

## About Indiaengineering

Indiaengineering, a part of the \$900 million Kalyani Group is India's leading Value Added Service Provider for **Procurement** and **Asset Management Services**. Our domain oriented 'Value Added Services' like Consultancy, Market -Making, Sourcing and Asset Intelligence form the key to value creation. Our objective is to help businesses leverage the advantages and efficiencies of leading e-business applications like eSourcing and eDisposals at significantly low costs giving 'Fastest time to ROI'.

# asset management services



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Bringing the power of e-business to fixed and current assets



# Maximize the value of your assets

## Asset Management Framework

Asset Sale is dependent on expertise, marketmaking and the delivery / operations process. At Indiaengineering, we follow a 27-step implementation cycle, which is completed in six weeks followed by an auction at the end of the sixth week. Our Asset Management framework involves the following:



## At Indiaengineering, we maximize the value of your assets

Most enterprises have obsolete assets, excess inventory, discontinued goods that they need to dispose of in a timely manner. Asset Management, thus forms an integral part of the enterprise management system.

Indiaengineering - Asset Management Services, a division of Synise Technologies, enables businesses to increase revenue by allowing corporates to liquidate their fixed and current assets in a transparent and efficient way to the best bidder globally achieving highest realization.

Deep domain knowledge combined with industry leading technology and business practices allows Indiaengineering to deliver Comprehensive services, differentiating strategic capabilities and clear ROI Models, delivering value and best of breed services. We help businesses become more competitive and achieve higher bottom line growth by converting idle assets into revenue within a short time, thereby freeing locked up capital for productive use.

Each situation has its own specific requirement. To achieve optimum results, the Asset Management Services Division offers a range of customized services to match the asset specialization, valuation of assets, client timing needs and value recovery goals.

Indiaengineering has so far transacted Asset Sales of Rs. 300 cr in the last 36 months, having worked with over 75 clients.



## An efficient and objective disposal process



## Our Services Offerings

- On-line Dynamic Auctions
- Disposal eTenders
- Private Treaty Sales
- Aggregated Periodic Scrap Sale
- Hosted Private Auction Marketplace
- Asset Resourcing

## Asset Category & Method Of Sale

Indiaengineering specializes in selling surplus corporate assets across 100+ engineering categories. The method of sale depends on the type of material/category, the buyer market, volumes and complexity of sale.

After due diligence of the available assets is done in terms of valuation and market price analysis, Indiaengineering recommends the correct method of sale. This is then followed by a focused market-making process to ensure higher price realization through end-user participation.

Indiaengineering specializes in selling the following categories of assets:

- Recurring Scrap
- Plant and Machinery
- Project Leftovers
- Prime and Non-Prime Steel

# Annual Recurring Scrap disposal (Ferrous/Non Ferrous)

Recurring Scrap Disposal is one of our major areas of expertise. Indiaengineering has signed end-to-end contracts for annual recurring scrap disposal with multi-nationals and corporate's across India.

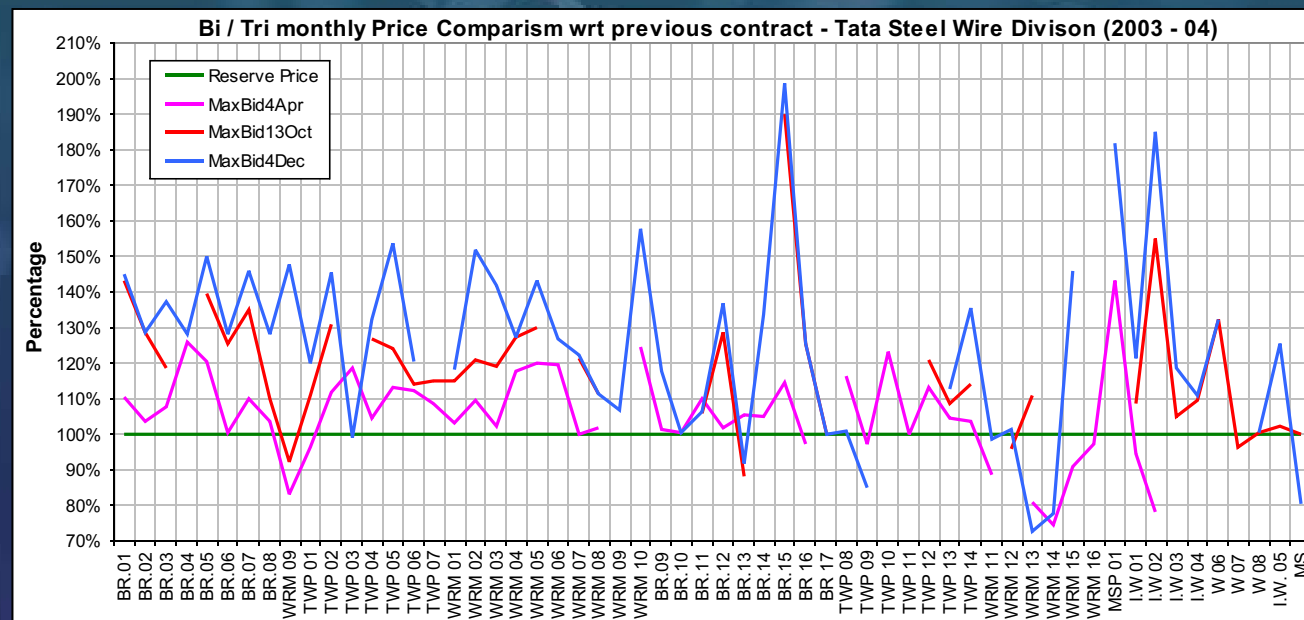
The necessary domain and expertise in Scrap disposal coupled with an efficient and objective disposal process ensures end-user participation, effective handling of scrap disposal and higher price realization.

