Executive Summary:

- In benchmark market Agra (khandauli), modal prices are expected to trade range bound between Rs 1400-Rs 1600/quintal in August month.
- In U.P, by July end approximately 25.81% has been released compared to 32% in corresponding period of 2015. Total storage this year and last year was approximately 112 lakh ton
- In West Bengal approximately 35% of potato has been released from cold stores compared to 29% in corresponding period of 2015. This year total storage was approximately 54 lakh ton compared to 67 lakh ton in corresponding period of 2015.
- In Bihar approximately 29% potato has been released so far from a total storage capacity of 12.97 lakh tons. Last year total storage was approximately 13.16 lakh tons and release by July end was 28%.
- In Delhi, fresh crop from Uttarakhand and Himanchal has also started arriving in market in smaller quantity and expected to pick up pace in coming days. Fresh crop from these states is able to fetch above Rs 2000/ quintal.
- Government has imposed Minimum Export Prices (MEP) 0F $360/ quintal to increase domestic availability and bring down prices lower in domestic market.
- All India Potato production during Rabi 2015-16 is estimated to be 40.84 million tons, lower by 8.8% as compared to previous year. Maximum fall in production was seen in West Bengal (-36%) and Bihar (-25%) because of lower yield and lower acreage.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	July. 2016 Avg. Wholesale Price (Rs/Qtl)-(Fresh Potato)	June. 2016 Avg. Wholesale Price (Rs/Qtl)-(Fresh Potato)	July. 2015 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	1263	1250	810	13.00	1.04	55.93
Khandauli (Agra)	1353	1216	636	137.00	11.27	112.74
Farrukhabad	1418	1177	516	241.00	20.48	174.81
Ludhiana	916	972	415	-56.00	-5.76	120.72
Kolkata	1769	1636	718	133.00	8.13	146.38
Jaipur	1448	1197	530	251.00	20.97	173.21
Mumbai	1653	1611	782	42.00	2.61	111.38
Bangalore	1793	1708	1040	85.00	4.98	72.40
Tarkeshwar	1707	1612	596	95.00	5.89	186.41

(Source: AGRIWATCH)

The above table shows monthly price trend of potato in wholesale markets. Prices are firm in almost all the markets except Ludhiana because in Punjab storage is quite higher this year. Maximum prices have increased in Farrukhabad and Jaipur followed by Khandauli (Agra). Crop from "Hassan is expected to arrive in couple of weeks which may pressurize the rising prices.

This year average loading prices in 2016 was comparatively much higher than 2015 in major producing regions amid lower production estimates. In west Bengal Average loading prices was Rs. 1070 where as last year it was Rs. 475/Qtl.

Monthly Retail Price (Rs/Qtl) and arrivals (Tons) trend in different Consuming Centers:

Market	July. 2016 Avg. Retail Price (Rs/Qtl)-(Fresh Potato)	June. 2016 Avg. Retail Price (Rs/Qtl)-(Fresh Potato)	Previous year Avg. Retail Price-July. 2015	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in July. 2016 (in Qtl)*	Total Arrivals in June. 2016 (in Qtl)*	Total Arrivals in July. 2015 (in Qtl)*
Bangalore	2000	2000	1800	Unch	11.11	212500	247250	215500
Chennai	2300	2300	1900	Unch	21.05	54300	60700	61700
Delhi	2800	2700	1900	3.70	47.37	556400	473000	627800
Guwahati	2400	2300	1200	4.35	100.00	34480	42350	53000
Hyderabad	2600	2600	2200	Unch	18.18	71550	69850	22320
Mumbai	2700	2400	2000	12.50	35.00	267750	275400	299250
Ranchi	1900	1800	1100	5.56	72.73	65020	65001	57400

(Source: #Consumer Affairs,* Agriwatch)

In retail market, prices have increased in almost all the markets except Bangalore. Prices are firm this year due to lower storage estimates in West Bengal. Prices are expected to remain firm until or unless crop from "Hassan" starts arriving in market. "Hassan" crop is expected to arrive in market after mid August which is expected to impact potato prices and bring it down.

