






e-auction of 25MW co-generation Power Plant for Gujarat State Fertilizers & Chemicals Limited

	INDUSTRY		GEOGRAPHY		CHALLENGE		SOLUTION		RESULTS
Chemical Sector	Vadodara, Gujarat	To sell the power plant at a higher price than the reserved price. Solution: Online forward auction	Online forward auction	The de-commissioned power plant was successfully sold at a price of INR 4.25 Crores.					

The Client

GSFC is in the forefront of assisting farmers to adopt climate smart farming operations through its products and services. Its industrial solutions drive nation’s industrial growth while its best practices have set industry standards.

Business Requirement

mjunction provides sale of idle assets as a service. mjunction received a mandate from GSFC to sell their decommissioned power plant located in Vadodara, Gujarat.

- The Business Challenge**
- GSFC had made three prior unsuccessful attempts to sell the co-gen power plant.
 - mjunction had to ensure that the price discovered by them in the online auction was higher than the valuation price provided to them by the client.
 - GSFC did not have a repository of prospective buyers across India. mjunction was required to identify the potential buyers.

- The Solution and Strategy adopted**
- mjunction conducted both offline and online marketing activities to reach out to buyers across India.
 - Inspection of the plant was facilitated for the shortlisted buyers
 - A forward auction was conducted to encourage competitive bidding with the objective of achieving the best price realization

- Result and Achievements**
- The plant was sold successfully at a value of INR 4.25 Cr