



## NEWSLETTER OCTOBER 2013



Global Executive Search  
Services for Foods and  
Agribusiness

[newsletter@ruralnaukri.com](mailto:newsletter@ruralnaukri.com)

CONTACT: +91-11-47008453, 42267455

RURAL NAUKRI NEWS

### Agri Commodities

#### GRAINS

India is likely to achieve the second highest food grain production at 129.32 million tons this kharif season ) on better monsoon, but rice output is seen declining marginally.

#### RICE

The country's rice production is projected to drop to 92.32 million tonnes in the Kharif season this year due to deficient rains in some states. The estimate for rice output is kept lower as deficient rains in Bihar, Jharkhand and North East and floods in Assam, Bihar and eastern Uttar Pradesh have affected the Kharif crops.

#### WHEAT

Wheat prices fell marginally by Rs 5 per quintal in an otherwise steady wholesale grains market in the last week of September. The reason for the fall in prices is said to be due to more than sufficient supplies against reduced off take by flour mills.

#### EDIBLE OIL

Strengthening of rupee over this month has effectively checked a hike in edible oil prices post Ganpati festival. A drop in oil prices in the international market has also favoured Indian consumers who are otherwise burdened with rising food and vegetable prices. International prices of crude palm oil, soy oil and sunflower oil have slipped by \$35 to \$50 per tonne last month.

#### CANE

Haryana chief minister, Sh. Bhupinder Singh Hooda has offered the highest ever price of Rs 301 per quintal for the early variety of sugarcane, Rs. 295 per quintal for mid variety and Rs 290 per quintal for late variety. Sugarcane is cultivated on over 3 lakh acres of area in Haryana. The rate of recovery of sugar has increased from 9.05 % in 2012-13 to 9.76% in the current year.

#### TEA

Darjeeling tea was auctioned at Rs 211/kg as compared with Rs 423/kg during the past year's sale. Excessive rains and protests by the Gorkha Janmukti Morcha for a separate homeland in Darjeeling hills have hit the tea industry hard. Prices have crashed by more than 50 per cent from the past year and this is likely to affect the bottom line of tea companies in the current fiscal.

#### COFFEE

India's coffee exports have declined by 5.34% to 2,99,266 tonnes in the coffee year ended September 30, 2013 as the demand from European Union and the US remained subdued through the year. A sharp drop of 20-25% in the prices of Arabica during the last fiscal also added to the decline in exports as large number of farmers have withdrawn their sales.

## MAIZE

For the first time ever, the government has fixed the MSP of maize for 2013-14 crop season at Rs 1,310 per quintal, which is same as that for common paddy with a view to encourage growers to plant more maize replacing paddy, particularly in Punjab and Haryana.

## ONION

Notwithstanding a sharp fall in wholesale rates, retail onion prices remain high at Rs 60-70 per kg in the National Capital Region. Wholesale prices of onion fell by as much as Rs 12 per kg at the Lasalgaon Mandi in Nashik (Maharashtra) to Rs 30 per kg, which generally sets the price trend across the country. With the arrival of Kharif crop, supplies have almost doubled in the markets which have pushed the prices down across the country. However, the impact of fall in wholesale prices at the retail level will take some time as retailers are cautious, considering the volatility of the onion's price in recent times.

Onion prices had skyrocketed to Rs 80 per kg across the country last month, forcing the Centre to impose the minimum export price (MEP) to curb shipments. Imports have also taken place from Afghanistan by the private traders.

## Agri-inputs

Vegetable farmers from Maharashtra, a major producer of vegetables in the country, will not be able to get new seed varieties this Rabi season. The seed companies will have to give trials of their seeds on the lands of Agricultural Universities before seeking licenses for marketing them in the state.

A new subsidy policy to increase domestic production of single super phosphate (SSP) fertilizer in India and reduce the country's reliance on Di-ammonium Phosphate (DAP) is to be introduced, according to a govt. report. Under the new policy, the Government has fixed a

uniform all-India maximum retail price of Indian rupee (Rs) 3400/ton (\$85/ton) for powdered SSP. At present, state governments fix separate SSP prices, while the central Government pays fixed subsidy of Rs 125/tonne to manufacturers. The Ministry of Chemicals and Fertilizers said increased availability of SSP would reduce the subsidies the government paid on DAP.

ONGC Ltd will invest about \$810m (€599m) to build a new gas-based fertilizer plant in Maharashtra province, a company official said on Tuesday. The proposed gas-based urea plant would be linked to ONGC's gasfields in Daman in western India that is scheduled to go into production in 2014-15.

Bayer Crop Science in preliminary talks to purchase a minority stake of less than 26 per cent in Hyderabad-based Kaveri Seed Company. Kaveri Seed's chairman and managing director has indicated his willingness to join hands with a foreign company as a strategic partner to gain access to technology. The Indian seed industry is expected to grow by 53 per cent to Rs 10,700 crore by 2015 on increased demand for high-yielding varieties to ensure food security.

## Foods FMCG

US Burger Chain Johnny Rockets to Sing and Dance its way in to the hearts of Indians. Positioning itself as an upscale rival to McDonald's, Johnny Rockets is planning to start two restaurants in the National Capital Region later this year. New Delhi based Prime Gourmet, the brand's franchisee for India, will open one restaurant each in Delhi's Select Citywalk mall and Gurgaon's Ambience Mall during the Christmas period.

