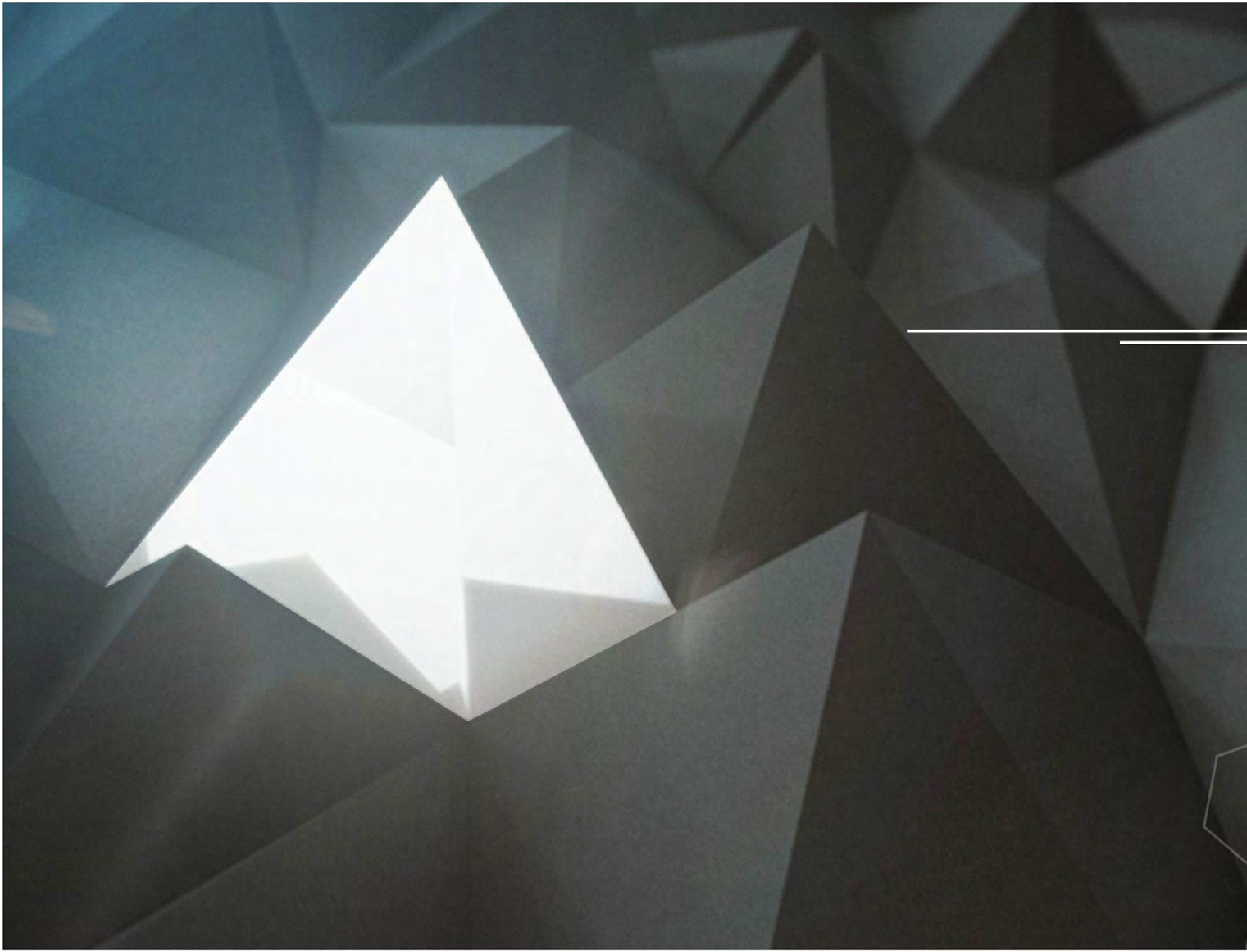
Coal takes about 300 million years to form.

