# **Market Intelligence System**

### **Executive Summary:**

- In Karnataka, targeted area for rabi season is 9855 hectares. As on 29-12-2014 approximately 5998 hectares of area is sown compared to last year 5188 hectares during same time.
- All India potato arrival in December month is approximately 2% lower compared to previous year during same time. Continuous rains in producing regions constraint supplies.
- In U.P, rabi sown area is approximately 601000 hectares compared to last year area of 564940 hectares. Fresh crop (Premature crop) has started arriving in market from different parts of U.P which has led sharp decline in potato prices.
- According to state horticulture department of West Bengal, potato area is approximately 342680 hectares compared to last year area of 320530 hectares.
- In M.P, rabi acreage is estimated to be approximately 100000 hectares which 2 % higher than last year's area.

Centre	Wholesale Prices (Rs/Qtl.)#			Retail Prices (Rs./Qtl.) *		
	Current Week	Previous Week	A year ago	Current Week	Previous Week	A year ago
	As on 30.Dec.2014	As on 23.Dec.2014	As on 30.Dec.2013	As on 30.Dec.2014	As on 23.Dec.2014	As on 30.Dec.2013
DELHI	834	893	1090	1600	1700	2000
LUCKNOW	640	NR	NR	1000	NR	1600
AHMEDABAD	1100	1000	1350	2000	2000	2000
INDORE	875	875	NR	2600	2600	2000
MUMBAI	1450	2150	1600	3000	3200	2200
JAIPUR	NR	650	NR	1400	1500	1400
BHUBANESHWAR	1500	1500	NR	1800	1700	1700
KOLKATA	NR	NR	NR	1500	1800	1800
HYDERABAD	1600	NR	1500	2600	3200	1800
BANGALORE	1200	900	NR	2900	3000	2400
TRIVANDRUM	NR	NR	NR	4000	4000	3400
CHENNAI	NR	NR	NR	2400	2600	2200

### Weekly Wholesale and Retail Potato Price Analysis

(Source: Agmarknet #, Consumer Affairs\*)

The above table shows the weekly wholesale and retail prices in major markets. Both wholesale and retail prices have fallen in all the markets as fresh crop from Punjab and U.P has started arriving in market.

Further, prices are expected to fall down ahead with increase in arrivals from producing regions of U.P and West Bengal. In West Bengal fresh crop has started picking up pace and outside State trade is expected to start from 15<sup>th</sup> January.





# Market Intelligence System



## Technical Analysis Potato weekly Price Chart (Spot Market- Khandauli)

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

The above chart shows the weekly price movement of Potato prices in spot market of Khandauli (Agra). In the above chart, prices have fallen down by Rs 60- Rs 80/ quintal in last one week and expected to remain stable. On the lower side prices may find long term resistance at a level of Rs 700/ quintal. On the higher side prices may find a resistance at a level of Rs 1000/ quintal. Relative Strength Indicator (RSI) oscillator is moving down in oversold region which indicates prices may go down further or more likely to remain range bound in coming weeks.

#### 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



