

eSelling Petrochem Wash Oil



Case Study

The Client

Our 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.

The principal end products of the complex are High Density Polyethylene (HDPE) and Linear Low Density Polyethylene (LLDPE) totaling 2, 20,000 Tonnes per Annum (TPA) and 60,000 TPA of Poly-Propylene (PP). The by-products generated are HPG, Wash oil and others.

Wash Oil

Wash Oil is a by-product which is generated in the process of polymer production by cracking higher chain hydrocarbons like Natural Gas and Naphtha. It is produced in Pyrolysis gasoline hydrogenation unit. Wash oil is a mixture of various aromatic and non-aromatic aliphatic hydrocarbons. It is a mix of C₉+ products and has a wide application as solvents. Major application sectors are Paints and Coatings, Printing inks, Rubber Industries, Agro Chemicals and other speciality chemicals.

Background

mjunction is marketing with success, the diverse coke oven by-products from various clients like steel major SAIL, TATA STEEL to name a few. With its in-house expertise, we approached BCPL for selling their by-products and after several rounds of discussions and amidst a competitive environment, we were given a pilot project for 3 months.

The existing practice of BCPL was notice board sale. There was a big challenge of timely lifting of material and BCPL was struggling with timely disposal of material. This resulted often into stock accumulation leading to storage problem since evacuation is a necessity for these hazardous grades of materials. We took up the challenge to break this barrier and create a major importance of eCommerce and its' advantages.

The pilot projects for HPG that run for 3 months were immensely successful which assisted BCPL to migrate from offline to eAuction for selling their other by-products like Wash Oil. mjunction being the most capable and knowledgeable service provider was nominated and awarded with the contract for selling various by-products that are generated from their plant.

Our Expertise and Approach

It was a big challenge as well an opportunity for us to build up another success story. Wash Oil was offered for the first time in July'20. With the experience gained, we responded with readiness and designed a feasible catalog in sync with BCPL to enable maximum buyers for the first event. Yankee methodology was adopted with feasible lot size to attract various segments of buyers. Amidst the lockdown with severe pandemic all over, our executives Pan India basis put in their best efforts, worked competently to explore the market and complete all activities within timeline to enable buyers' selection and participation. All the buyers were trained about our platform and eAuction methods.

Outcomes

1700 MT of Wash Oil sold or disposed of till now

28 winning customers from various cities of India

INR 6.5 crores transaction value realized

Client appreciated our market intelligence, market reports, efforts put in to make the event a grand success amidst the toughest of market conditions all over.

