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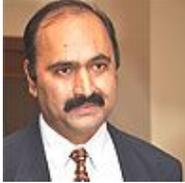
<http://money.rediff.com/companies/cerebra-integrated-technologies-ltd/13190021/management-speaks>

Management speaks

V Ranganathan

**Managing Director
Cerebra Integrated Technologies Ltd.**

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Why should an investor buy your company's stock?

Our investors are an intelligent lot and look for the following to invest in a stock, i.e., what does the company do? How much does it sell? What profits does it make? ROE, ROA, cash flow, any debt, negative news lately, which way are the forecasts etc, etc... On most counts, Cerebra is doing well and is a great stock to pick up any time. We feel it is currently trading low and it's the right time to pick up some of the company's stock.

Our company is in to the following services;

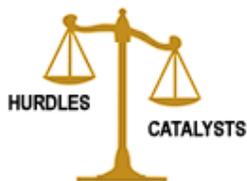
1. Electronic manufacturing services
2. System integration
3. Legal support services (LPO)
4. Medical transcription services

Future

1. Accounts process outsourcing (APO), for which we have signed an MOU
2. Recycling e-waste (to be set up shortly)

Cerebra is investing heavily in future technologies, which will bring value services to the Indian market. Margins will improve.

What events do you expect in your industry sector over the next few months? Are these hurdles or catalysts?



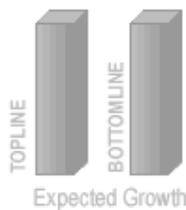
The Indian IT sector is flourishing and will see huge expansion in the coming years. As per NASSCOM, Indian IT exports are anticipated to touch US\$ 175 billion by 2020, of which the domestic sector will account for US\$ 50 billion in earnings.

In all, the export and domestic IT sectors are expected to make profits of US\$ 225 billion along with new prospects from BRIC nations and Japan on outsourcing operations.

Our diversification into e-waste (electronic waste) recycling will add to our revenues. India generates about 350,000 tonnes of electronic waste every year and imports another 50,000 tonnes. The unorganised sector recycles more than 90 per cent of this e-waste. With the Cerebra-Cimelia tie-up, we plan to convert the unorganised sector into our partners in progress.

Source: <http://www.cseindia.org/content/press-release-e-waste-industry-india-cse-exposes-what-lies-beneath>

What growth initiatives has your company planned?



In anticipation of growing demand, Cerebra has started building capacity through expansions. Our new state-of-the-art e-waste recycling plant is being commissioned in Bangalore in Karnataka and will start commercial production from October 2011. This will be one of the largest e-waste recycling projects in India and will have an initial capacity to handle 30,000 tonnes of e-waste.

Expected top-line growth for this financial year (%): 30%

Expected bottom-line growth for this financial year (%): We plan to beat the benchmark of weighted average PBT margins of the industry this year.

Who is your competition? What differentiates you from them?

We compete with different brands in different categories across various markets. In India, our set-up will be one of a kind and encourage competition to create a better and greener world. We compete with all Indian brands and in the export markets; we have to compete with a subset of the same set of brands in different markets.

How do you see your company performing over the next financial year?



Cerebra is poised for quantum growth with its new capacity coming into play. We are improving our internal efficiencies and cost optimization to deal with industry constraints. Also, our LPO subsidiary is strong and we have launched value-added services across categories, improving margins. We are increasingly focusing on brand-building and investing resources in the same. These measures will help us gain market share and contribute to our profitability.