



# eSelling Gypsum

CASE STUDY

## Client

Our client is an Indian Public Sector Undertaking, engaged in the business of generation of electricity and allied activities. They are India's largest power utility with an installed capacity of 64,880 MW (including JVs), plans to become a 130 GW company by 2032.

They approached us for the eSelling of FGD Gypsum

## FGD Gypsum

Flue-gas-desulfurization gypsum (FGD gypsum) is an industrial by-product, gypsum obtained by desulfurizing and purifying the flue gas generated after combustion of sulfur-containing fuel like coal. Coal fired power generating companies produce a huge quantity of FGD Gypsum and timely disposal of this material is a challenge.

## Challenges



Identifying right buyer as the material is of a very specific use



Timely disposal and freeing up space



Designing eAuction strategy following strict guidelines and conditions from the client

## Solution



Extensive market analysis by Category Experts



Convincing and on-boarding new buyers



Customized eAuction method designed to match the client requirements



Thorough training of the platform and selling event provided

## Outcomes

**33,000 MT** of FGD Gypsum sold till now

**87%** price appreciation over reserve price

**New buyer** introduced as H1 bidder

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