SKF Bearings, Tata Steel, Kalyani Brakes, Mazagon Docks, Cummins India etc are some of our clients for Recurring Scrap Disposal.

## Tata Steel

### Recurring Scrap

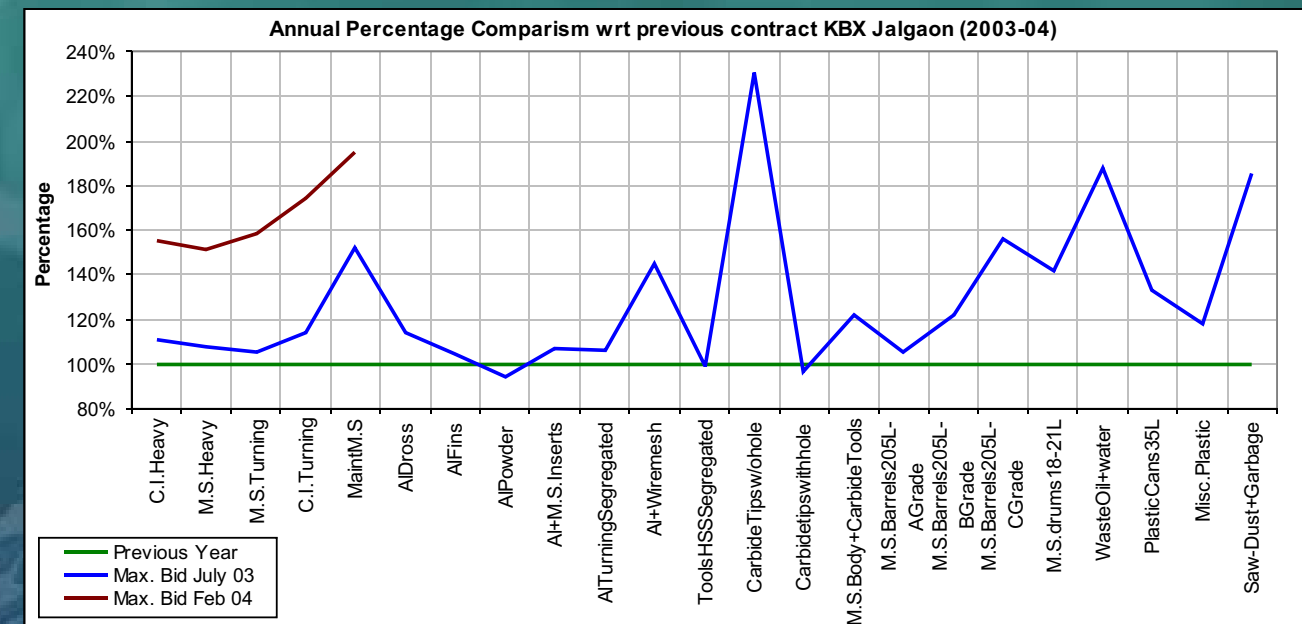
Value : Rs 1.75 crore quarterly  
Items : Steel Wires of various grades & sizes.  
Bidders : 20



## Kalyani Brakes

### Recurring Scrap

Value : Rs 2 Crore Annual Contract  
Items : MS, CI, Aluminum - Heavy Turning, Rejections, Dross  
Bidders : 19



## Thermax

### Recurring Scrap

Value : Rs 3 crores  
Items : MS Scrap, CI Boring, Wood, Aluminium, Heavy Truning.  
Bidders : 22



## Plant & Machinery

Over the last three years, Indiaengineering has developed the expertise in disposal of plant and machinery such as GPMs/SPMs anywhere across India. Indiaengineering's technically qualified and professional market makers help in identifying the target buyers for these assets.

Excellent data base in terms of large traders, retrofitters and end users has resulted in giving our Customers (sellers) best realization on the assets sold.

