

Digital Platform for e-selling of automotive scrap

Client :
**Two-Wheeler
Manufacturer**

Region :
**Across
India**

Assigned For :
**Effective e-Selling Of
Secondary Materials**

Project Critical Area:
**Manufacturing process and
inventory space**

In an engagement spanning 6 years, mjunction has enabled successful sale of manufacturing scrap (generated from 20 manufacturing plants) for an Indian multinational motorcycle and scooter manufacturer headquartered in New Delhi.



Client's Business Objectives

- Need for timely evacuation of Secondary Material (or scrap) from 20 plant premises, located in regions across India.
- Selling at right price
- Access to a large and credible buyer base.
- Transparent & Efficient selling process



Challenges In Selling Secondary Materials :

- Regular manufacturing scrap was consuming substantial space in storage yards.
- Price volatility and difficulty to set the correct reserve price.
- Limited number of technically & financially credible buyers.
- Lack of effective selling process and price discovery mechanism.



Solution Adopted By Us



Category teams conducted a feasibility study based on inspection reports of the material.



Suitable lot-sizes (based on material type) were created to maximize outcomes for the client.



Extensive market research was conducted to arrive at the start-bid price and bid increment price.



Dynamic rank-based auction strategy was implemented.



8 customer contact officers liaised with potential buyers, ensuring maximum buyer participation.



2 regional coordinators were responsible for mitigating any buyer-related issues.



Training support to new buyers and helping them in on-boarding to the auction platform.





Our Approach

We took complete ownership of strategizing, operationalizing & execution of the auction

Executed the sales process through multiple e-auction events from different plant locations

Dedicated help desk team & Post-Auction Fulfilment assistance provided



Outcomes :

2+ lakh tons of metal scrap sold

₹600+ crore e-transacted till FY'22

200 unique buyers added in FY'22



Value Added Service

- Market Insights & Price Trends
- Training & Support to Buyers
- Fulfilment Assistance