MOTHER DAIRY enters Northeast, launches ice cream in Guwahati. With per capital ice cream

consumption in India even lower than in Pakistan, ice-cream brands are targeting the smaller cities.. The company will invest Rs, 3 crore and hopes to gain 30-40% share of the ice-cream market in the city in two years. The percapita consumption of ice-cream market in India is a mere 300 ml as against 22 literes in the us 18 litres in Australia and 3 litres in China.

Thums Up, which ruled India's fizzy drinks market for three decades, has been toppled by Sprite. Sprite has been outselling Thums Up for three months now, according to industry reports.

Food products giant Kellogg's today said it favours genetically modified food but the company does not use such items in breakfast cereals sold in India as it is conscious of consumer preference. Kellogg's manufactures cereal and convenience foods in 18 countries and markets in more than 180 nations. In India, its brands include Corn Flakes, Special K and Chocos, among others.

Parle Agro launches a new carbonated coffee drink named "Café Cuba". The Company aims to more than double its turnover to Rs 5,000 crore by 2015 on the back of Cafe Cuba. In a select media briefing, the company unveiled the carbonated beverage that has a coffee flavour, targeting the 17-30 age-group, and priced at Rs 20 for a 250-ml can. 250-ml PET bottles will be priced at Rs 15. The product will be rolled out across the country by January-February next year.

### Rural Marketing

Telecom operator Uninor is expanding its presence in rural markets by opening Uninor Express stores. It has completed the first phase of rural network expansion with 321 new network sites in the rural markets. It now has 1,476 network sites in rural Gujarat spread across a population of 1.95 crores.

The best monsoon in 15 years has erased bad memories of last year's drought and kindled

hopes of a turnaround in demand for key products in rural India. Companies with heavy rural focus are anticipating a surge in demand in India's villages and towns. Two-wheeler sales are inching up, tractor sales are booming and banks are hiring employees in far-flung regions, hoping to benefit from a monsoon that has increased the kharif area by 5% and water reservoir levels by 15%.

Deutsche Bank says in a report that years of above-average rainfall have increased rural prosperity and stock markets have responded by pushing up prices of companies with a strong rural presence. Companies with above-normal exposure to rural areas are doing much better than those with an equal split of urban and rural or with less than average rural presence. So, an M&M Financial, with 80% of income from rural areas, is outperforming Bajaj Finance and Shriram Transport; Emami and ITC are outperforming Hindustan Unilever, Hero's traditional rural strength is helping its stock race past Bajaj Auto.

### Banking

Small and mid-sized private bank stocks were up 15-20% from the previous close, after the RBI Governor suggested that the policy framework for foreign banks would be liberalised in a manner that would allow them to take over smaller Indian banks. Foreign banks which choose to operate in India through the wholly-owned subsidiary model will receive "near national treatment" however, with riders.

### Food Processing

Victoria Foods, manufacturers of 'Rajdhani' brand of food products, is going to enter the processed food segment with a new brand called 'Banchetto'. Victoria Foods plans to launch a range of ready-to-eat pastas in future under the 'Banchetto' brand. European and Italian Cuisine is being perceived as a growing sector in India.

Domestic pasta market is estimated to be at Rs 270 crore. The first product under the brand is a variety of pastas called Penne, Fusilli and Macaroni.

The municipal boards across the country will take initiatives to provide facilities for safe and hygienic production of meat. They will also address the problem of availability of suitable land for modernization of slaughterhouses. There is a growing demand for meat and meat products, from the younger section of our population whose food consumption pattern has changed, shifting from simple grain based diet to a diet which includes more vegetables, eggs, milk, fruits and meat, especially among the middle class. Yet the meat sector's output is way below potential due to certain complex reasons..

### Festivity in town

Puja brings cheer to companies & people. Despite slowdown, Corporates are investing heavily in advertisements not just in Kolkata but also in other metros. A bevy of fast-moving consumer goods companies, automobile brands and food labels are seeking to avail of the festivities to improve brand recall and push sales in a dull market.

Dabur India is distributing over 1,00,000 packs of Real juice across hundreds of pandals in the city, while Ruchi Soya has tied up with a few puja organisers to ensure at least one food item was cooked with Nutrela. Emami is sponsoring its Healthy & Tasty edible oil. Even automobile giants such as Hyundai and Toyota are jostling for space at puja pandals in the National Capital Region such as Noida and Gurgaon.

## Jobs

1. Head Supply Chain, 10-15 years, India, Large Retail Organization
2. Edible Oil Trader, 6-8 years, Delhi, Fortune 500 MNC
3. BDM, 6-8 years, Mumbai, Foods Ingredients Company
4. Pulses Trader, India, 8-10 years, Leading Trading House
5. BDM, 4-8 years, Mumbai, Large Agri Input Organization
6. Rice Trader, Delhi, 6-8 years, Top 4 Trading MNC
7. Program Director - South Asia Rice Initiative, Mumbai, 15-18 years, US based NGO
8. ASM-FMCG, Gujarat, 3-4 years, Fortune 500 FMCG MNC
9. Quality Head, 6-10 years, Delhi, Large Branded Atta Company
10. Production Manager-Flour, 10-15 years, Dubai, Leading Corporate House