

SELL NOW

“Talk to us on WhatsApp” btn - will provided the number which will be connected to our whatsapp

Sell Heavy Equipment Through Listings, Auctions & Marketing

Connect with verified heavy equipment buyers and decision-makers through listings, auctions, and targeted marketing across the Middle East & Africa.

Talk To Us On WhatsApp

Enquiry sent to (#sellonline-notification?)

channel in cliq (need to revise first and last name!)

Get In Touch To Know More

Tell us about your needs and we'll help you find the best solution

Auctions Online Listings Promote Your Brand

Company Name Name*

Tel/Mob* Email*

ONLINE LISTING PAGE

“Talk to our team” will roll down to the “Talk To us Know More” form

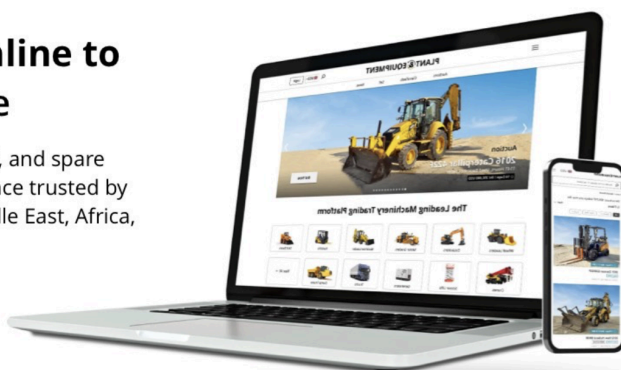
Home / Sell / Online Listings

Sell Heavy Equipment Online to Serious Buyers worldwide

List heavy machinery, trucks, lifting equipment, and spare parts on Plant & Equipment a global marketplace trusted by dealers and equipment sellers across the Middle East, Africa, and international markets.

List Now >>

Talk To Our Team >>



Start Selling in 2 Easy Steps

Choose

MONTHLY

ANNUALLY

Notifications will sent to the same channel (sell now)”

Talk To us Know More

Tell us about your needs and we'll help you find the best solution

Company Name

Full Name* Email*

Mobile Phone* Country*

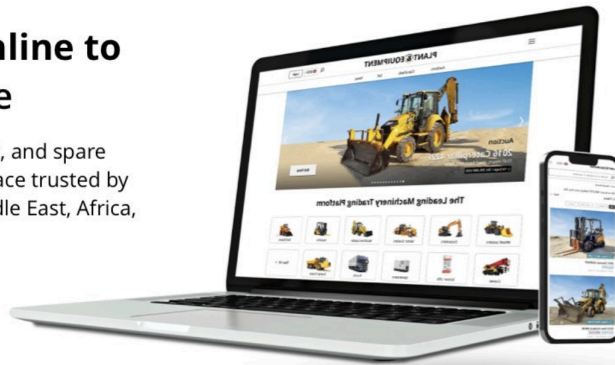
Message

Talk to Our Team

“List Now” button

Sell Heavy Equipment Online to Serious Buyers worldwide

List heavy machinery, trucks, lifting equipment, and spare parts on Plant & Equipment a global marketplace trusted by dealers and equipment sellers across the Middle East, Africa, and international markets.



List Now >> Talk To Our Team >>

Start Selling in 2 Easy Steps

Choose

will roll down here

MONTHLY ANNUALLY

LIMITED	STANDARD	PREMIUM
Best for One-off listings	Most Popular	High-Volume Sellers
From \$10 Per Listing	From \$10 \$5 Per Listing	Custom Pricing
Select Your Ad Count 1 3 5	Select Your Ad Count 10 25 50	Select Your Ad Count 100 250 500 750
Equivalent to \$120 for 12 months per 10 listings.	Equivalent to \$600 for 12 months per 10 listings.	Equivalent to \$600 for 12 months per 10 listings.
<ul style="list-style-type: none">✓ Dealer Profile✓ Buyer, Email & WhatsApp Enquiries✓ Up to 10 Images Per Listing	<ul style="list-style-type: none">✓ Dealer profile✓ Buyer, Email & WhatsApp Enquiries✓ Up to 30 Images + 1 Video Per Listing	<ul style="list-style-type: none">✓ Dealer Profile✓ Buyer, Email & WhatsApp Enquiries✓ Scraping / XML Feed Integration
Choose Limited	Choose Standard	Choose Premium

