

REF: CITL/NSE/52/2018-19

Friday, February 1, 2019

Listing Department
National Stock Exchange of India Limited
5th Floor, Exchange Plaza
Bandra (E), Mumbai-400 051

Dear Sirs

Sub: Company Announcement as per listing requirements - Registration of Cerebra Integrated Technologies Limited as Producer Responsibility Organization under E-Waste Management Rules, 2016

This is with reference to the captioned subject, we are pleased to inform that Cerebra Integrated Technologies Limited has been registered successfully as Producer Responsibility Organization under E-Waste Management Rules, 2016.

The brief note on Producer Responsibility Organization is mentioned below:

One of India's Largest E-Waste Recycler is now also a Producer Responsibility Organisation, Cerebra Integrated Technologies Limited (R2 certified) encouraging responsible recycling of e-waste.

There are hundreds of manufacturing Companies that manufacture new and advanced mobile phones, laptops and electronic gadgets every day. We often change our mobile phone, laptops or upgrade to the latest one since the technology demands newer upgrades and most software's do not work with older generation software and also we find things cool to have a new product in hand.

Do you know what happens to the old ones when you do exchange, or you do not get a buyback price, it is the general tendency to shove it in the cupboard or drawer unit leaving it to corrode and finally one day is given away to scrap dealers. This is not the way to dispose electronic or what we call Waste Electrical & Electronic Equipment's (WEEE) and hence the Responsible Recycling methods of Cerebra come in to play for better and efficient methods of Recycling by following the R2 principles.

Cerebra Integrated Technologies Limited

Cerebra Integrated Technologies Limited is a public listed Company and has launched one of India's largest E-Waste Recycling units in February 2017 to address one of most neglected and unorganised sectors in India. Electronic waste management, or e-waste management, has emerged as one of the most toxic waste streams in the world, and India is the fifth largest producer of such waste in the world.

Cerebra as always goes with the saying *"Nothing is really lost or considered waste in this project as everything recycled . . ."*

Cerebra Integrated Technologies Limited, since the launch of its E-Waste Recycling facility in 2017 has recruited collection teams PAN India, opened offices in Chennai, Hyderabad, Mumbai, Ahmedabad, Vadodara, Ghaziabad (New Delhi) and Bangalore for collections, appointed channel partners in South India, Western region and also initiated talks with Northern regions, launched awareness programs, signed MOU with MAIT for cleanup week in October 2018, and the list goes on with the new addition of registering ourselves as a PRO from the Central Pollution Control Board (CPCB) to approach organizations that have Extended Producer Responsibility (EPR) commitments. EPR stands for Extended Producer Responsibility, and basically means the producer of electrical and electronic equipment was given the responsibility of managing such equipment after its 'end of life', thus the producer is responsible for their products once the consumer discards them.

Producer Responsibility Organization's like Cerebra who have been entrusted by clients to fulfill EPR commitments have to create awareness amongst consumers about managing e-waste, protecting the environment, and importantly follow the recycling and take-back process for end of life products.

It's a law that every producer who has EPR commitment shall make arrangements to:

- Collect and channelize e-waste from Repair Centers, 'end of life' products
- Create all round awareness through publications & information dissemination
- Obtain authorization from SPCB/CPCB (Pollution Control Boards (State/Central) and
- Maintain records & file annual returns

Apart from managing the EPR mandate from our clients, Cerebra Integrated Technologies Limited e-waste recycling management methodology follows R2 (Responsible Recycling) methods and is fully backed up by a state-of-the-art software which tracks all collections from the consumer until it reaches Narasapura, Kolar District near Bangalore where Cerebra's recycling facility is situated.

Cerebra Integrated Technologies Limited

Kindly take the above on record and treat this as compliance with the listing Regulations.

Thanking you.

Yours sincerely
For Cerebra Integrated Technologies Limited



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