

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 600-Rs 700/ quintal for coming weeks. Overall prices are expected to remain on lower side only.
- In U.P, so far 27% potato has been released from the cold storages compared to last year release of 32%. Last year cold storage capacity utilization was 70% and this year it is 95%.
- In West Bengal, so far approximately 27 % potatoes have been released compared to last year release of 36% during same time. Traders are expecting lower demand in coming months.
- In Karnataka, so far total sown area for kharif season is approximately 20107 hectares compared to last year's area of 21848 hectares during same time.
- In Hassan, so far 15460 hectares of area is sown compared to last year area of 18004 hectares during same time. Fresh crop is expected to arrive in market in next two weeks.

Weekly Wholesale and Retail Potato Price Analysis

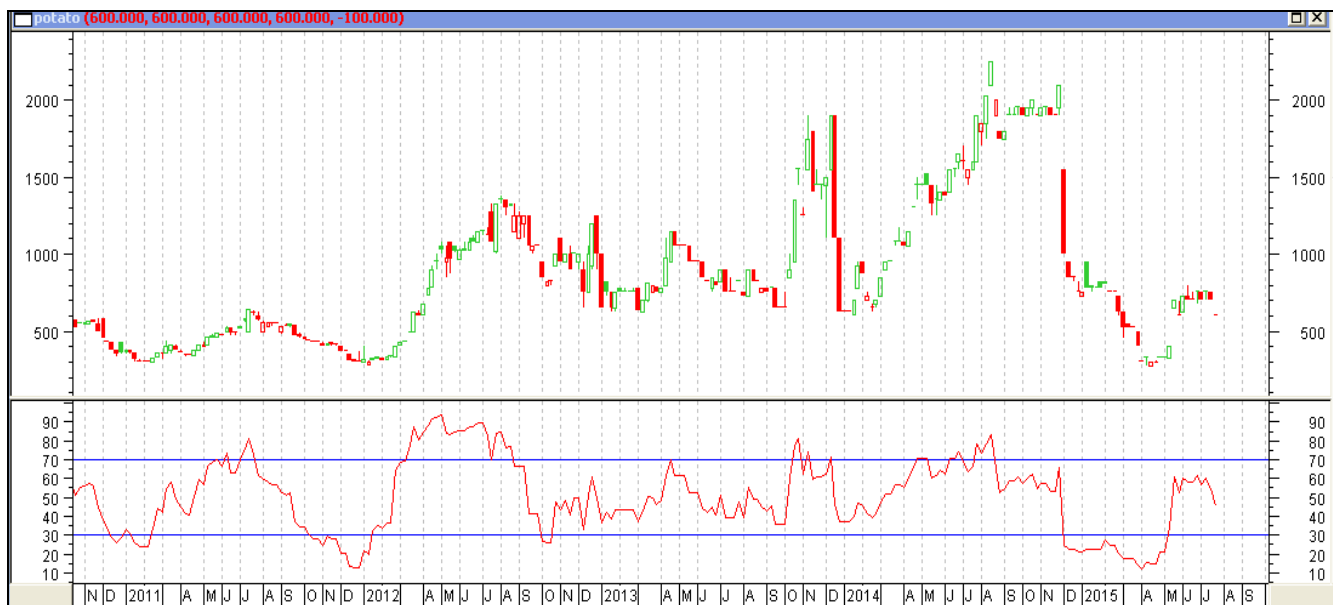
Centre	Wholesale Prices (Rs./Qtl.)#			Retail Prices (Rs./Qtl.) *		
	Current Week	Previous Week	A year ago	Current Week	Previous Week	A year ago
	As on 21.July.2015	As on 14.July.2015	As on 21.July.2014	As on 21.July.2015	As on 14.July.2015	As on 21.July.2014
DELHI	750	967	1892	1900	1800	2800
LUCKNOW	810	825	1650	NR	1400	NR
AHMEDABAD	500	500	1500	1200	1700	2500
INDORE	NR	450	1375	900	900	2200
MUMBAI	NR	950	1825	1900	2000	2600
JAIPUR	460	NR	NR	900	800	2000
BHUBANESHWAR	1100	1100	1500	1000	1000	1800
KOLKATA	660	NR	1440	1000	1000	1600
HYDERABAD	NR	NR	1900	2200	2200	NR
BANGALORE	950	1000	1300	1800	1800	3000
TRIVANDRUM	NR	NR	NR	2500	2500	3300
CHENNAI	NR	NR	NR	1800	2100	2400

(Source: Agmarknet #, Consumer Affairs*)

The above table illustrates the weekly wholesale and retail prices in major markets. In wholesale market, prices have either fallen or prices are similar to previous week. Mostly steady sentiment witnessed in retail market prices during the period. Prices are expected to remain on lower side this year due to higher production.

22 July, 2015

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 bearish sentiments in the market and expected to remain stable in this range only in coming weeks. RSI (Relative Strength Indicator) is moving downward in neutral zone indicates prices may remain low in market. On the higher side prices may find a resistance of Rs 800/ quintal whereas on the lower side prices may find a support at Rs 500/ quintal in coming weeks.

Outlook- In coming week prices are expected to remain range bound between Rs 600-Rs 700/ quintal.

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