Annually option

Limited:

- 1 - from \$10 Per listing - Equivalent to **\$120** for 12 months per **10 listings**
- 3 - from \$10 Per listing - Equivalent to **\$360** for 12 months per **30 listings**
- 5 - from \$10 Per listing - Equivalent to **\$600** for 12 months per **50 listings**

Standart

- 10 - from \$5 Per listing - Equivalent to **\$600** for 12 months per **100 listings**
- 25 - from \$5 Per listing - Equivalent to **\$1500** for 12 months per **250 listings**
- 50 - from \$5 Per listing - Equivalent to **\$3000** for 12 months per **500 listings**

Premium

100 250 500 700

Monthly option —???

Limited:

- 1 - from \$10 Per listing - Equivalent to \$120 for 12 months per 10 listing
- 3 - from \$10 Per listing - Equivalent to \$360 for 12 months per 30 listings
- 5 - from \$10 Per listing - Equivalent to \$600 for 12 months per 50 listings

Standart

- 10 - from \$5 Per listing - Equivalent to \$600 for 12 months per 100 listings
- 25 - from \$5 Per listing - Equivalent to \$1500 for 12 months per 250 listings
- 50 - from \$5 Per listing - Equivalent to \$3000 for 12 months per 500 listings

Premium

100 250 500 700

When the user have choose standard package which is for 10 listings user still has the option to switch between the account over here. So for now it is 10, so it will show you equivalent to \$600 for 12 months for 10 listings.

Basically we are bringing this entire card, the pricing card from here to the other one, based on what they have selected. If they have selected 25, here we will be selecting 25 and instead of 600, we will be calculating the price based on \$5 for 25 listings

Home Auctions Listings Sell News

Home > Sell > Online Listings Change Selected Plan

50% Discount

STANDARD

Most Popular

From ~~\$10~~ **\$5** Per Listing

Select Your Ad Count

10 25 50

Equivalent to \$600 for 12 months per 10 listings.

- ✓ Dealer profile
- ✓ Buyer, Email & WhatsApp Enquiries
- ✓ Up to 30 Images + 1 Video Per Listing

Begin Your Success Journey Today

Already a registered user [Log In](#) here to skip registration process.

Company Name*

First Name* Last Name*

Email* Password*

Mobile Phone* Country*

I have read and accept terms and conditions and privacy policy.

Proceed

Then what will happen is like we will be giving the user the option to sign in or log in. If you are already a login member, okay, then you will just click on login, you will be redirected to the login page. Once logged in, you will be redirected back by pre-filling all the information.

Change selected plan, it will take you one step back again in case if they want to change their mind.

When everything will be done, and then they will be redirected to the payment gateway.

Once they select that, we will be showing the payment details, package name, let's say, for example, they have selected the standard, okay, monthly.

Payment Gateway

Monthly/Annually - It will display based on what is selected on prev page


So we will be showing this, the contract period is 12 months, no matter if they're going for monthly or for annually, the contract period will be for 12 months. Then Total to pay "annually" or "monthly", or you can just this contract for 12 months and then total to pay monthly annually, then we show them whatever the number we are charging them monthly or annually. If it is 600, 600 divided by 12, that means \$50 monthly will be auto deducted. Because we have already applied for recurring payments from CCavenue, we should get the approval soon on that. Then this is a regular form with our credit card payment details and all that stuff, as we are filling pre-filling the information beforehand, so we are using the iframe again.

[Home](#) [Auctions](#) [Listings](#) [Sell](#) [News](#)

[Home](#) > [Sell](#) > [Online Listings](#) > [Package Overview](#)

Selected <<Package Name>> - <<Monthly / Annual>>

Card Number* Expiry Date*

 Cards Accepted CVV*

By checking this box, I acknowledge that I have read, understood, and agree to the Payment Terms.

