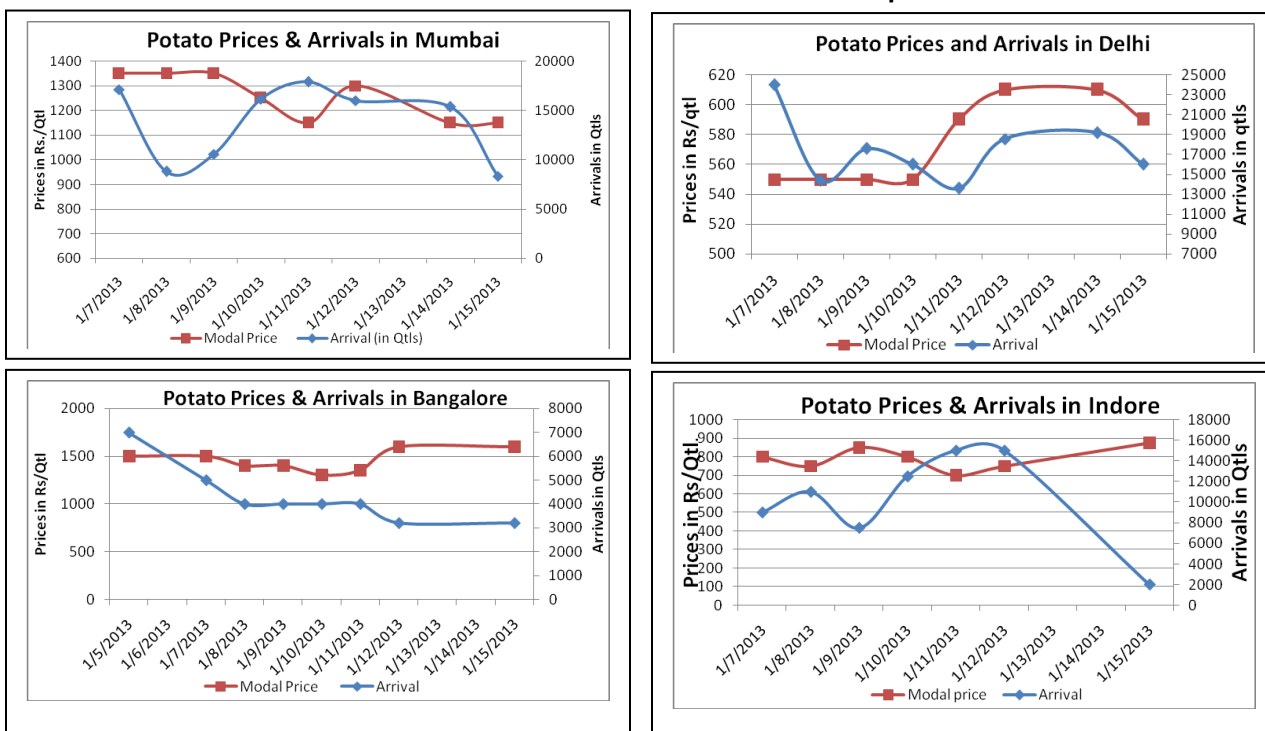


## Potato Fundamentals:

- Yesterday, potato futures at MCX hit lower circuit of 4% and March contract closed at Rs. 825/Qtl. Earlier prices have touched Rs. 870. Prices have softened after weather is clear and supply is increased from producing region.
- In futures market, prices are expected to decrease further due to profit booking and short selling as prices had increased by 100-150/Qtl in last two weeks.
- There is news in the market that recent severe cold in UP and Punjab region could affect the potato yield. As per market sources, yield would be down in late sown crop. As per traders estimate, crop damage in UP should not more than 4-5%.
- Potato area in West Bengal is higher this year by 6-7% as farmers have shifted paddy to potato. But as per market sources, yield won't be good this year as Bengal farmers have mostly used their local seed instead of Jyoti and Pukhraj variety which used to come from Punjab.

## Potato Wholesale Prices & Arrivals trend in Consumption Centers



(Source: AGRIWATCH)

## Potato Prices & Arrivals in major Mandi as on 15/01/2013

Mandi	Ludhiana	Khandauli	Farrukhabad	Kanpur	Indore	Ahmedabad	Bangalore
Price (in Qtl)	480-520	700-800	450	550-750	500-1250	Closed	1400-1800
Arrivals (in Qtl)	2500	4800	50000	13600	2000	Closed	3200

## Potato Prices & Arrivals in major Mandi as on 14/01/2013

Mandi	Ludhiana	Khandauli	Farrukhabad	Kanpur	Indore	Ahmedabad	Bangalore
Price (in Qtl)	480-520	700-800	441	550-750	Closed	Closed	Closed
Arrivals (in Qtl)	5000	4000	40000	12000	Closed	Closed	Closed

(Source: Agriwatch)



