

Balancing Green Intent with Cost Discipline in Biomass Sourcing

A leading Indian industrial conglomerate with businesses spanning chemicals, agri-rural operations, manufacturing, and power generation operates large captive power systems with continuous boiler operations across its facilities. Given the scale and criticality of these operations, the organization has consistently focused on strengthening operational efficiency, safety, and responsible energy use.

In 2020, as part of its sustainability pathway, the company began co-firing biomass alongside coal to reduce fossil fuel consumption and lower carbon emissions.

While the intent to adopt greener fuels was clear, biomass procurement presented a distinct challenge, operating within an unorganized market where pricing, supplier reliability, and coordination varied widely. To bring greater structure and clarity to this process, the organization partnered with **BiofuelCircle**.

KEY CHALLENGES

1.

Price volatility in the unorganized biomass market made it difficult to evaluate biomass as a consistently viable alternative alongside coal.

2.

Biomass is not always as cost competitive as coal, requiring close alignment with coal benchmarks for continued adoption in a cost-sensitive operating environment.

3.

Managing procurement across multiple fragmented suppliers increased coordination effort and reduced sourcing efficiency.

KEY OUTCOMES



BiofuelCircle introduced greater pricing transparency and structure into biomass sourcing, enabling procurement teams to evaluate biomass more objectively alongside other fuel options.



By offering commercially logical pricing compared to several alternative suppliers, BiofuelCircle helped biomass remain a viable option within the broader fuel mix when market economics permitted.



Through a system-based engagement model, BiofuelCircle reduced coordination complexity for a portion of biomass sourcing, improving procurement efficiency without altering an existing multi-vendor strategy.

CUSTOMER EXPERIENCE

“Out of all the available options, BiofuelCircle’s pricing made the most logical sense to us. What also stood out was how organized and professional the entire setup is. The platform brings structure to a market that is otherwise very unorganized, and that makes everything much easier.”

- Head of Procurement & Supply Chain
(Leading Indian Industrial Conglomerate)

BiofuelCircle’s Impact

For this organization, BiofuelCircle's impact has been less about introducing biomass and more about bringing commercial clarity to an already complex, multi-vendor procurement environment. In a market where biomass pricing varies widely and procurement decisions are highly sensitive to coal benchmarks, BiofuelCircle enabled a more structured way to evaluate biomass purely on cost logic and reliability.

By offering pricing that made commercial sense relative to other available options, BiofuelCircle helped biomass remain among the preferred fuels when economics aligned, rather than being eliminated due to uncertainty or inconsistent quotations. The platform's system-based and process-driven model also reduced coordination effort for a portion of biomass sourcing, allowing procurement teams to operate with greater confidence in a market that is otherwise fragmented and difficult to standardise.

This has allowed the organization to continue using biomass selectively and responsibly within its fuel mix, balancing sustainability intent with cost discipline, without disrupting its existing operational priorities.

To know more

Get In touch with us



biofuelcircle.com

info@biofuelcircle.com

+91(020)48522522