Payment Details

Package Name - <<Tennure>>	\$50
Contract 12Months	x12
Total To Pay	
Annually / Monthly \$600	

Terms & Conditions

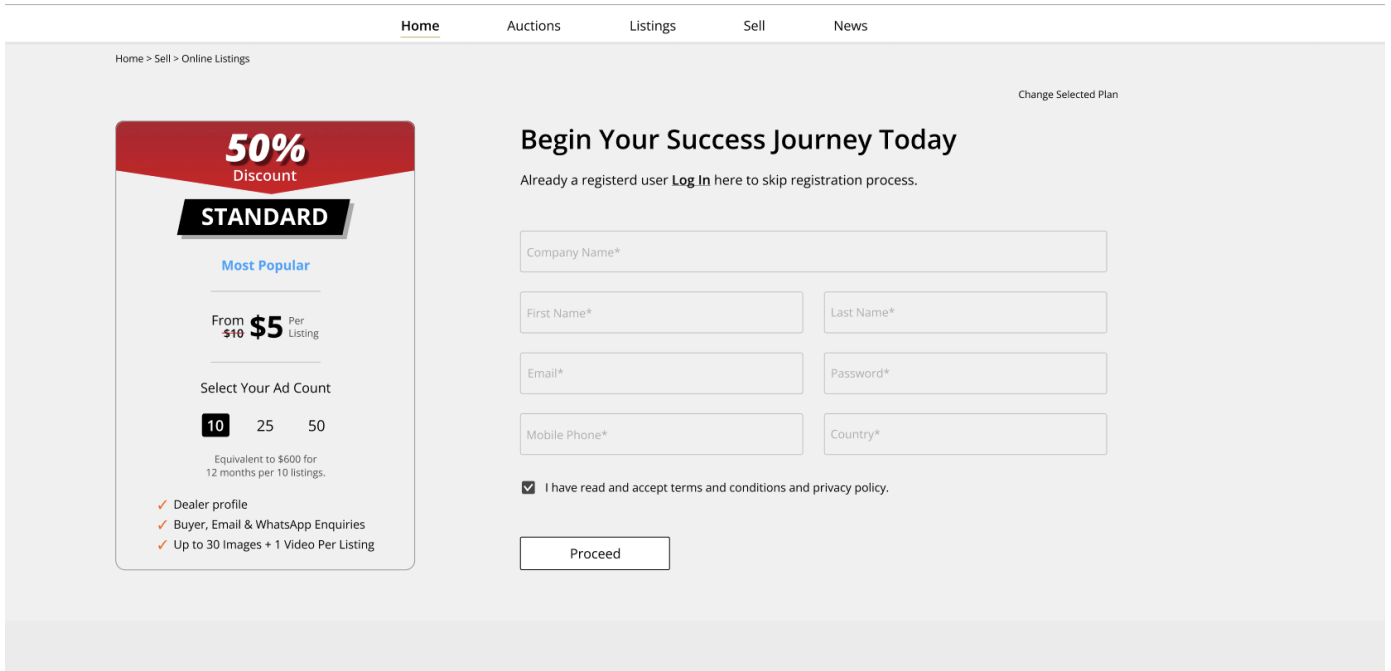
- Listings are subject to approval and must comply with Plant & Equipment content guidelines.
- Listing fees are non-refundable once a listing is live.
- Sellers are responsible for the accuracy of equipment details, pricing, and images.
- Plant & Equipment does not participate in transactions between buyers and sellers.
- All enquiries are delivered directly to the seller without commission.
- Listing duration starts from the go-live date and follows the selected monthly or annual plan.
- Premium features such as XML feed or scraping integration are available only on eligible plans.
- Abuse, misleading listings, or duplicate ads may result in suspension or removal.
- Plant & Equipment reserves the right to modify pricing, plans, or features with prior notice.
- Taxes, if applicable, are the responsibility of the seller.
- By listing equipment, sellers agree to Plant & Equipment's Privacy Policy and Platform Terms.

Once the user pays, it will be redirected to, after the payment is successful, the user will be redirected to the listings page where they can add the listings.