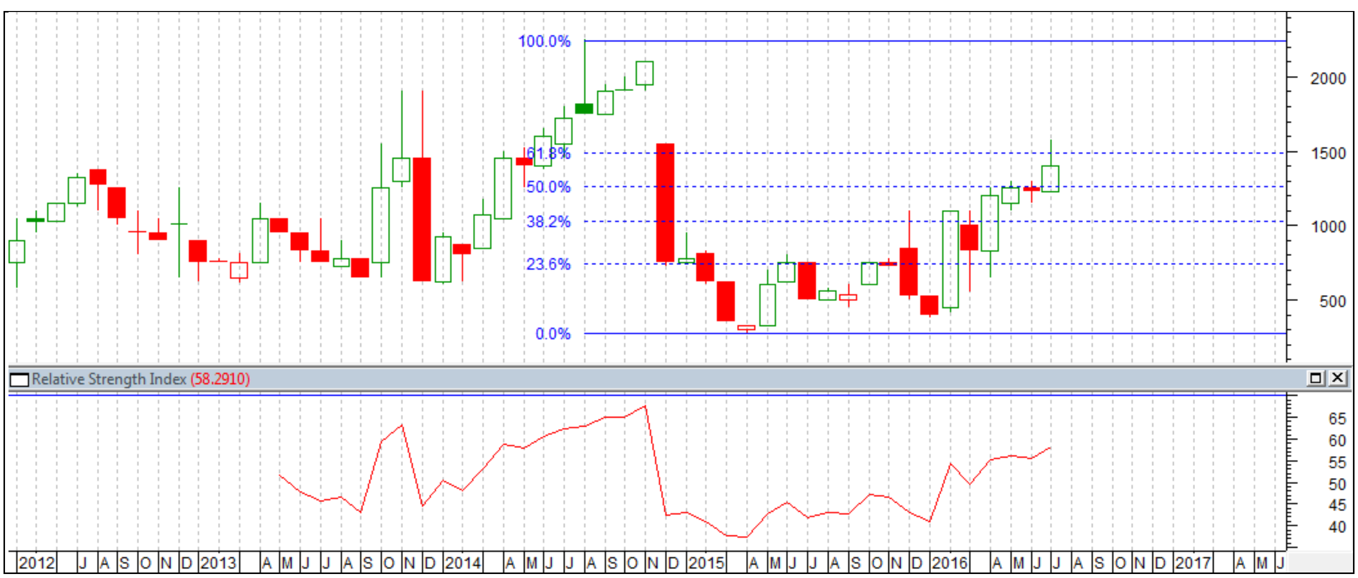
Potato storage and availability

	Potato storage (in lakh tons)$			Estimated Release by end of July #			Total Available stock as on 1st August		
State	Year 2016	Year 2015	Year 2014	Year 2016	Year 2015	Year 2014	Year 2016	Year 2015	Year 2014
U.P	112.57	112	83.44	29.05	35.84	29.2	84.43	80.19	54.24
West Bengal	55.46	64.29	54.36	19.41	20.1	21.74	38.27	44.19	32.62
Bihar	12.97	13.16	7.5	3.76	2.94	2.62	9.86	10	4.88
Punjab	19.34	18.61	17.11	4.64	5.02	4.5	13.93	13.75	12.61
Total of Above State	200.34	212.08	162.41	56.86	63.9	58.06	143.48	148.18	104.35

(Source: $ Primary survey, #Trade sources)

The above table shows the potato release by July end, potato storage and remaining stock compared to previous year. This year stocks were lower than last year because of lower storage during harvesting time. But situation is better than 2014 when prices were on its peak high.

Technical Analysis-Potato Spot Market (Khandauli, Agra):



(Note: Each bar or "candle" in the chart shows the price movement in a particular month. The blue candle signifies prices increased and red candle signifies prices decreased in that month. The length of the "candle" shows the upper and lower end of the price range for the month)

The above chart shows the monthly price movement of potato for Agra (Khandauli) market. Average Modal prices during July month were Rs 1216/quintal. On the higher side prices may find short term resistance at a level of Rs 1500/ quintal. Though Prices breached the level of Rs 1500/ quintal but it settled down below it and may touch a level of Rs 1700/ quintal in coming month. On the lower side prices may find long term support at a level of Rs 1000/ quintal. Relative strength Indicator (RSI) oscillator is moving in neutral region. Prices are expected to remain steady in coming month. Overall potato market is expected to be in a range bound between Rs 1300 –Rs 1400/ quintal in coming month.