



case study

Online Sale of TTA Billets

IISCO Steel Plant (ISP), an integrated steel plant of SAIL in Burnpur, gave metaljunction the mandate to sell 1500MT of TTA billets for the plant within a span of 4 days. The challenge for team metaljunction was to find buyers who would be able to buy the entire quantity of billets in a single lot and also adhere to the stringent fulfilment requirements.

The task at hand was to:

- Sell the billets in a single lot and within the stipulated timeframe
- Bring down the inventory level in the plant premises

Approach

After extensively exploring the market, team metaljunction identified buyers in the long products consumption centres. Emphasis was given on consumers with the necessary financial strength to comply with the payment terms and adequate capability for lifting 1500MT within 15 days from Burnpur. This was very critical due to steep despatch pressures. After short listing, the probable buyers were individually informed. metaljunction received a total of 11 registrations for the auction from Bengal, Kanpur and Mandi Govindgarh.

Achievements

The total realisation from the auction was to the tune of Rs.4 Crore, post which the material was lifted within the stipulated timeline. The client was very satisfied with the outcome of the project.

Client Testimonial

A Dutta Gupta, GM (Marketing)

"We convey our appreciation to all members of the metaljunction team for their collective efforts and we hope that the same trend will continue in all future endeavours including those for disposal of idle assets."

Various steel plants sell materials through the offline mode. metaljunction can help such plants explore the eAuction route and bring in efficiency as well as better price realization, adding significantly to the client's bottom-line.