



VITERRA THE
AGRICULTURE
NETWORK

Urad Outlook for India

Presented By
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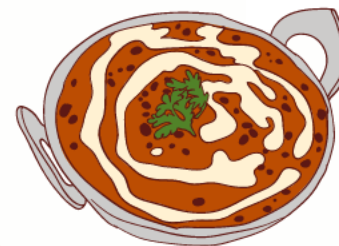
URAD, MATPE, BLACK GRAM, MASH KALAI, VIGNA MUNGO, MAA KI DAL

Love for your health

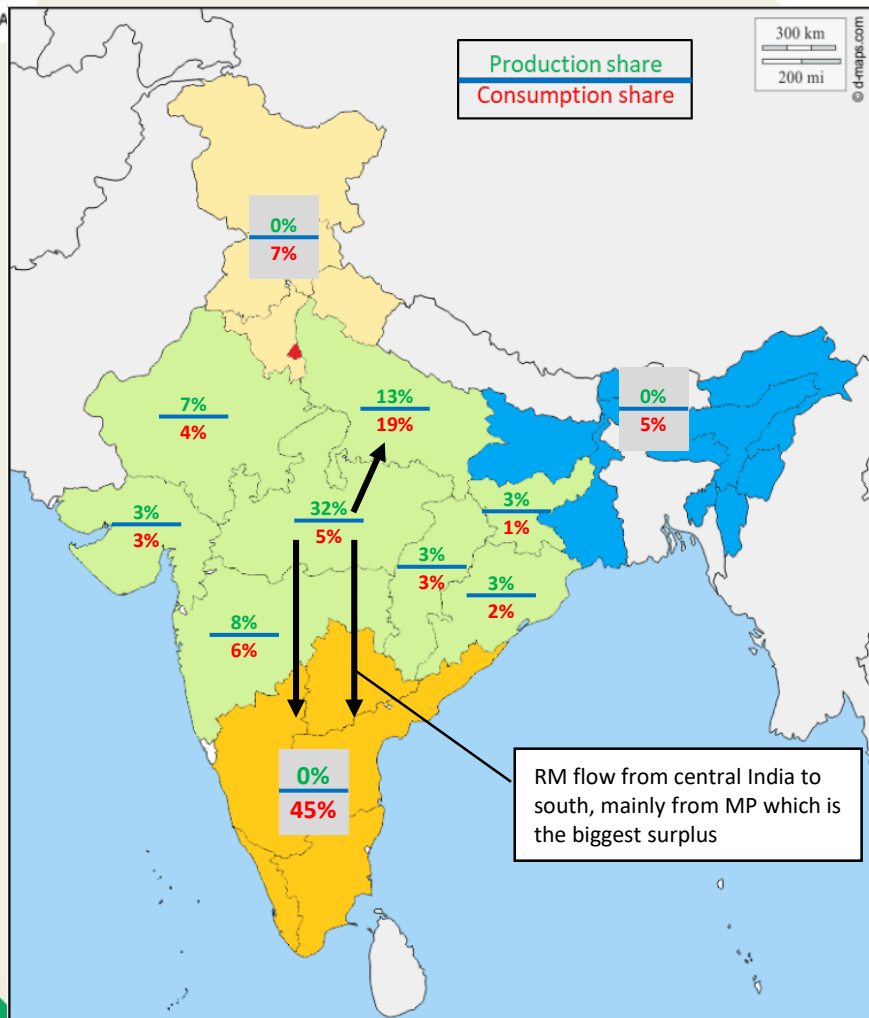
- high protein content
- rich source of Vit B, calcium, iron, niacin, thiamine, riboflavin
- has 10 times of phosphorus content than any other pulse
- builds gut, heart and bone health
- as per Ayurved it regularizes imbalances of Vata and increases levels of Kapha and Pitta

Love for your kitchen

- one of the most flavorsome pulses
- aides fermentation of batter and results in fluffiness upon steaming and frying
- from papads to idlis and dal makhni to vadas - nature has no shape really
- patti recommends to increase portion of paruppu to make vadas more flavourful

