

**Executive Summary:**

- 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 30% potato has been released from the cold storages compared to last year release of 35%. Last year cold storage capacity utilization was 70% and this year it is 95%.
- In West Bengal, so far approximately 30 % potatoes have been released compared to last year release of 40% during same time. Traders are expecting lower demand in coming months.
- During the week period prices increased by Rs 40- Rs 50/ quintal and trading at Rs 580-Rs 640/ quintal in West Bengal due to continuous rainfall which has affected the supply.
- In Karnataka, total sown area for kharif season is approximately 20107 hectares compared to last year's area of 22336 hectares as on 27-7-2015.
- In Hassan, 15460 hectares of area is sown compared to last year area of 18004 hectares during same time. Fresh crop has started arriving in market and expected to arrive full fledge in next one week.

**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 28.July.2015	As on 21.July.2015	As on 28.July.2014	As on 28.July.2015	As on 21.July.2015	As on 28.July.2014
DELHI	NR	750	1802	1900	1900	2900
LUCKNOW	830	810	1750	1400	NR	2500
AHMEDABAD	450	500	1600	1700	1200	2500
INDORE	500	NR	1500	900	900	2700
MUMBAI	950	NR	1900	1900	1900	2700
JAIPUR	NR	460	NR	900	900	1800
BHUBANESHWAR	800	1100	1500	1000	1000	1800
KOLKATA	640	660	NR	1000	1000	1600
HYDERABAD	900	NR	NR	NR	2200	3000
BANGALORE	850	950	2300	1800	1800	2800
TRIVANDRUM	NR	NR	NR	2500	2500	NR
CHENNAI	NR	NR	NR	1800	1800	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. In retail market prices are either similar to previous week or have fallen in few markets. Prices are expected to remain on lower side this year due to higher production.

Prices are comparatively lower than last year due to higher production and higher storage of potato in cold stores.

## 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 300/ quintal in coming weeks.

**Outlook-** In coming week modal prices are expected to remain range bound between Rs 500-Rs 600/ quintal.

### Disclaimer

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