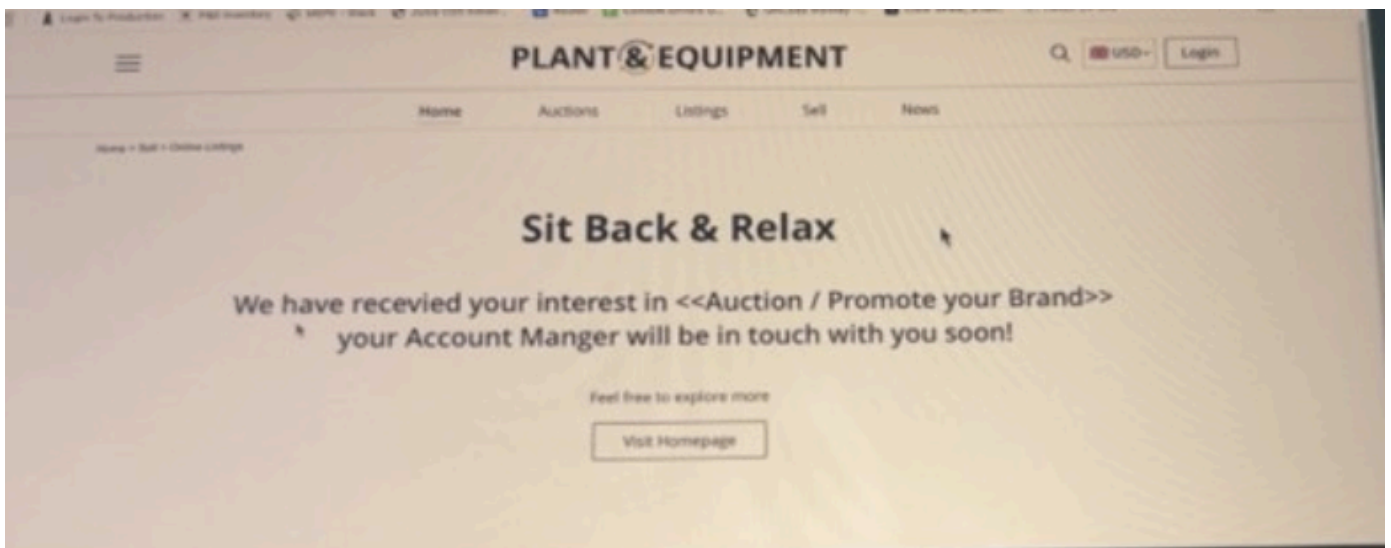
No verification process or anything is involved.

Okay, that's the journey for the for these two tabs: Limited and Standard.

When the user selects premium, he will be taken for this page



Once they kind of like fill in the form, (because it is more of an offline selling). So what will happen is we will show them an acknowledgement message page "Sit back and relax"



"We have received your interest in <<Auction / Promote your Brand>> your account manager will be in touch with you soon!"
Feel free to explore more
[Visit Homepage] btn

AUCTION

If you select Sell an Auction, you will be redirected to the Auction page.

Request valuation.

Here will not be a sign-up process. This will be just a request which is coming to us. **Cliq channel** + Backend:

https://makinaty-admin-7e7be096362f.herokuapp.com/admin/valuation_requests

That they are interested in selling the items through us.

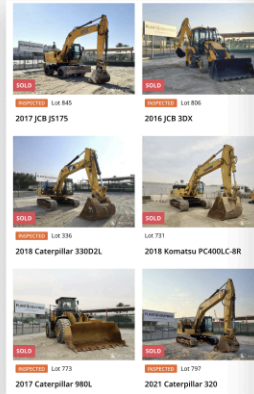
Sell Heavy Equipment Online - Fast & Hassle-Free

Sell your equipment through a trusted global auction platform. Simple process. Serious buyers. Real results.