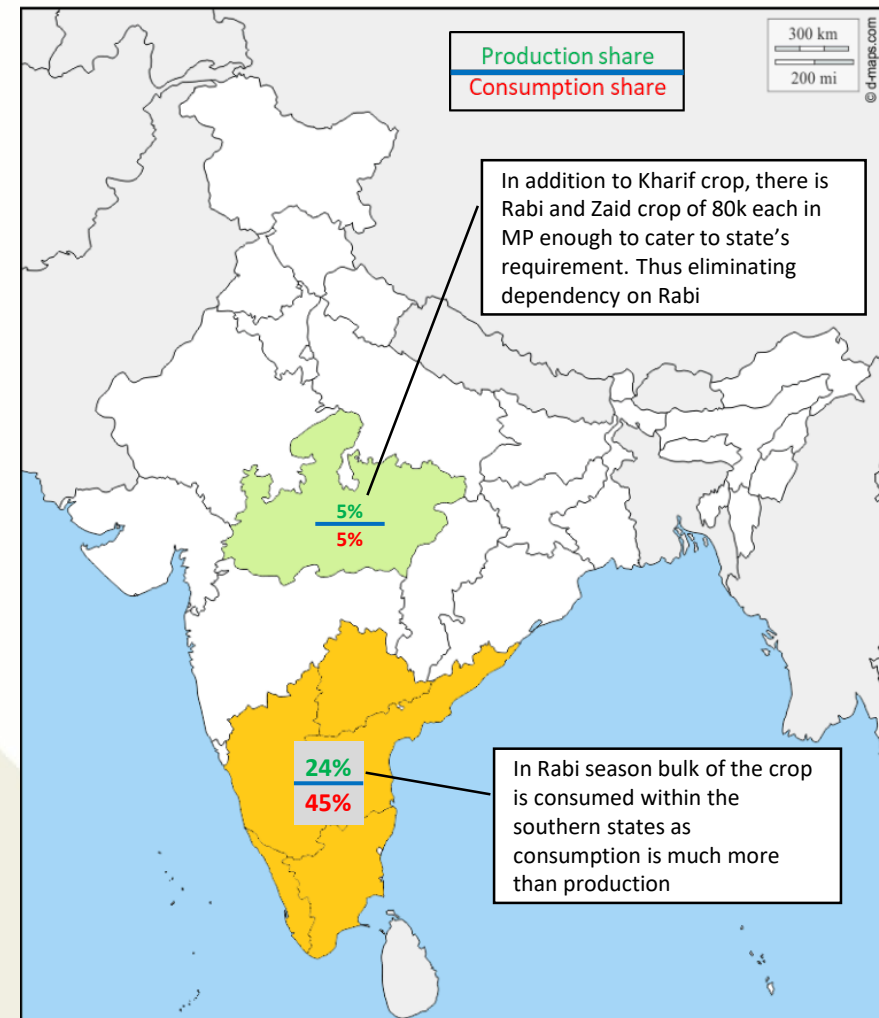


Urad Acreages in India



Black Matpe Scenario

- Matpe is grown in summers and winters in the ratio of 70:30
- MP is the largest producer with 32% of total annual production and 45% of summer crop; Winter crop is 40% each in AP and Tamilnadu
- The 5 southern states add up to 45% of total consumption; the deficit is supplied by imports and supply from central/northern states
- In addition to Kharif and Rabi, there is also a mid-summer crop (Zaid) – which is grown primarily in MP. Size of that is equivalent to about (80kmt)
- Thus almost 3 cycles of matpe crop ensure availability throughout the year and the remaining deficiency is made up by imports from Myanmar