**SFAC**  
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Agribusiness  
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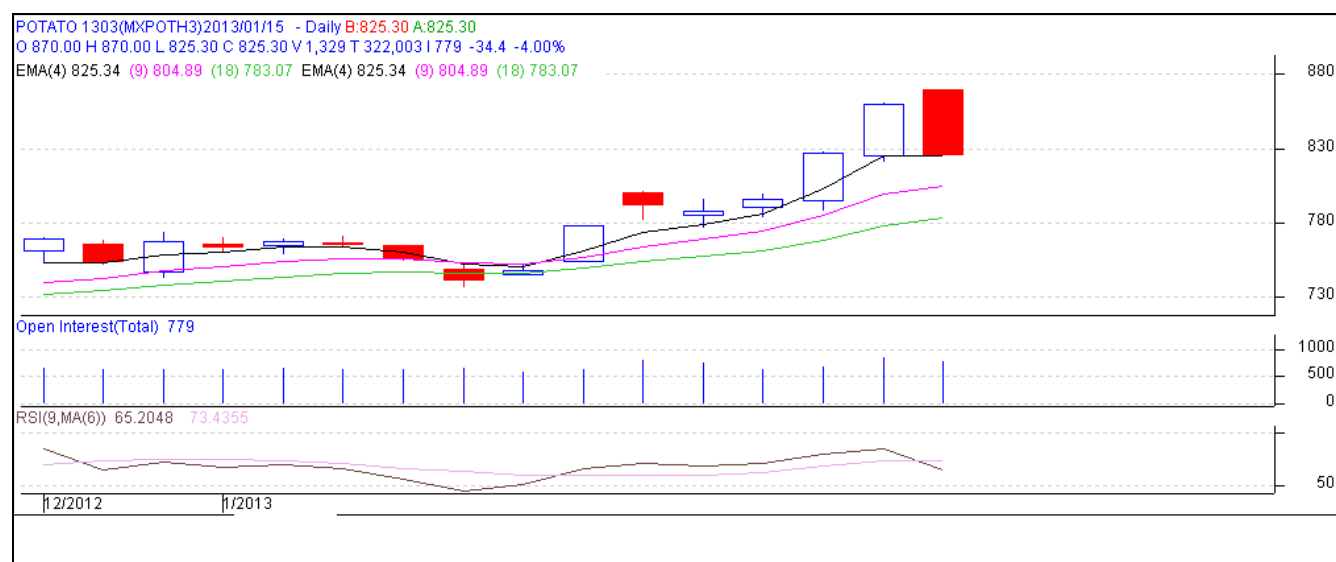
**AGRIWATCH**

## MCX- Potato Futures Analysis: (as on 15th Jan 2013)

Symbol	Exchange	Expiry Date	Today's Close Price	Previous Close Price	Net Change	Today's Open Interest	Previous Day Open Interest	Change
POTATO	MCX	15-Mar-13	825.3	860.4	-35.10	23370	26100	-2730
POTATO	MCX	15-Apr-13	826.6	861.5	-34.90	9690	13170	-3480
POTATO	MCX	15-May-12	841.4	876.4	-35.00	24870	24720	150
				Total				-6060

(Source: MCX)

## Daily Price Chart of MCX- Agra March Contract:



(Source: AGRIWATCH RESEARCH)

Potato futures of March contract plunged by 4% and closed near 825 level. As discussed yesterday, prices were trading in overbought zone, which prompted market participants to book profit. This is visible from decrease in open interest and prices in both march and april contract. Yesterday's candle shows prices could drop down further and next support would be Rs. 805 and then 785. On higher side, 860-870 level will act as strong resistance zone.

## Potato Prices in major markets – Wholesale vs. Retail as on 14th January 2013

Centre	Wholesale Prices (Rs/ qtl)	Retail Price (Rs/ kg)	Centre	Wholesale Prices (Rs/ qtl)	Retail Price (Rs/ kg)
<b>NORTH ZONE</b>			<b>EAST ZONE</b>		
CHANDIGARH	900	9	PATNA	1100	13
DELHI	675	10	BHAGALPUR	600	8
HISAR	800	9	RANCHI	NR	NR
KARNAL	800	9	BHUBANESHWAR	880	12
SHIMLA	600	10	CUTTACK	850	12
MANDI	1400	16	SAMBALPUR	880	12
SRINAGAR	NR	20	KOLKATA	700	10
JAMMU	680	15	SILIGURI	800	10
AMRITSAR	600	10	<b>NORTH-EAST ZONE</b>		
LUDHIANA	NR	NR	ITANAGAR	NR	NR
BATHINDA	NR	NR	GUWAHATI	NR	NR
LUCKNOW	NR	NR	SHILLONG	NR	NR
KANPUR	NR	NR	AIZWAL	200	30
VARANASI	NR	NR	DIMAPUR	1500	20
AGRA	NR	NR	AGARTALA	1200	17
DEHRADUN	600	10	<b>SOUTH ZONE</b>		
<b>WEST ZONE</b>			PORT BLAIR	NR	NR
RAIPUR	1400	16	HYDERABAD	NR	NR
PANAJI	NR	NR	VIJAYWADA	NR	NR
AHMEDABAD	NR	NR	BENGALURU	NR	NR
RAJKOT	NR	NR	DHARWAD	NR	NR
BHOPAL	NR	NR	T.PURAM	NR	NR
INDORE	1000	NR	ERNAKULAM	NR	NR
GWALIOR	NR	NR	KOZHIKODE	NR	NR
JABALPUR	NR	NR	PUDUCHERRY	NR	NR
MUMBAI	1150	16	CHENNAI	NR	NR
NAGPUR	1300	15	DINDIGUL	NR	NR
JAIPUR	NR	NR	THIRUCHIRAPALLI	NR	NR

(Source: State Civil Supplies Dept)

## Disclaimer

The information contained in this document has been compiled by Agriwatch from sources believed to be reliable, such as NHB, Agmarknet, etc. and directly from traders in mandis. However, users of this data are requested to use the information with due caution and crosscheck with other sources. This document is not, and should not be construed as an offer to sell or buy any commodities. This document may not be reproduced, distributed or published without the express consent of SFAC