited (Cerebra) is a 23 year old listed Company on Mumbai Stock Exchange (BSE) and the National Stock Exchange (NSE). Cerebra is in the business of Information Technology since 1992 and is a total IT solution provider and thereby understands the entire gamut of tasks. Cerebra has been certified ISO 9001:2008 and has partners in India, USA, UK and the middle east regions.

Cerebra's turnover reached over Rs. 1300 Million (Stand Alone) Rs. 2677 Million (Consolidated) in the year ended March 2015 covering all the above businesses. The company's financials are robust and has a net worth of Rs.1259 Million with no debt.

For Cerebra Integrated Technologies Limited

Shridhar S Hegde
Wholetime Director