

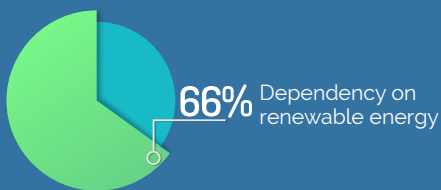
Optimizing the fuel costs

by deepening market understanding



Overview

Godrej has made significant strides towards sustainability by prioritizing renewable energy sources since 2014. With a commitment to increasing its renewable energy portfolio, Godrej now relies on renewables for over 66% of its energy needs.



Initially, the company outsourced power generation to third-party partners, who managed everything from acquiring fuel to operating machinery and supplying steam. However, Godrej identified the high cost of briquettes as a significant expense and sought to explore alternative sourcing options. This led them to engage with BiofuelCircle, a solution provider in the bioenergy sector.

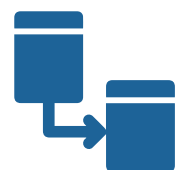
Key Challenges



High Cost of Briquettes



Lack of Understanding of Biofuels Market



Dependency on Third-Party Partners

Key Outcome



Improved Cost Efficiency: By engaging with BiofuelCircle, Godrej was able to gain a better understanding of the briquette market and explore alternative sourcing options, ultimately optimising fuel costs.



Increased Control and Flexibility: Partnering with BiofuelCircle allowed Godrej to gain more control over its sourcing decisions and processes, leading to greater flexibility and cost savings.



Enhanced Sustainability: By diversifying sourcing options and prioritizing renewable energy, Godrej furthered its commitment to sustainability and reduced its environmental footprint.

Customer Experience:



We joined BiofuelCircle last year primarily to reduce the cost of our steam generation. The platform has helped us easily access a varied range of briquette sellers, and get market insights in just a few clicks. I can see that, eventually, this platform will be adopted by almost everyone in the industry, because it adds value to both the sellers and the buyers of biofuel.



Rajesh Agarwal

Manufacturing Head at Godrej Industries Limited

BiofuelCircle's Impact

Godrej acknowledges the importance of sustainability and recognizes the need to increase its renewable energy portfolio. However, the company faced challenges in optimizing its energy sourcing, particularly regarding the high cost of briquettes. Engaging with BiofuelCircle provided Godrej with the expertise and solutions needed to address these challenges, leading to

improved cost efficiency, increased control over sourcing decisions, and enhanced sustainability efforts. The partnership with BiofuelCircle aligns with Godrej's commitment to sustainability and its goal of reducing environmental impact while maintaining cost-effectiveness.

To know more

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