



Sale of Coal Mill rejects for TATA Power- Jojobera, Jharkhand



INDUSTRY

Power



GEOGRAPHY

Jojobera,
Jharkhand



CHALLENGE

To sell 3500MT of
Coal Mill rejects in
short time



BIDDING
STRATEGY

Forward Auction



RESULTS

Entire quantity of
3500MT sold out
with increased
price

The Client

TATA Power has a Coal based thermal power plant with a production capacity of 428 Mw in Jojobera, Jharkhand.

The Business Challenge

The mandate given to mjunction was to sell 3500MT of Coal Mill rejects. Coal mill reject is a by product of the plant and the primary objective was quick disposal of stock to vacate premises.

The solution and strategy

- Coal mill reject was not a regular product sold on the platform. The primary challenge for the team was to find the right buyers for this product.
- To start with, the team took concentrated market making effort and spoke to a number of customers to understand the right buyer segment of the product.
- The team contacted the entire buyer base of Jharkhand, and also took the help of the agent network of Jharkhand and Bihar to discover buyers of the product.
- Team mjunction also ensured that there was speedy approval post the auction from the clients end thereby also ensuring buyer delight.

Value Addition to TATA Power

- mjunction was able to sell the entire quantity of 3500MT.
- There was a price increment causing customer delight
- Quick approval from the customer resulting in buyer satisfaction