

# Mafatlal Industries'

## Transition to Biofuel

### Overview

Mafatlal Industries was facing challenges due to rising coal prices and irregular supply, prompting the exploration of alternative fuels. However, concerns over operational overhaul hindered their initial steps toward transition



### Key Challenges



#### **Unorganized Nature of Suppliers Leading to Unreliability:**

Transitioning to biofuels has presented significant challenges for Mafatlal Industries due to the unorganized nature of suppliers. The biomass supply chain is dominated by numerous small-scale manufacturers and vendors, creating fragmentation that makes securing a consistent and reliable raw material supply difficult. Mafatlal Industries often finds itself entangled in complex negotiations, setting prices, and assessing the reliability of these small suppliers. The absence of a standardized system for verifying biomass quality and consistency further complicates the process. Managing multiple suppliers and the associated uncertainty in quality and availability can deter them from fully adopting biofuels.



### Lack of Biofuels Market Knowledge:

A major obstacle to adopting biofuels is the lack of market knowledge. Without access to accurate and comprehensive market information, Mafatlal Industries was reluctant to make the switch, fearing that the transition might require a complete overhaul of their operations. The initial technical support and information provided by BiofuelCircle played a vital role in helping Mafatlal Industries comprehend and navigate the biofuel market. Educating Mafatlal Industries about their options and providing relevant market data empowered them to make informed decisions and ease their transition to biofuels.

## Key Outcome



### Assured Supply:

Having a large pool of suppliers on BiofuelCircle platform ensures reliable and consistent availability of biofuels.



### Vendor Management:

Right from Supplier discovery to deals, deliveries and payments, all at one place, without any direct vendor co-ordinations eliminates hassles ensuring seamless procurement.



### Quality Assurance :

Quality profiles of suppliers gives visibility and assurance of quality.

## Customer Experience:



We initially required a lot of assistance, technical input, and knowledge from BiofuelCircle to make alternate fuels work for us. The team educated us on the choices we had, and outlined the steps we needed to take.

We knew we could use biofuels because of the ease of acquiring material through the platform - I can see the verified seller badge there, I receive an update about the quality of the material and I can purchase without any back and forth. I would happily pay even extra for the material just for this ease.



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## BiofuelCircle's Impact

Currently, Mafatlal Industries fuels 5% of its energy needs with biofuels, with plans to double this within the next year. This successful transition showcases the power of informed decision-making and market data in facilitating the shift toward sustainable energy sources.

To know more

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