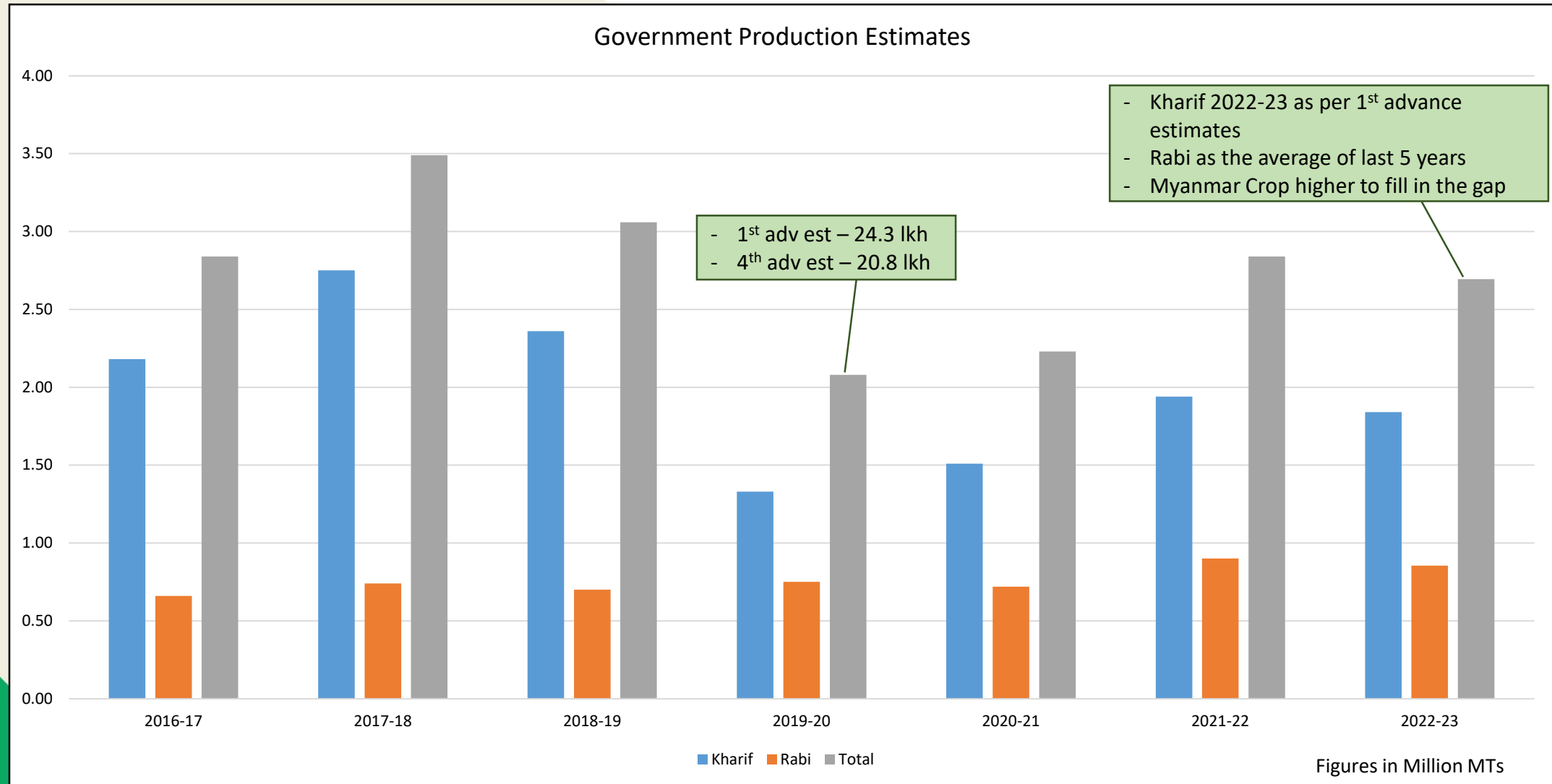
Kharif Crop

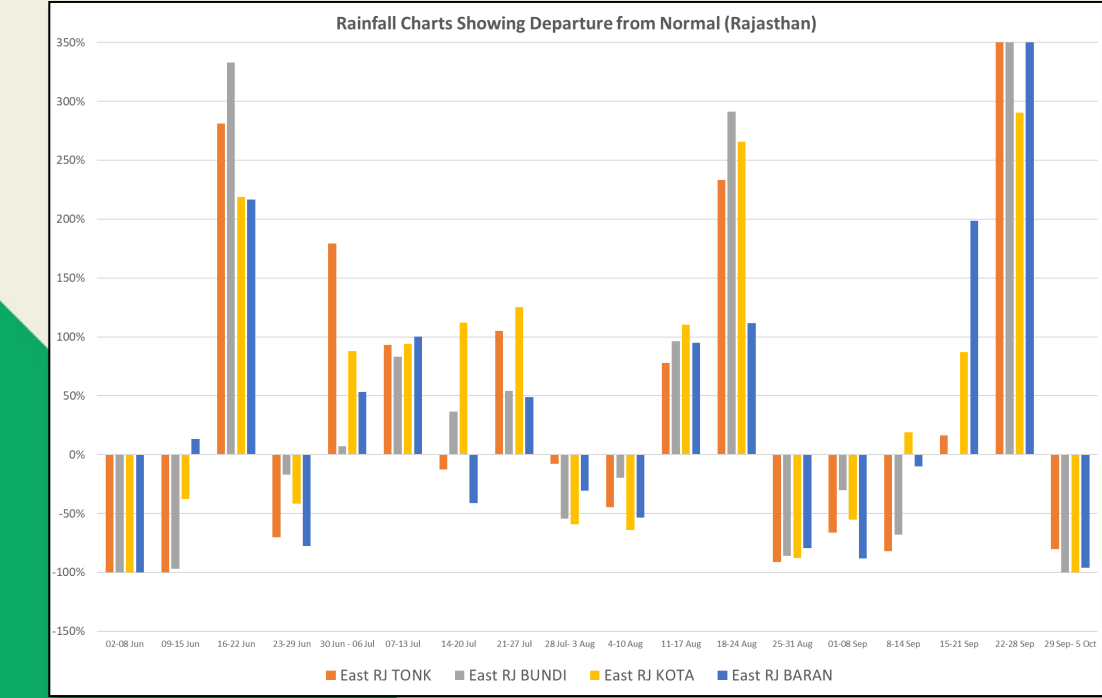
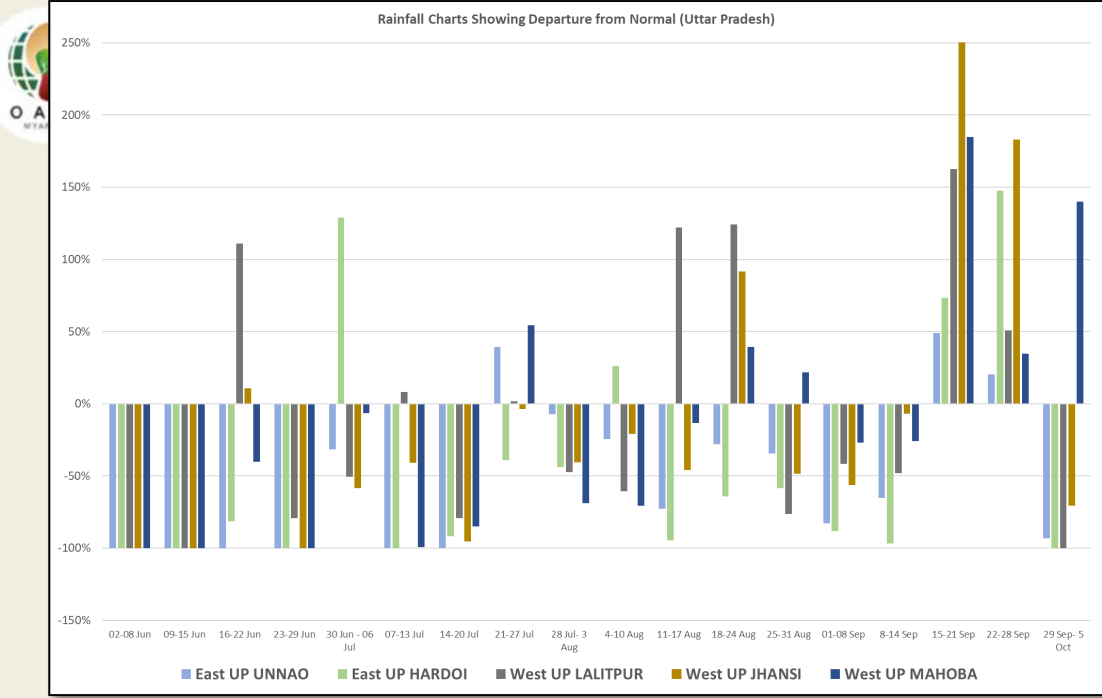
- South market is deficient so they have to buy from north during kharif harvest. MP is the biggest surplus and hence the biggest supplier of RM/FG
- MP also supplies to UP and north-east

Rabi Crop

- 80% of Rabi crop is shared between AP and TN. More than 70% of this is consumed within the south zone itself. The balance crop is sold in adjacent states
- The deficit in Rabi is served by imports to Chennai and Mumbai from Myanmar. Apart from south zone, imports are bought as far UP and Delhi millers thus we see high volatility in prices as well

