

## e-auction of Thermal Captive Power Plant for India Glycols Limited



INDUSTRY

Power



GEOGRAPHY

Haridwar,  
Uttarakhand



CHALLENGE

To sell the de-commissioned plant at the best market value through a transparent mechanism



SOLUTION

Online Forward Auction



RESULTS

The plant was successfully sold at INR 1.65 Cr

### The Client

India Glycols is a leading company that manufactures green technology based bulk, specialty and performance chemicals and natural gums, spirits, industrial gases, sugar and nutraceuticals.

### Business Requirement

mjunction provides sale of idle assets as a service. mjunction received a mandate from India Glycols Limited to sell their decommissioned power plant located in Haridwar, Uttarakhand.

### The Business Challenge

- IGL wanted to retain all the electrical equipment along with few other machineries. It was a difficult proposition to attract buyers for partial purchases.
- IGL was not aware of the plant's present market value. This needed to be ascertained before undertaking the e-selling activities.

### The Solution and Strategy adopted

- The mjunction team conducted a valuation of the plant and submitted the report providing the current saleable value of the property.
- mjunction conducted both offline and online marketing activities to reach out to buyers across India.
- Inspection of the plant was facilitated for 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 at a value of INR 1.65 Cr
- The price expectation of the client was met by instilling stiff competition in the auction.