 **85%** International buyers across GCC, Middle East, Africa & Asia

 **0%** Sellers keep 100% of sale value

 **Weekly** Online global equipment auction

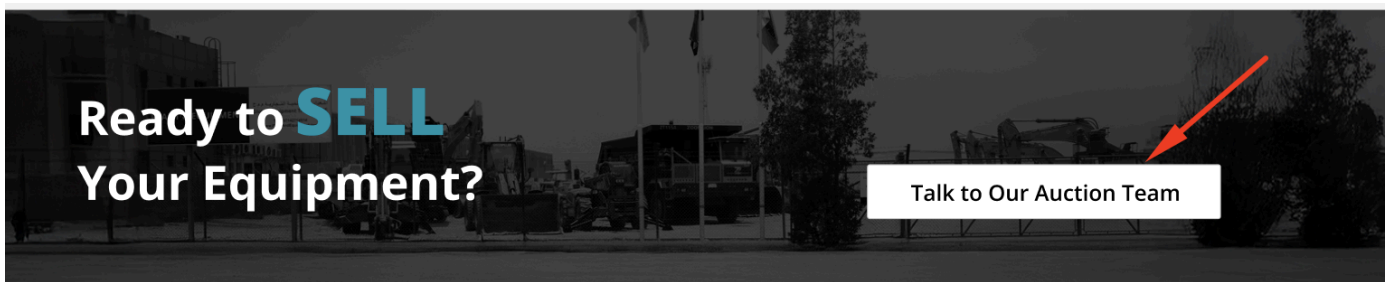


Request Valuation

Talk to Our Auction Team

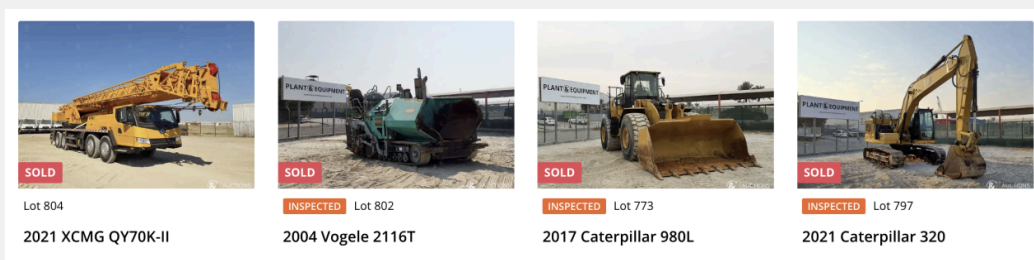
After submit the “Request Valuation” form user will be redirected to the “Sit Back & Relax” page. The same messaging we will follow for all three Premium listing package options and for Promote your brand as well.

“Talk to Our Auction Team” is again redirected back to this section particular.



These are our sold auction items. We will show latest 20 items which we have sold will be rolling up here in this section.

Sold Recently In Auction



We have this particular video is present on our auction homepage, which we'll just post it over here. On click, we will play the video.

Trusted by Sellers Worldwide

Hitachi Construction Machinery, a leading OEM and trader for the Middle East and Africa, sold their machine with P&E Auctions. Watch the video to learn more!



Promote your Brand page

Promote your brand, same logic as Aution, just only the design wise it is slightly different. Here there is a functionality which we want to build. We will upload a media kit from our end Submit form by "Request a Media Kit" btn - they get a Media Kit by email directly from the server. And we also need to get this notification in Clicks (???) saying that the customer has requested for a media kit.

"Talk to our Marketing Team" just create a request in the system saying that there is a request which we have received. Chanel in cliq — ???

Data in form should be present after submit form

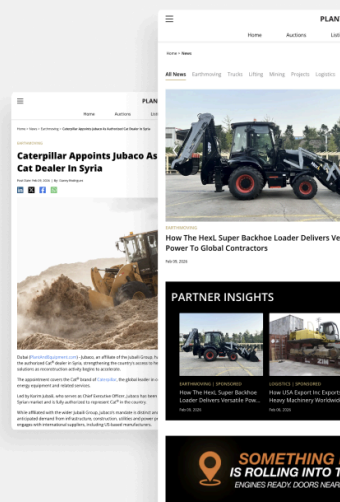
Promote Your Equipment Brand to Global Buyers

Promote your products across Plant & Equipment's marketplace, auctions, newsletters and industry media reaching buyers in 100+ countries.