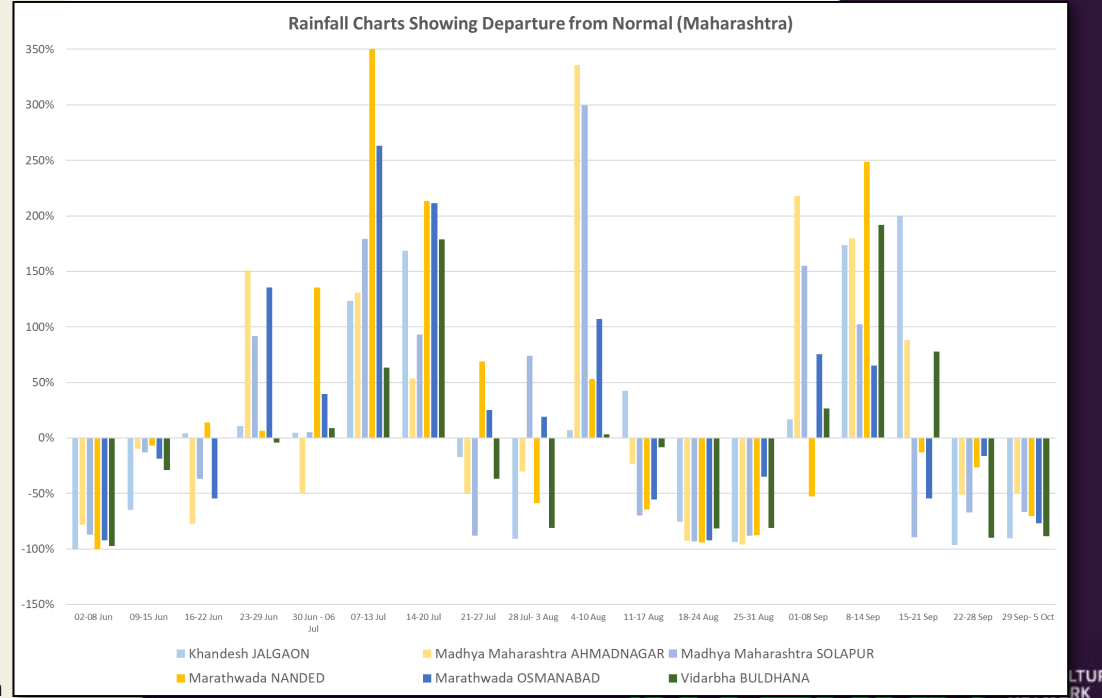
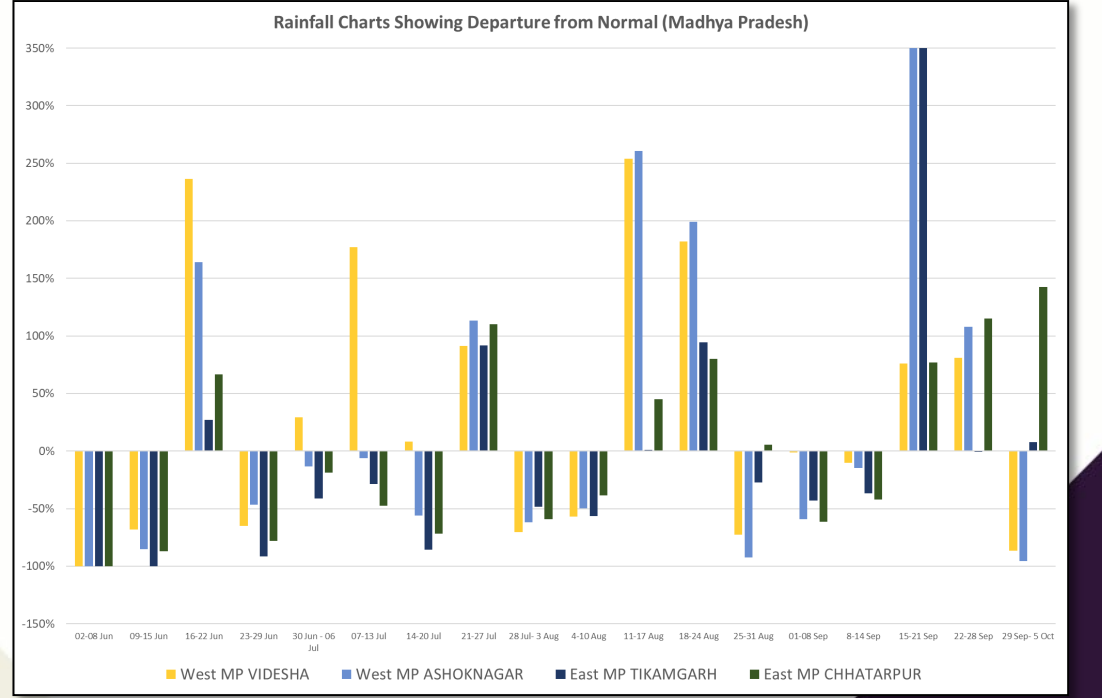
Government Estimates on Urad Production





