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To  
The Editor,

Date: 12-3-2014

Sir,

I request that the following matter may kindly be published in your esteemed daily:

### **Sell Red Chillies upon Harvest**

India is popularly known as "Spice bowl of the world" and is the largest producer, consumer and exporter of spices globally. Chilli "a wonder spice" was cultivated in 7.93 lakh ha with a production of 13 lakh tonnes in India during 2012-13. India leads the global production with 36% share followed by China (11%), Bangladesh (8%), Peru (8%) and Pakistan (6%). In India, Andhra Pradesh tops the list in chillies production (49%) followed by Tamil Nadu (23%), Karnataka (16%), Odisha (8%) and Maharashtra (7%). About 85-90% is consumed domestically and 10-15% is exported. The export target of chilli from India during 2012-13 was 2.40 lakh tonnes. India exports chilli in various processed forms like chilli powder, dried chillies, chilly pickles, chilli paste, flaked chilli and chilli oleoresins. The traditional buyers of Indian chilly are Sri Lanka, USA, Nepal, Mexico, Malaysia, Bangladesh, UAE, Indonesia and China.

During 2011-12, Tamil Nadu produced 24,640 tonnes of dry/ red chillies from 56,442 hectares. Ruling varieties of chillies in TamilNadu are Ramanathapuram (mundu), Thoothukudi (mundu), Sivagangai (samba), Virudhunagar (samba) and Tirunelveli (samba, mundu). Generally, chilli arrivals from all over India hit the market from November to May. It begins with the first crop from Madhya Pradesh and Karnataka in the November followed by Maharastra and Andhra Pradesh in December. Chillies produced in Tamil Nadu will hit markets in Kovilpatti, Sathur,

Sankarankoil, Rajapalayam, Kamuthi, Muthukulathur and Virudhunagar markets from second fortnight of March till May.

Crop status in all the major producing States especially in Andhra Pradesh, amount of carry forward stock, domestic and export demand decide the price of chillies. According to trade sources, the carry forward stocks of the current year in Andhra Pradesh is nearly 100 lakh bags (1 bag= 40 kg)

Currently, samba chilli is trading around Rs.6500 - 7000 per quintal in Virudhunagar market. Farmers are eager to know the price of chilli that will prevail during the harvest period (March - April 2014). To help the farmers, NAIP-Domestic and Export Market Intelligence Cell functioning in Centre for Agricultural and Rural Development Studies of Tamil Nadu Agricultural University analyzed the red chilli prices that prevailed in Virudhunagar regulated market for past 17 years. The analysis and traders survey results showed a declining price trend ranging between Rs.6200 - 6300 per quintal in March - April, 2014. There are limited chances for the prices to increase due to the huge carry over stock. Hence it is recommended that farmers can sell the red chillies upon harvest without going for storage.

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