

# eSelling Petrochemical By-products



**CASE STUDY**



# Client

Brahmaputra Cracker and Polymer Limited (A Government of India Enterprise) is a dominant player in the field of Petrochemicals situated in Dibrugarh, Assam. GAIL (India) Limited is the main promoter having 70% of equity participation and the rest 30% is equally shared by Oil India Ltd (OIL), Numaligarh Refinery Limited (NRL) and Government of Assam.

They engaged mjunction for eSelling their by-product Hydrogenated Pyrolysis Gasoline (HPG) at best possible market price and ensure faster evacuation.

# Challenges



The products were previously sold offline.



The product offered was new to the mjunction platform, the team had to research industry applications



The biggest challenge was to instill confidence in the buyers to book the material online.



# Solutions



Extensive market research was conducted to identify the correct market and buyers.



The event was widely publicized to the target market



The Yankee mode of auction with smaller lot sizes to enable all segment of buyers was adopted.



mjunction imparted training to the buyers as this was an auction where the prices were discovered for the successive month.





# What We Did For BCPL?

## 1. Bidder Participation:

From Empaneled list of buyers only.

## 2. Process of eAuction:

- ✓ We conducted the eAuction event during the 1st week of the month for lifting of material for the successive month.
- ✓ Approved buyer to deposit the advance for the material to be lifted in the successive month.
- ✓ There is respective maximum quantity capping for buyers.
- ✓ Lifting schedule indication is available in the catalogue.
- ✓ As the SBP is decided by client with the mutual consent of mj, we suggested that the auction strategy to be Yankee method where first “P”, “Q” & lastly “T” will be deciding factor for booking of quantity among the buyers.

## 3. Post Auction Service

- ✓ Coordination with buyers for making Advance Payments & ensuring smooth evacuation of the material. (HPG is a direct by product from the cracker unit & with limitation of inventory , seamless evacuation is a must for uninterrupted production).
- ✓ Coordination for statutory documents submission between BCPL & buyers.

## 4. Quantity:

- ✓ eAuction is done for full quantity for the month of production.
- ✓ If the full quantity is not booked at one go then the remaining quantity is again put for eAuction after the gap to 15 days



# Outcomes

**40,500 MT** HPG successfully sold in last FY

**44 buyers** across the country bought the materials

**INR 41,475** Avg. price achieved on our platform





mjunction specializes in selling secondary steel, production scrap, iron ore, pig iron and by-products, at the best possible market price without any hassles. A team of expert consultants ensures faster conversion of enterprise's inventory into cash. Seamless End-to end management of the sales process is our expertise and serves your all needs. Some of the key needs we serve are –

- Competitive price discovery
- Buyer discovery
- Transparency

Some of the values we add are –

- Category & domain expertise
- Large, active buyer base
- Supports large no of e-auction variants
- Secure & robust platform

To know how we can help you achieve maximum for your products with minimum hassles, connect with us.

**mjunction services limited**

[www.mjunction.in](http://www.mjunction.in) | [contactus@mjunction.in](mailto:contactus@mjunction.in) | 033 6610 6100