

Success Story of a Wholesale Fruit Merchant

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My Business Profile

I am Ashraf, 48 years old, a wholesale fresh fruits trader in the Ernakulam market in Kerala state. I ventured into this profession after my SSLC. For the past 30 years I am doing this trading. The working days are from Monday to Saturday and the weekly holiday is on Sunday. My business hours are between 5 AM to 7 PM, though the peak arrival time of the fresh fruits to my stall is 8-10 A.M. The infrastructural facilities such as the approach road, shelter, communication, transportation and labour facilities are adequate enough to facilitate my trading. Cold storage facilities are also available. I am also a member of an association called 'All Kerala Fruits Merchant Association'. The commodities transacted are fresh fruits viz., grapes, guava, mandarin orange, plums, mosambi, orange, mango, papaya, pineapple, pomegranate, sapota, strawberry, watermelon etc. My customers include retailers, small scale vendors, hoteliers and general consumers.

Wide Network of Contacts Enabled Through DMI

I used to get the commodities from Karnataka, Tamil Nadu and Andhra Pradesh. Throughout my business during these years, I used to get the commodities through commission agents/ middlemen from various procurement centres in these states. But, now, after the launching of the portal on Dynamic Market Information, I have got wide network of contacts with producers as well as buyers. I am able to know the price of the fresh fruits in various markets. Nowadays, I am getting calls from the primary producers, i.e., the farmers from various states and they are ready to supply the commodities at better prices, which are mutually beneficial to them as well as to me. Even some retail buyers and general public are contacting me for direct trading. Thanks to DMI for facilitating better contacts, which also helps in speedy transaction, time saving, better service and of course, better price.