

eSelling HR Plate & Sheet

CASE STUDY

The Client

Our client is among the top steel producing companies in the world with an annual crude steel capacity of 34 million tonnes per annum. It is one of the world's most geographically-diversified steel producers, with operations and commercial presence across the world.

The client engaged our category experts into selling HR plate and sheet of approx. 2600 MT through our online platform.

Challenges



Huge quantity offered for selling at one go



Immediate evacuation of stockyard



Market driven best price realization

Solution

- ✓ Evaluating the material grade and quality
- ✓ Identifying the right set of buyer and engaging with them
- ✓ Market making of the products, convincing buyers to participate and giving support
- ✓ Suggesting the right Start Bid Price for maximum participation
- ✓ Strategizing eAuction methodology for maximum price realization

Outcome



Successfully sold the entire quantity – 100% material booked



Average 7 buyers participated per lot



2,606 MT of Steel HR Plate & Sheet sold



Recorded as highest ever quantity sold in a single eAuction from the client

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 servers 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

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