



eSelling Sulphuric Acid

CASE STUDY

Client

Our client is India's largest and world's second largest zinc-lead miner with more than 50 years of operational experience. Their operations comprise lead-zinc mines, hydrometallurgical zinc smelters, lead smelters, pyro metallurgical lead-zinc smelter as well as sulphuric acid production

They engaged us for selling Sulphuric Acid as per the requirement and achieving the best price realization

Challenges



Designing auction strategy for selling Sulphuric Acid as per the exact requirement of client



Strong local network with other suppliers & dealers offering doorstep delivery and credit facility



High price volatility and a long gap of one month between 2 auctions



Parallel selling

Solution



mjunction team customized the auction methodology to match the exact requirement of client



The team also focused on market making of the material and register customers as per the specific requirement set by the client



Recommended weekly auctions and allowing all the customers from off-line mode to online auction

Outcomes

1 Lac tons of Sulphuric Acid sold online

70 customers have purchased materials from them through auction as on date

₹ 46.35 Cr worth of materials sold so far

mjunction specializes in selling and evacuation of non-production materials and scrap/recyclables, Idle and obsolete assets, hazardous by-products at the best possible market price within the shortest time period. A team of expert consultants in its assets and scrap selling unit can help you in inspection and valuation, identifying right buyer and market analysis, best price discovery on an advanced eAuction platform and post sales services. mjunction has experience of selling USD 867 millions worth of assets & recyclables on its cutting-edge online platform.

Unlock the true value through sale of your non-performing assets/ hazardous by-products, recyclables and monetize things no longer in use.

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