

## **Scheme Document of Advertisement Potential at MSTC Limited**

### **Introduction**

MSTC Limited, a Mini Ratna Category-I CPSE under Ministry of Steel, Government of India has emerged as the fastest growing Public Sector e-Commerce Company in India. MSTC as a major standalone e-Commerce service provider in the country ventured into the B2B e-Commerce business by developing an e-auction platform for sale of industrial scrap, surplus materials minerals coal etc. and has emerged as the leading e-commerce service provider catering to various Government Departments, PSUs and leading Private Sector Organisations. Presently the company is providing B2B, G2B & B2C e-commerce related services across diversified industry segment offering e-auction/e-sale, e-procurement services and development of customized software/ solutions.

### **Network**

MSTC's head office is located at Kolkata and having a PAN India presence i.e. 19 Regional and Branch offices located at major cities across almost all states of India.

### **e-Commerce Activities**

Various e-Commerce activities undertaken by MSTC for different clients are as under:

- i. Coal Block Allocation and sale of mined coal;
- ii. Major and Minor Mineral Block Auction;
- iii. Royalty Collection e-Auction;
- iv. Iron Ore Sale;
- v. Spectrum Auction;
- vi. Sale of NPAs and other Properties;
- vii. Forest Produces;
- viii. E-Procurement.

### **Advertisement Potential**

In order to provide a value added service to the prospective bidders MSTC is contemplating an opportunity for extending a credit line facility through scheduled commercial banks for payment of EMD/ material value in favour of the Sellers.

Under such scheme, banks can get to reach the huge buyer base of around 2,00,000 of MSTC for displaying their advertisement in various websites both through public links and private links, maintained and administered by MSTC.

For visiting public links i.e. MSTC Home page, no login is required. Average visitors of this site are around 2,00,000 per month.

Registered buyers through their login can get access into various private links. Details of such links are given below:

Link Name	URL	Visitors per month approx.	Transaction Volume Rs.
General Auction Portal	<a href="http://www.mstcecommerce.com/auctionhome/index_new.jsp">www.mstcecommerce.com/auctionhome/index_new.jsp</a>	2,50,000	6000 Cr.
Mineral Bazar Page	<a href="http://www.mstcecommerce.com/auctionhome/mlcl/index.jsp">www.mstcecommerce.com/auctionhome/mlcl/index.jsp</a>	10,000	Huge Volume
Royalty Collection from Mining Operations	<a href="http://www.mstcecommerce.com/auctionhome/rcc_ercc/index.jsp">www.mstcecommerce.com/auctionhome/rcc_ercc/index.jsp</a>	1000	600 Cr.
Sale of NPAs and Properties Portal	<a href="http://www.mstcecommerce.com/auctionhome/propertysal/index.jsp">www.mstcecommerce.com/auctionhome/propertysal/index.jsp</a>	50,000	8500 Cr.
Central e-Procurement Portal (V3)	<a href="http://www.mstcecommerce.com/eproc/">www.mstcecommerce.com/eproc/</a>	6,000	6000 Cr.

### **Commercial**

For displaying advertisement in all the above sites, advertisers need to pay a monthly fees plus applicable taxes. In turn they will be getting an opportunity to reach a huge customer base for expanding their business. The advertisers will be given 800 px x 340 px (Banner Style) and 250 px x 150 px (Button Style) space in the above mentioned web pages.

### **Disclaimer**

It may noted that there is no guarantee of generation of business after displaying the advertisement on MSTC's websites. Due diligence from the Bank is solicited before disbursing any loan or extending credit facility to any customer. MSTC shall not be responsible in this regard, for any reason whatsoever.