

A New Life For Fly Ash, Relief For The Power Industry

Client :
**A State-owned
Power Utility**

Region :
**West
Bengal**

Assigned For :
**An Exclusive e-Selling
Solution For Fly Ash**

Project Criticality :
**Maximum Disposal & Reduce Cycle
Time**

The client is a premier state-owned power utility company that presently has a total installed capacity of 8376 MW (Thermal Power). It has 5 thermal power plants located in different parts of the state and their goal is to provide uninterrupted power supply at affordable rates.



About Fly Ash :

The disposal of ash, a by-product of power generation from coal-fired power plants, has been of paramount importance for the thermal power industry. The Indian coal is of low grade having high ash content. According to the latest CEA data, 85 MT of fly ash, an extremely fine substance was generated by 144 TPPs in 2016-17. The efficient handling and fast evacuation of fly ash is serious concern because of its large area requirement and its potential of causing air, water pollution

Client's Objectives :

1. Maximum disposal of Fly-Ash
2. Reduce TAT in the disposal process
3. Platform homogeneity across 5 plants
4. Transparent selling process and best price discovery

Challenges

Limited access to potential buyers was increasing the risk of dependency on a select few.

Sub-optimal price discovery due to limited number of buyers and also risk of violating government norms

Delayed revenue realization due to non-completion of disposal cycle.

Solution Adopted By Us



Identified and recommended the best-fit auction strategy based on proposed methodologies from each plant.



Provided a detailed analysis of the demand scenario for fly-ash in the specific zone.



On-boarded a diversified range of customers (end users of fly-ash and traders) ensuring maximum disposal and revenue optimization.



Developed an online platform for bidding and thus ensuring transparency and the best market driven price discovery.



The online platform was customized to facilitate the techno commercial evaluation of prospective buyers.



All the eligible buyers were made accustomed with the new auction rule and related processes thorough training, for smooth transition from age-old traditional methods to e-auction.

Outcomes :

2.5 Million tons of Fly Ash allocated among the end-users

₹370+ crore contract value finalized

₹150+ crore revenue appreciation

74% price appreciation