



SELLING OF SPENT CATALYST AND MACHINERIES,



INDUSTRY

Fertilizers



GEOGRAPHY

Odisha, Gujarat &
Uttar Pradesh



CHALLENGE

Credible buyers & right price for Machineries & Spent Catalyst. Price benchmarking & lotting of varied material categories



SOLUTION

Detailed inspection of high value machineries Innovative auction strategies for optimum price realization & adequate buyer participation



RESULTS

Total Value realized of more than 8.80 Cr from all 3 locations
93 New Buyers and 21 end-users introduced in the system

The Client

IFFCO e-Bazaar

Business Requirement

IFFCO wanted to auction a wide range of product categories in a short cycle time. They needed addition of new buyers and end users into the system at each location along with an efficient EMD management process & e-auction platform for best price realization for machineries and scraps.

The Business Challenge

- Credible buyers for Machineries who would offer best prices higher than scrap rates along with disposal of Spent Catalyst to CPCB/SPCB approved MOEF buyers only, which is limited in the country
- Price benchmarking & lotting of varied material categories across widespread location
- Addition of new buyers along with end-users in the system to augment price competition in the auction

The Solution and Strategy adopted

- In-depth inspection especially of Machineries with material photographs & specifications to understand the product and target the right industries for sale
- Innovative auction strategies for optimum price realization & lotting of varied categories
- Thorough market analysis to prepare price reports for realistic price benchmarking and successful sale

Result and Achievements

- Total Sale Value: 8.80 Cr
- Total no. of new buyers added : 93
- Total no. of end-users introduced: 21
- Success factor as on date: 83%