

## e-auction of de-commissioned coal washery plant



### INDUSTRY

Mining



### GEOGRAPHY

Patherdih, Jharkhand



### CHALLENGE

To sell the idle asset at the correct price to a credible buyer



### BIDDING STRATEGY

Forward Auction



### RESULTS AND ACHIEVEMENTS

The plant fetched a price of INR 4.35 crores

### The Client:

ACB (India) Limited, along with its subsidiaries and associates, is one of the largest coal washery company in the private sector with an aggregate designed beneficiation capacity, on a proportional basis, of 65.61 million tons per annum with operations spread over 19 locations in India.

### Business Requirement:

mjunction received a mandate from ACBIL to sell a decommissioned coal washery plant with production capacity of around 60,000 MT per day.

### The Business Challenge

- ACBIL wanted the best possible price for the assets through a transparent pricing mechanism.
- ACBIL did not have a repository of prospective buyers across India and they had no expertise in determining the market value for the de-commissioned plant.

### The Solution and Strategy adopted

- mjunction did a thorough inspection of the de-commissioned plant and provided a price estimation to ACBIL, based on which the reserve price was arrived at.
- Offline and Online marketing initiatives were taken by the team for reaching out to prospective buyers across India.
- Eligible buyers were shortlisted basis the criteria set by ACBIL and they were allowed to inspect the de commissioned plant.
- An online sale event was held among the eligible buyers and the H1 price was arrived through forward auction.

### Result and Achievements

A price of INR 4.35 Crs was achieved in the auction which was a premium of more than 35 lacs over the client's expected price.