

Digital Platform For eSelling Of Secondary Material

Client :
KPTL

Region:
Pan-India

Assigned For:
e-selling of scrap from
project-sites

Scrap Category:
Ferrous, Non-ferrous, Electrical, Drums,
Batteries, Lubricants, Wooden Scrap etc.

In an engagement spanning 3 years, the client engaged mjunction to sell the scrap lying in project sites while achieving best market price & maximum buyer participation.



Client's Business Objective

- Need for timely evacuation of Secondary Material (or scrap) from 150+ sites Pan-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



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



Extensive market making to identify potential buyers Pan-India.



Advised auction strategies to build buyer participation and deliver better price.



Wallet-based EMD management.



Close co-ordination with successful buyers for timely payments & lifting of material.

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 :

85% success rate in auctions, balance **15%** sold via re-auction

5 Weeks - Avg. TAT for Mandate to Cash

800+ Bidders from Pan India participated

Value-Added Services

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