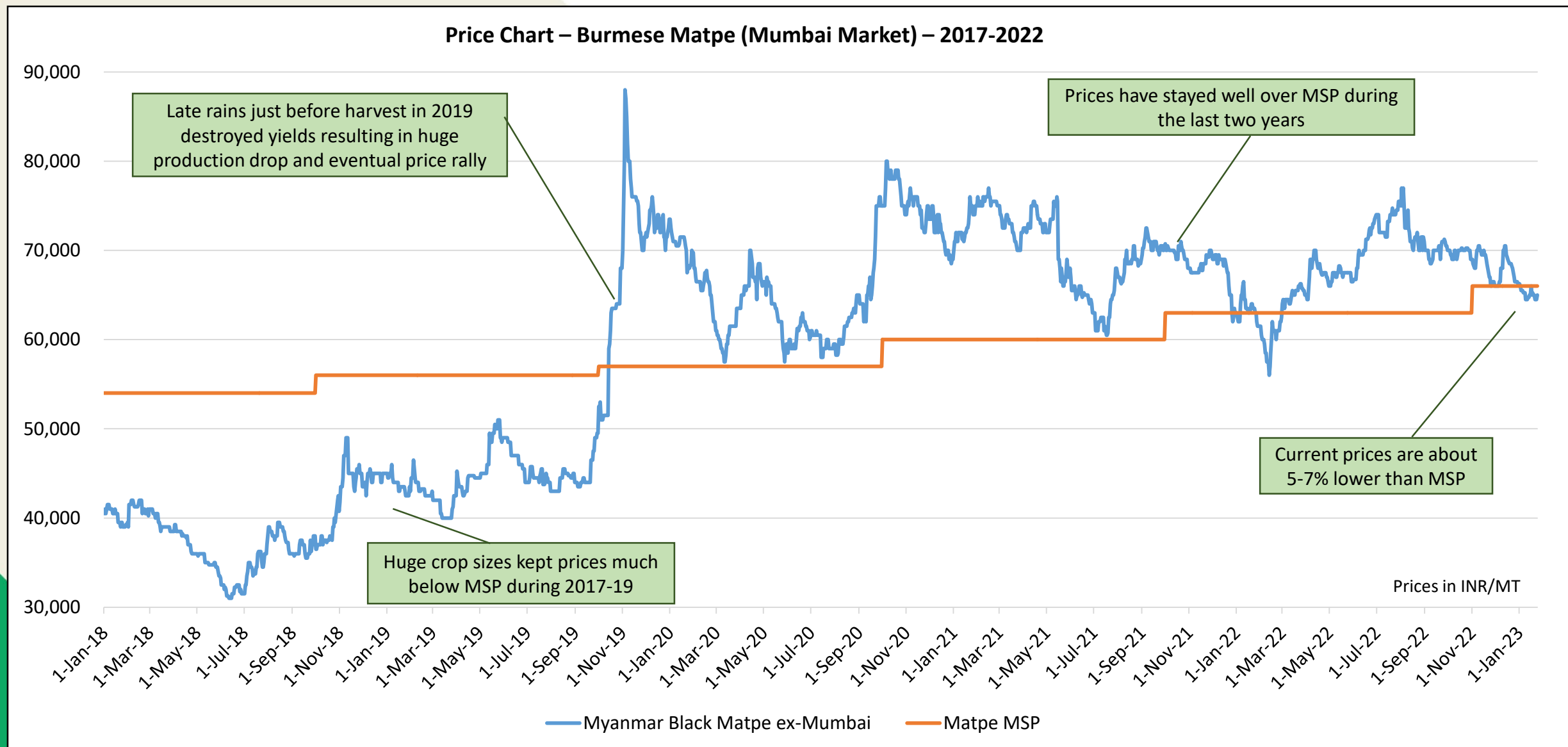
State	Acreage Share of Kharif Urad
MH	28%
Kar	29%
MP	9%
UP	8%
Tel	10%
JH	6%
AP	5%
Guj	5%
Total	100%