Tata Automation, Rane Madras, Hindustan Lever, Raymonds etc. are some of our clients in this category.

### Electrolux Kelvinator

#### Plant & Machinery

Value : Rs 3 crore  
Items : GPMs, SPMs, Material handling,  
Testing equipments  
Bidders : 25



### Tata Automation

#### Plant & Machinery

Value : Rs 1 crore  
Items : Radial, Milling, Shaping, Lathes,  
Material handling equipment, Welding &  
Grinding machines  
Bidders : 19



### Raymonds

#### Plant & Machinery

Value : Rs 0.5 crores  
Items : Gill boxes, Paper press, Wire  
raising, Chiller, Rotary press, Decatasing,  
Autoclave, Spinning, Setting, Relaxing,  
Cheese hydro extractor, Roll folding, etc.  
Bidders : 4



## Project Leftovers

Indiaengineering has been working on an ongoing basis with corporate's and Public Sector Units across India in disposing of their project leftovers such as pipes, flanges, valves etc. This has helped us in further understanding the project leftover category and the nitty-grities involved in it.

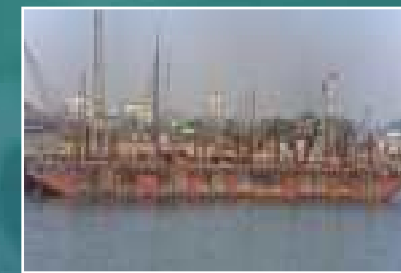
Indiaengineering's in-depth expertise in Project Leftover category and an excellent data base of bidders helps us in getting the right price for our customer (seller) as per the present market situation.

Praxair, Thermax, Mazagon Docks, IPCL etc. are some of our clients for whom we have handled Project Leftover Disposals.

### Mazagaon Dock

#### Project Leftover

Value : Rs 10.2 Crore  
Items : Tubulars, Structural, Plates, Fittings,  
Valves, Cargo Barge.  
Bidders : 5



### IPCL

#### Project Leftover

Value : Rs 14 Crores value  
Items : Piping, Sheets, Valves, Cables  
Bidders : 60



### PRAXAIR

#### Project Leftover

Value : Rs 1.32 crores  
Items : Piping, Sheets, Valves, Cables  
Bidders : 18



## Prime & Non-Prime Steel

Steel companies sometimes face difficulty in selling their non-prime steel or slow moving steel, resulting out of material rejected by the client. Indiaengineering helps such companies in selling their non prime steel through our online disposal services resulting in higher realization through end-user participation.

Major steel manufacturing companies such as Kalyani Carpenter Special Steels, Tata Steel and Kalyani Steels have been able to successfully use our services in this category.



## Indiaengineering Asset Management Benefits

Higher **realization** at lower cost through **end-user participation**

Process driven **technology**

**Efficient** and **objective** disposal process

Asset Management **Intelligence** Services

Fair Market Price Evaluation - **VED Analysis**

Access to new **geographic** markets for sellers

Quick, easy access to needed assets for **buyers**

Complete **Transparency** &  
**Real Time** Bidding

**Bid history** available of all the bidders  
and gives a complete **Audit trail**

**24 x 7** Customer Support

Access to Indiaengineering asset  
**Database** and **trading**

## Our Key Strengths

Industry Leading Technology  
Globally Benchmarked Processes  
Global Supplier Base  
Domain rich consultants

## Pedgree

A part of the USD 900 million Kalyani Group, Pune  
Over 4 years of successful operations  
An ISO 9001 certified company

## Our Clients

- ABB
- Alstom Power Boilers
- Amtrex Hitachi
- Anand Group of Companies
- Arvind Mills
- Ashima
- Ashok Leyland
- Bajaj Auto
- Bechtel
- Bell Tools
- Bharat Forge
- BPCL
- Cummins India
- Daewoo Motors India
- Daimler Chrysler
- Delphi Automotive Systems
- DGP Hinoday Industries
- Eicher Motors
- Electrothem A'bad
- Electrolux Kelvinator
- Escorts
- FAG Bearings India
- GKW
- Graham Firth
- Greaves
- Grindwell Norton
- Gujarat Ambuja Cement
- HLL
- ICI Chemicals
- IPCL
- ITI
- Jindal Iron & Steel Company
- Kalyani Lemmerz
- Kalyani Brakes
- Kirloskar Oil Engines
- Kirloskar Pneumatics
- Kotak Mahindra Bank
- L&T
- Lucas TVS
- LMW
- Marico Industries
- Mazagon Docks
- MICO
- Pennar Steel
- Praxair India
- Praj Industries
- Rane (Madras)
- Raymonds
- Roplas India
- SKF Bearings
- Sundaram Fastners
- Tata Automation
- Tata Motors
- Tata Power
- Tata Projects
- Tata Steel
- Thermax
- Voltas
- Whirlpool
- Wipro Fluid Power Division.