3M+ Global annual website visits

60K+ Subscribers & database reach

\$900M+ Total asset value listed



Ask for Media Kit

[Request a Media Kit](#)


[Talk to Our Marketing Team](#)


Trusted by leading equipment brands




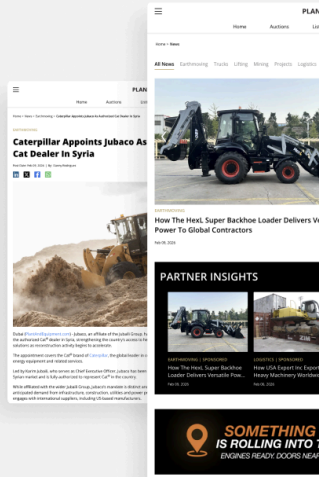
Promote Your Equipment Brand to Global Buyers

Promote your products across Plant & Equipment's marketplace, auctions, newsletters and industry media reaching buyers in 100+ countries.

 **3M+** Global annual website visits

 **60K+** Subscribers & database reach

 **\$900M+** Total asset value listed



Ask for Media Kit

First Name*

Last Name*

Email*

Mobile Phone*

Country*

Message

[Request a Media Kit](#)

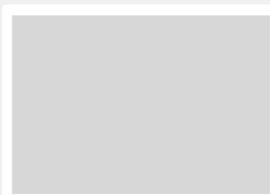
Talk to Our Marketing Team

Trusted by leading equipment brands



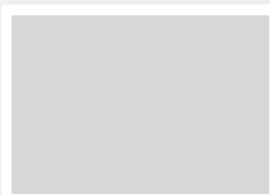
I'll provide you, we are still working on these images, we will provide you, there will be like this is again a text file, no functionality connected over here.

How We Promote Your Brand



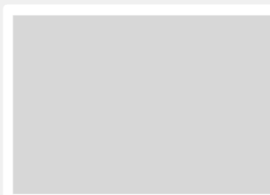
Website Banners

Place your brand in high-visibility banner positions across key pages on Plant & Equipment. These banners are seen by active buyers browsing listings, auctions, and category pages. Ideal for increasing brand recall beyond individual equipment listings.



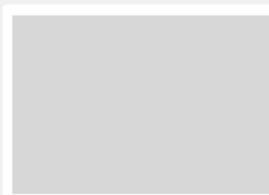
Email Campaigns

Reach a targeted audience through direct email campaigns sent to verified buyers and industry subscribers. Campaigns are designed to highlight your brand, inventory, or key offerings. This ensures direct exposure to decision-makers actively sourcing equipment.



Digital News

Get featured within Plant & Equipment's digital news platform, read by industry professionals across the Middle East and Africa. News features position your brand as an active and credible market player. This builds authority while driving long-term brand visibility.



Video Promotions

Promote your brand through video content distributed across Plant & Equipment's digital channels. Video allows you to showcase your business, inventory strength, and expertise more effectively than static ads. This format delivers higher engagement and stronger buyer interest.

Ready to Promote Your Brand Globally?

These two are again the form buttons. You click anywhere on this, you will be rolled back to the top, asking to build the mediakit

Ready to Promote Your Brand Globally?

Request a Media Kit

Talk to Our Marketing Team

Plz add the text button to Cancel Subscription, also will trigger a notification email after. So we will.

Logic: user request for subscription cancellation we stop charging the client from the next renewal and deactivate the account and connect listing to not available logic (expired_sold state)

Hi Adnan Shaik
(Account Info)

Dealer Tools

- Enquiry Inbox
- My Classified Ad Listings**
- Add a Classified Listing Ad
- Statistics

Auctions

- Activate Auctions
- Sell via Auctions

Make Offer

- Offers
- Sell via Make Offer

My Classified Ad Listings

Listings Overview

Package	5 Listings	[Cancel Subscription]		
Account Renew on	04 April 2026		Active 0	Balance 5
Featured Listing	0			Featured 0

Search by

Category Brand Model

Active Awaiting Review Sold

SUBSCRIPTION

Logic provided by Adnan (PM)

https://docs.google.com/spreadsheets/d/115ooljwrBuf8MLcxkMogtw8BgpPvj9b4JpS_iTIK0Wg/edit?gid=0#gid=0

The Sell Now functionality has been almost fully implemented, including:

- Payment processing
- Credit allocation for listing creation
- Dashboard updates

The remaining functionality is subscription creation and recurring billing.

