

**Executive Summary:**

- According to trade sources in producing regions like West Bengal and U.P, traders are expecting lower demand fall in prices once crop from Hassan starts arriving in market.
- In benchmark market Agra (khandauli), prices are expected to remain range bound between Rs 700-Rs 750/ quintal for coming weeks. Overall prices are expected to remain range bound for coming weeks.
- In U.P, so far 19% potato has been released from the cold storages compared to last year release of 24%. Last year cold storage capacity utilization was 70% and this year it is 95%.
- In West Bengal, so far approximately 21 % potatoes have been released compared to last year release of 28% during same time.
- In Bihar, so far approximately 22% of potatoes have been released from cold storages as compared to 29% during same time in the previous year.
- In Karnataka, total targeted area for kharif season is approximately 27165 hectares from which approximately 20107 hectares of area are sown till 6-07-2015.
- Hassan is major producing region in Karnataka with total targeted area of 18000 hectares from which 15460 hectares of area is sown so far. Fresh crop is expected to arrive in market from August onward. In few regions blight disease was reported in potato crop.

**Weekly Wholesale and Retail Potato Price Analysis**

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 14.July.2015	As on 7.July.2015	As on 14.July.2014	As on 14.July.2015	As on 7.July.2015	As on 14.July.2014
DELHI	967	982	1697	1800	1800	2700
LUCKNOW	825	775	1680	1400	1400	NR
AHMEDABAD	500	450	1500	1700	1700	2600
INDORE	450	NR	1500	900	900	2500
MUMBAI	950	1000	1850	2000	2000	2700
JAIPUR	NR	500	NR	800	900	1800
BHUBANESHWAR	1100	NR	1600	1000	1000	1700
KOLKATA	NR	NR	NR	1000	1000	1700
HYDERABAD	NR	900	NR	2200	2200	2800
BANGALORE	1000	950	2150	1800	1800	NR
TRIVANDRUM	NR	NR	NR	2500	2500	3300
CHENNAI	NR	NR	NR	2100	2200	2500

(Source: Agmarknet #, Consumer Affairs\*)

The above table illustrates the weekly wholesale and retail prices in major markets. In wholesale market mixed variation of prices were reported during the week period. Mostly steady sentiment witnessed in retail market

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prices during the period. Prices are expected to remain range bounded in coming week also due to higher production.

## 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 depicts the weekly price movement of Potato prices in spot market of Khandauli (Agra). Candlestick formation reveals range bound movement in the market from last few weeks and expected to continue. RSI (Relative Strength Indicator) is moving stable in neutral zone indicates prices may remain stable in market. On the higher side prices may find a resistance of Rs 850/ quintal whereas on the lower side prices may find a support at Rs 600/ quintal in coming weeks.

**Outlook-** In coming week prices are expected to remain range bound between Rs 700-Rs 750/ quintal.

### Disclaimer

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