**Naturally, we consider it priceless.**

coaljunction Realising the true value of coal.

mjunction business without barriers



# ORIGIN

By bringing in deep industry expertise, process understanding and streamlined operations, coaljunction has brought out the true value of coal, which was earlier unrealised. In the year 2005, coaljunction was established as a strategic business unit of mjunction, a JV between Steel Authority of India Ltd. (SAIL) and TATA Steel. coaljunction has pioneered e-selling of coal in India, and has sold more than 140 million tonnes of coal since its inception to over 13,000 unique buyers from the Indian subcontinent.

coaljunction's online platform enables buyers and sellers to transact in a completely transparent and efficient manner. Mired with red-tapism and rampant black marketing till a few years ago, the coal industry welcomed this move and participated with enthusiasm. Armed with technology and in-depth market know how, coaljunction has made the entire coal buying process simple and convenient for buyers. By establishing a direct contact between the smallest buyers of coal and a giant conglomerate like Coal India, coaljunction has brought about a fair market price realisation for Coal India and its subsidiaries. Today, coaljunction sells different coal and coal products offered by various sellers to the coal buying community and its best practices are considered a benchmark in the industry.

14 state-of-the-art offices across India

# HOW IT WORKS

## SELLERS

coaljunction engages with coal producers, mining companies, coal washeries and power producers to sell their coal and coal products. These products include non coking coal of various GCV range, coking coal, lignite, jhama coal, washery rejects, tailings, middlings, coal mill rejects, coal fines, hard coke, coke fines etc.

## BUYERS

coaljunction caters to different coal consuming sectors like power, steel, cement, sponge iron, fertiliser, paper, various small and medium enterprises and coal traders.

e-auction

Why coaljunction:

- Transparency and efficiency in the allocation process
- Large and well spread out database of capable buyers
- Fair market price realisation
- Faster clearance of stocks
- Reduction in processing time
- Convenience of participation

Our offerings:

- e-auction
- Post Sales Management Services
- Buyer Finance
- Coal Movement Services
- Strategic Sourcing of Coal
- Sale of Imported Coal
- Coal Knowledge Services

# SERVICES OFFERED

## e-auction

**Changing the way coal is sold in India**

coaljunction's cutting edge technology provides buyers and sellers with a fair and vibrant platform for online transaction of coal. The platform enables effective distribution of coal using innovative methodologies which empowers the smallest of buyers to buy coal directly from the seller, bringing about disintermediation in the coal supply chain.

**Getting started with e-auctions:**

Spot e-auctions are conducted every month and are open for consumers and traders to participate. Coal is lifted within a specified period of time from the date of auction.

Forward e-auction aims to provide access to coal for consumers who wish to have an assured supply over a longer period of time. It offers the choice to book and buy coal online for a period of 12 months consisting of 4 equal quarters. Through the process of online bidding, it ensures equal opportunities to all intending coal consumers in India to purchase coal for their own consumption as per requirement and at a pre-determined price.

### 4 easy steps

1) Register with us
2) Purchase digital signature certificate
3) Submit Earnest Money Deposit (EMD)
4) Start bidding!

e-auctioning over 2 million tonnes of coal per month!

## Post Sales Management Services

**By your side, until 100% completion of deal**

coaljunction's post sales management is aimed at making the supply-chain efficient and convenient for both buyers and sellers. The following post sales services are offered:

- Faster collection of payments through online mode
- Online DO to customers within 48 hrs from receipt of payment
- Refunds to customers within 48 hrs from request
- Status tracking and control through online MIS
- Reduction in overall delivery cycle time
- Integration with seller's ERP
- Highest level of security and control

## Buyer Finance

**Providing the means to an end**

coaljunction's Buyer Finance Programme provides financial assistance through easy access to funds in association with banks and financial institutions. Eligible buyers can avail:

- Working capital up to ₹ 10 crores
- Credit period up to 60 days
- Interest rates as low as 12.75% per annum
- Instant disbursal
- Hassle-free one-time documentation and processing

## Coal Movement Services

**Driven by reliability. Motivated by promptness.**

When it comes to buying coal, rail logistics is no longer your headache. The coal movement service ensures that your lots are delivered to destinations across India with least movement from your side. From documentation to delivery, a dedicated team covers every stage with regular follow ups with all stakeholders.