Source: mausam.imd.gov.in



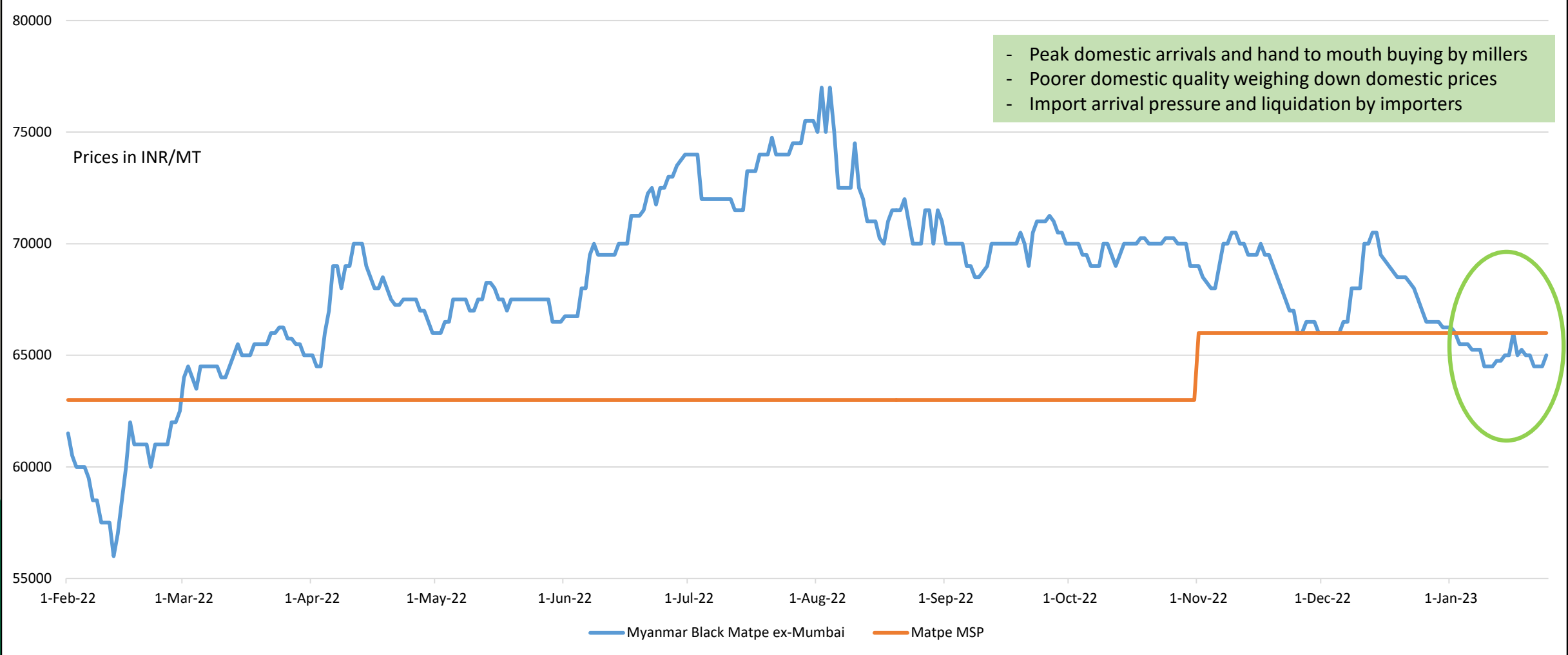
Price Action in the Last 5 Years

Price Chart – Burmese Matpe (Mumbai Market) – 2017-2022



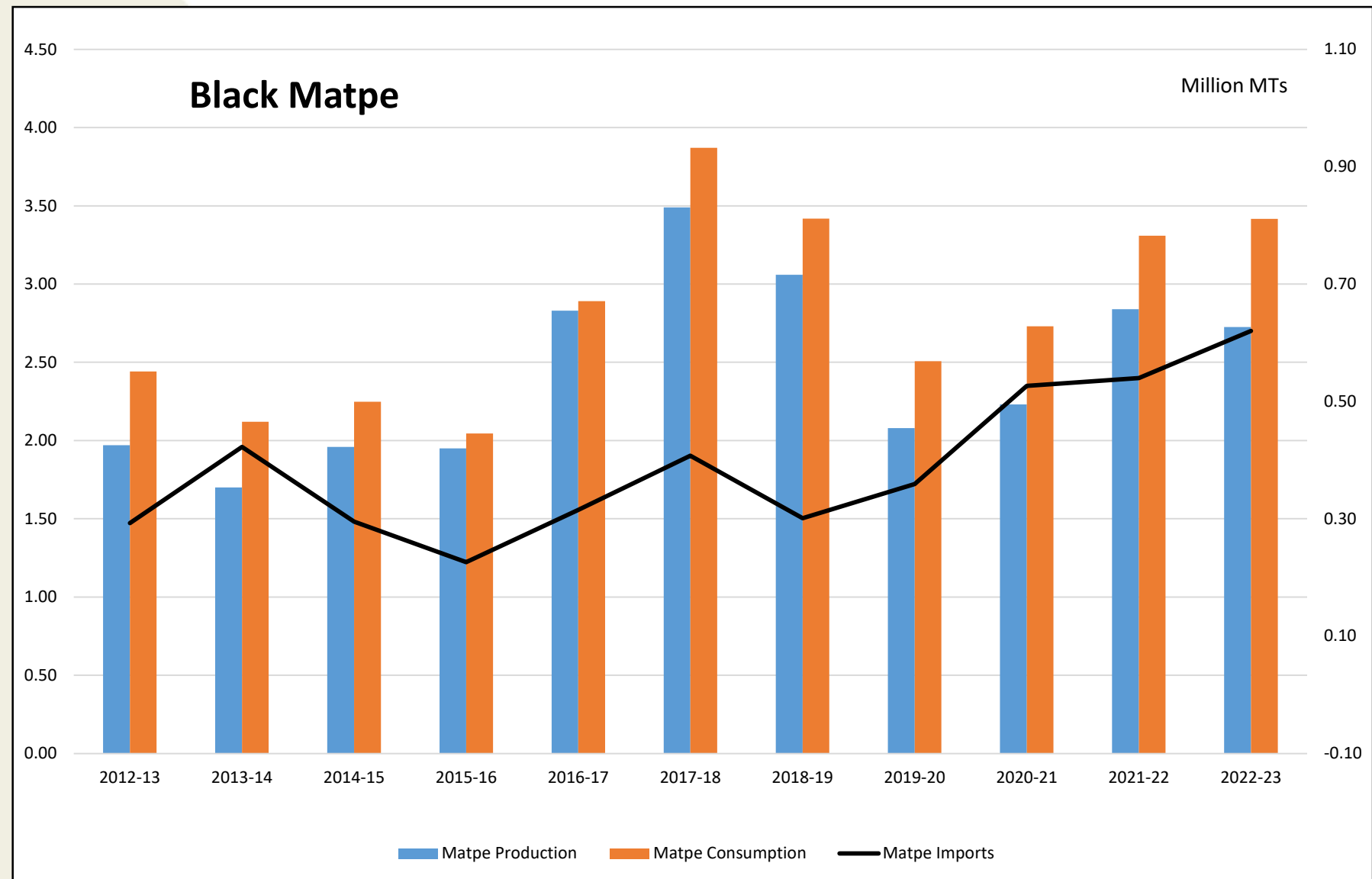
New Crop 2021-2022 Prices

Price Chart – Burmese Matpe (Mumbai Market) – Feb 2022 - Jan 2023



Consumption Patterns

State	Consumption Share
Tamilnadu	21%
Uttar Pradesh	19%
Telangana	7%
Andhra Pradesh	6%
Maharashtra	6%
Karnataka	6%
Kerala	5%
Madhya Pradesh	5%
Rajasthan	4%
Gujarat	3%
Chhattisgarh	3%
Others	16%



**“Cooking is all about people.
Food is maybe the only universal
thing that really has the power
to bring everyone together. No
matter what culture, everywhere
around the world,
people eat together.**

GUY FIERI

