

**REGD. OFFICE :**

S-5 Off 3rd Cross Peenya Industrial Area,  
Peenya 1st Stage, Bengaluru - 560 058  
Tel : +91-80-22046969-99  
Fax : +91-80-22046980  
Web : www.cerebracomputers.com  
Email : info@cerebracomputers.com  
CIN : L85110KA1993PLC015091

Ref. No. - CITL/SE/36/2021-22

Thursday, 7<sup>th</sup> October, 2021

Department of Corporate Services (Listing) BSE Limited PhirozeJeejeebhoy Towers Dalal Street, Fort Mumbai - 400 001 <b>Scrip Code: 532413</b>	Listing Department, National Stock Exchange of India Limited 5 <sup>th</sup> Floor, Exchange Plaza, Bandra (E), MUMBAI-400 051  <b>Scrip Symbol: CEREBRAINT</b>
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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 is pleased to announce the start of the second edition of its flagship campaign, India clean-up week, from October 11 – 17, 2021. Aimed at bringing awareness to International E-Waste Management Day on October 14<sup>th</sup>, this is the country's largest e-waste collection drive.

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 Organizes 2<sup>nd</sup> Edition of 'India Clean-Up Week'

*India's largest e-waste collection drive*

Cerebra Green, the e-waste division of Cerebra Integrated Technologies Limited, today announced the start of the second edition of its flagship campaign, India clean-up week, from October 11 – 17, 2021. Aimed at bringing awareness to International E-Waste Management Day on October 14<sup>th</sup>, this is the country's largest e-waste collection drive.

India is the third-largest producer of e-waste, generating over 3.23 million metric tons per year, with 70 percent originating from 10 cities alone. This number is growing as the onset of the pandemic has induced an increase in the number of electronic devices being used per household. Through this week-long program, Cerebra Green aims to educate individuals about the need and benefits of responsible e-waste management in India.

*"Today, 95% of the e-waste is handled by the informal sector, like your kabadiwalas and scrap dealers, leading to the e-waste being dumped in landfills. There is an urgent need for individuals and society to be educated about e-waste, and its impact on the environment. This campaign aims at achieving just that,"* said **Ravi Neeladri, CEO, Cerebra Green**. *"In fact, given the exponential increase we anticipate in the coming years, we have doubled our Recycling & Refurbishment Capacity of 20,000 metric tonnes to 40,000 metric tonnes,"* he added.

The program is multi-forked, and this year the company is collaborating with various enterprises, and NGOs to not only share information and spread awareness about the impact of e-waste, but also help collect e-waste across the country. The devices collected and refurbished through this seven-day community activity will be donated to various NGOs to help children from underprivileged backgrounds with online learning and education.

In addition to the collection drive, Cerebra Green is also introducing a pledge through an informative online quiz that encourages them to dispose of their next e-waste in the right manner. This is the second such drive organized by the company. As part of the first India Clean-up Week in 2018, the company collected 10 metric tonnes of e-waste.

### **About Cerebra Green:**

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. 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 set up 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.