There are two subscription types:

- Monthly subscription
- Annual subscription

For monthly subscriptions, the system must automatically charge the customer each month based on their selected package.

Possible payment outcomes:

- Successful payment
- Failed payment
- Failed payment after three attempts
- User-cancelled subscription

User detail show page in admin panel fields:

Expired At - this field is date until dealer is active. was added long time ago for dealers without new subscription. But if "Package Expired At" was changed - it will be synced and the "Expired At" date will be the same. This will happened if dealer will buy the subscription via new Sell Now functionality. (Buy or Charge)

Subscription Expired - this is checkbox which make dealer not active (not active dashboard) and mark all his posted items as "Expired sold"

Subscription Package: description which package user have - bought only via new Sell Now functionality.

Package Expired At: contain date the subscription is active till that date. Will be update only after dealer will buy the subscription via new Sell Now functionality. (Buy or Charge)

Account renew - just for information, set by admin

Subscription Renewal and Item Expiration Logic

Dashboard Availability on Renewal Date

When the subscription expired date is reached and the system attempts to charge the customer:

- The dashboard becomes unavailable immediately if the existing package has expired.
- Users temporarily lose access to subscription-related dashboard functionality.

Item Status During Payment Retry Period

If the initial renewal payment fails:

- Existing items remain active.
- No items are expired or removed after the first failed payment attempt.
- No items are expired or removed after the second failed payment attempt.
- Users do not need to recreate their items manually during this retry period.

Successful Payment After Retry

If a payment succeeds on the second or third attempt:

- The subscription remains active.
- Existing items continue to remain active.
- No manual action is required from the user.
- Failed attempts counter is reset to 0.

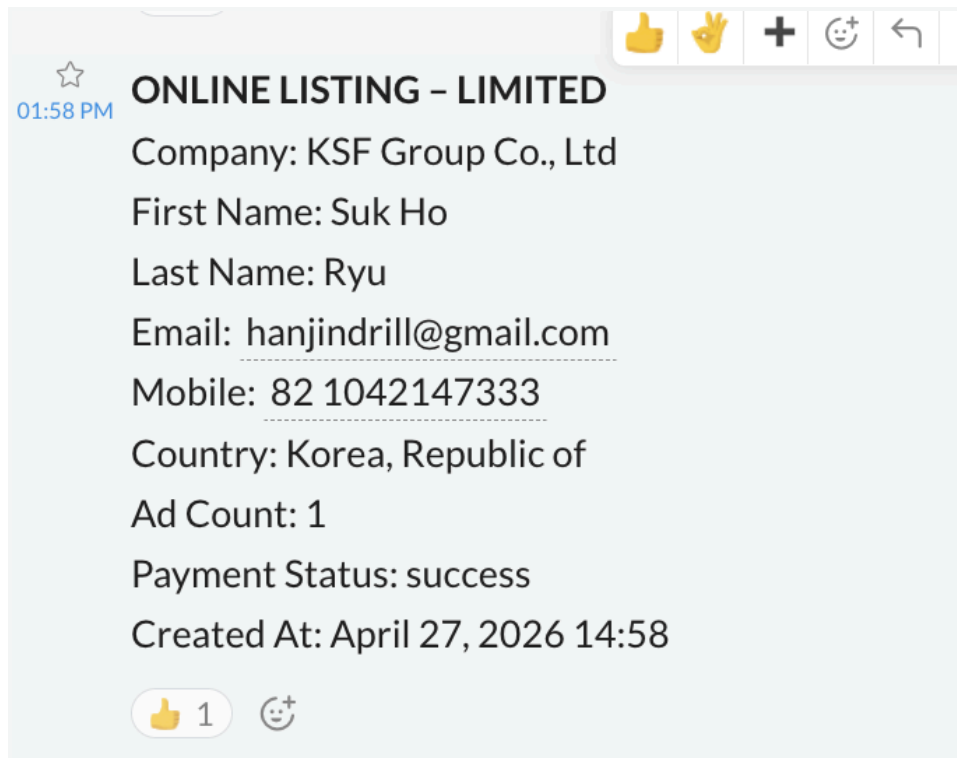
Final Failed Attempt (Third Failure)

If the payment fails for the third consecutive time:

- The subscription status changes to **canceled** .
- **not_active_reason** is set to **failed_charge** .
- All associated items are expired.
- Subscription credits are revoked.
- The user would need to purchase a new subscription and recreate listings as required by the business rules.