### Making delivery simpler for you:

- **Co-ordination:** From financial clearance to release of programme from coal companies, our dedicated workforce takes care of everything.
- **Follow-ups with railways:** Sanctioning rakes, allotting rakes and timely placement of rakes.
- **Facilitation and handling:** Advance rail freight payments and management of tie-ups with financial institutions

## Strategic Sourcing of Coal

### Unearthing the best of India's coal reserves

coaljunction's vast network of suppliers facilitate effective sourcing of coal for different corporate entities. Apart from a seamless network, services also ensure-

- Market analysis and research for categories with price and supply volatility
- Strategy for cost management
- Vendor identification and validation
- Costing and identifying levels of negotiation
- Reduction in material cost through online negotiations

**Assured coal supply even during,**

- Price volatility, shortage or unavailability
- Any event of rejection due to quality issues
- Supplier backouts

## Sale of Imported Coal

### Crossing every boundary in coal trade

Backed by a broad geographical presence, a diverse business portfolio and expertise in sourcing, logistics and international markets; coaljunction is fast becoming a prominent supplier of thermal coal to India. Tie-ups with major importers and mines across the world also enable coaljunction to source any specific kind of coal required by consumers.

**What's in for sellers:**

- Direct access to large Indian coal buyer base spread across different sectors
- Genuine buyers
- Low cost of sale
- Guaranteed quantity off-take
- Process to manage the requirements of small buyers
- Indian coal market intelligence

**What's in for buyers:**

- Direct access to imported coal sellers
- Flexibility in order booking quantity
- Regular supply
- Quality assurance
- Simple booking process


mjunction
business without borriers
IHS
IHS McCloskey and mjunction present
Indian Coal Markets Conference
and Awards Dinner 2011
gupta
MECHEL
port

## Coal Knowledge Services

**Smart Advice. Expert Opinion.**

The knowledge services division of coaljunction scans the market and unearths the most relevant insights for your business. Through publications, market research and knowledge initiatives, it is creating a base of informed business leaders who closely follow domestic and international trends and can spot long term movements in the Indian coal industry.

**India Coal Market Watch:** It is a comprehensive monthly report covering all aspects of the Indian coal industry supported by exhaustive data. Subscribers also receive daily emails of time sensitive information having mostly transactional data.

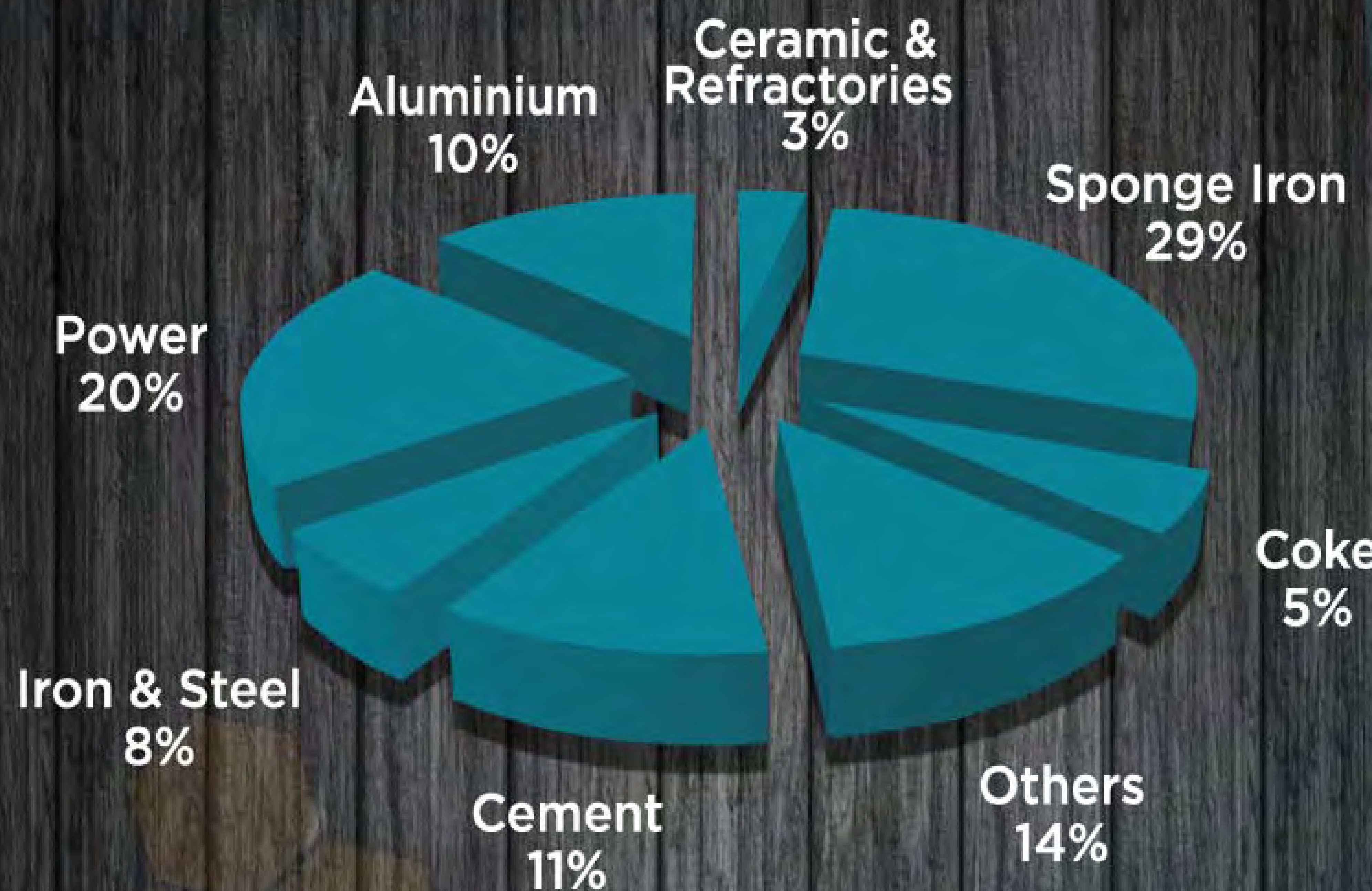
**Coal Insights:** Monthly magazine, tracking the Indian coal market.

