

CASE  
STUDY

# Selling Automobile Scrap

# The Client

Established in 2001 in the automotive industrial hub of Gurgaon, our client is serving market demands for quality automotive components. With two decades of experience in the automotive industry, they are a manufacturer of Chassis for Motorcycles, Welded Sub-Assemblies, Fuel Tanks for two and four wheelers and Brake Booster Assemblies.

All their facilities are IATF 16949, ISO 14001 & OHSAS 18001 certified and meet the most stringent quality norms set by its diverse range of customers.

# Challenges

Though we were already conducting auction for selling automobile scrap from different locations still there were challenges like understanding the right buyers and the offered material end applications, to understand the downstream business, buyers' purchasing behavior, competitor's substitutes, and processor's pain with the manufacturer etc.

Above all, the biggest challenge was to motivate those buyers to bid in online auction of auto scrap from new location during pandemic situation since there was less demand and selling in the entire domestic steel market, less availability of labour, liquidity crunch, and physical inspection was constraint for the buyers.



# The Solution



Mapped challenges precisely and planned an extensive market making exercise across India, based on end lots and specs



Added 9 new buyers to the list

# Outcome



950MT was sold successfully from a single auction and the entire quantity was approved by the client



Win win for buyers too who participated in the event during COVID-19 lockdown period.

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 price of your inventory, with minimum hassles, say hello to us

**mjunction services limited**

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