Attempt	Dashboard Access	Items Status	Subscription Status
1st Failed Attempt	Unavailable	Active	Active
2nd Failed Attempt	Unavailable	Active	Active
Successful Retry	Restored	Active	Active
3rd Failed Attempt	Unavailable	Expired	Canceled

Notifications in cliq:
task:



A screenshot of a WhatsApp notification. At the top right, there is a toolbar with icons for thumbs up, peace sign, plus, smiley face with plus, and back arrow. The notification itself is from a contact named 'ONLINE LISTING - LIMITED' with a star icon and a timestamp of '01:58 PM'. The message content includes: 'Company: KSF Group Co., Ltd', 'First Name: Suk Ho', 'Last Name: Ryu', 'Email: hanjindrill@gmail.com', 'Mobile: 82 1042147333', 'Country: Korea, Republic of', 'Ad Count: 1', 'Payment Status: success', and 'Created At: April 27, 2026 14:58'. At the bottom of the notification, there is a thumbs up icon with the number '1' and a smiley face with plus icon.

#sellonline-notification

Include the amount paid after the Ad count row. After the account is auto renewed send a notification to this channel Appending title with "Renewal - " so its clear for the team

CHAT

#staging_notification

Adnan:

1. I have closed the payment window and sign out. How long will it take to confirm the payment is canceled by user?
2. Include currency after the amount
3. Use this message on the phone "Mobile Number is invalid. It should contain from 8 to 15 numbers."
4. How can sales person will see the message when package is renewed? - Here is a message for renewed subscription:

RENEWAL ONLINE LISTING - LIMITED

Company: AdaptaliftTEST Group

First Name: Oli

Last Name: Moor

Email: test_package_expired@yopmail.com

Mobile: 380 567487645784

Country: Ukraine

Ad Count: 5

Amount Paid: 50 AED

Payment Status: success

Created At: May 07, 2026 15:10

New Expiry Date: August 29, 2026

Types of notifications in cliq:

1. INITIATED message in cliq when the page payment gateway is shown. No matter user was submitted or closed the page

INITIATED - ONLINE LISTING - STANDARD

Company: Test stnd amount annually 25

First Name: Test

Last Name: Annually

Email: test-annually-25@yopmail.com

Mobile: 40 7657656564

Country: Romania

Ad Count: 25

Amount: 1500 AED

Billing Cycle: annually

Payment Status: initiated

Created At: May 11, 2026 14:32

2. Successfull - payment success

ONLINE LISTING – STANDARD

Company: Test stnd amount annually 25

First Name: Test

Last Name: Annually

Email: test-annually-25@yopmail.com

Mobile: 40 7657656564

Country: Romania

Ad Count: 25

Amount Paid: 1500.0 AED

Payment Status: success

Created At: May 11, 2026 14:34

3. Failed Charge - after 3 not success charge attempts

Failed Charge (3/3) - ONLINE LISTING - LIMITED

Company: AdaptaliftTEST Group

First Name: Oli

Last Name: Moor

Email: test_package_expired@yopmail.com

Mobile: 380 567487645784

Country: Ukraine

Ad Count: 5

Amount Paid: 50 AED

Payment Status: failed

Created At: May 07, 2026 15:10

Message: User moved to expired and 0 listings moved to unavailable

4. Renewal - after success charge

RENEWAL ONLINE LISTING – LIMITED

Company: AdaptaliftTEST Group

First Name: Oli

Last Name: Moor

Email: test_package_expired@yopmail.com

Mobile: 380 567487645784

Country: Ukraine

Ad Count: 5

Amount Paid: 50 AED

Payment Status: success

Created At: May 07, 2026 15:10

New Expiry Date: August 29, 2026