**Coal Conferences:** Organising events where industry leaders, think-tanks and international dignitaries meet and discuss strategies around the future of coal in India.


# INDIA'S MOST ECONOMIC FUEL, NOW FUELS INDIA'S ECONOMY.

Established in 2005 as a JV of Steel Authority of India Limited (SAIL) and TATA Steel, coaljunction is one of the world's largest e-marketplace for trading of coal.

## Sector/Industries that coaljunction caters to:




## Major Clients

Empowering India · Enabling Life · Nurturing Nature · कोल इण्डिया Coal India

ONE FAMILY, ONE VISION, ONE MISSION · THE SINGARENI COLLIERIES COMPANY LIMITED · SCCL

सेल SAIL

TATA
TATA STEEL

WBMDC
West Bengal
Mineral Development
Corporation


Exceptional performance has helped mjunction and all its strategic units win major industrial awards, year after year.

CALL

| | |
|---|---|
| e-auction (for sellers) | Prateek Bose \| +91 9163348216 |
| e-auction (for buyers) | Toll Free Number : : 1800 419 20001 |
| Post Sales Management | Prateek Bose \| +91 9163348216 |
| Buyer Finance | Sourabh Bhowmick \| +91 9163348276 |
| Coal Movement | Debanjana Dutta \| +91 9163348273 |
| Imported Coal | Maulesh Desai \| +91 9831550073 |
| Strategic Sourcing | Sourav Chakraborty \| +91 9163348056 |
| Knowledge Services | Soumitro Bose \| +91 9231000232 |

MAIL

coaljunction@mjunction.in

"coaljunction's marketplace will transform the domestic coal market, providing efficient buying and selling and complete range of services to coal companies and consumers."

Mr. P.C. Parakh, Secretary, Ministry of Coal, Government of India

"The performance of mjunction has been extraordinary and every effort was made to improve the bid price which has enhanced the overall revenue gain of SCCL."

Mr. Suresh, CGM, Marketing, Singareni Collieries Company Limited

"With coaljunction, there is never any technical difficulty. People are always available to solve our problems. They have back up teams that are very efficient."

Mr. V.S. Mishra, Head of Proc., Birla Corporation

mjunction is the largest ecommerce company in India.

It is a 50:50 venture promoted by the Steel Authority of India Limited (SAIL) and TATA Steel.

mjunction
business without barriers

Corporate Office: mjunction Services Limited
Godrej Waterside Tower - I, 3rd Floor, Plot No. 5, Block - DP Sector - V, Salt Lake City, Kolkata - 700091, WB, India
Tel: +91 33 6610 6100 | Fax: +91 33 6610 6187 / 6179 / +91 33 6601 1719 / 1720

Registered Office: TATA Centre, 43 Jawaharlal Nehru Road, Kolkata 700 071 | Tel: +91 33 6610 6100, 2288 2606 | Fax: +91 33 2288 2078

contactus@mjunction.in | www.mjunction.in