



MJUNCTION Services Limited

BUSINESS MODEL: **Sharing Platform/ Resource Recovery**

SITUATION

- Businesses produce large quantities of “non-core” products and by-products from normal operations.
- Businesses could consider selling these “non-core” products and by-products (i.e. secondary steel, minerals, coal and coal chemicals), obsolete and idle assets to an existing market.

CHALLENGE

- For such a market to function efficiently, buyers and sellers need price transparency, which can be difficult to establish for industrial by-products.

SOLUTION

- In 2001, Tata Steel and the Steel Authority of India Ltd. (SAIL) established a joint venture called [mjunction services limited](#), which has evolved to become the world’s largest e-marketplace for steel and India’s biggest B2B e-commerce company.
- *mjunction’s* mission is to create robust and sustainable supply chains by bringing more efficiency and transparency to stakeholders.
- Expanding beyond typical ecommerce buy and sell services, *mjunction* also offers financing and consulting services to customers. However, it is the *sell* side business that helps customers sell their “non-core” products and by products.
- *mjunction* is helping many industries and organizations find the right buyers for these non-core products, while contributing positively to the environment.
- The JV has expanded to include almost 30 waste streams

KEY BENEFITS

- *mjunction* has increased its business volumes from Rs 94.35 crores (\$13.8M USD) in 2002 to Rs 134137.68 crores (\$20.16B USD) in 2016.
- Participating companies save money by utilizing by-products and having access to idle asset identification.
- What was an industry waste stream is now becoming feedstock for other industries
- Both buyers and sellers have increased price transparency through the online platform.

Link: <http://www.mjunction.in/#sthash.IDiZ0IEF.dpbs>
<http://www.tata.com/company/profile/mjunction-services>