

A Successful Experience in Buying and Selling

S. Madubalan

#53 E, Mainline,

Gandhi market,



Introduction Myself

I wish to introduce myself as Madubalan. S. I am a retailer and wholesaler for onion and potato for the past 5 to 6 years. I had initially purchased potato from Kodaikanal and onion from Palladam and Bangalore and was selling in Trichy and nearby Markets.

Market Information

I get market information from news paper about the potato and onion in other areas, but it is not satisfactory to me. I initially had no information about the rates of potato and onion in other areas. But, by viewing the details in your website (www.indg.in), I am able to know the rates in other markets like Kumbakonam, Bangalore, Mettupalayam, Coimbatore etc, which is of a great help to me.

I was selling of potato and onion in Trichy market only but through the introduction of Dynamic market information by Tamil Nadu Agricultural University and

I am selling the same commodity at Kumbakonam and nearby markets and have an increased business turn over. I have provided an **example trading sheet** below.

Purchasing potato per day-all variety - 150 kg per day

Purchasing onion per day-all variety – 220 kg per day

It could be noted that the profit from selling potato and onion in Kumbakonam market is only Rs. 4.50 per kg, while selling them at Trichy market is Rs. 5.00 per kg. Increased turnover of my business has increased my business volume than earlier. This is only because of the DMI service.

In future

I have planned to expand my business with more commodities and market places. All these credit goes to Tamil Nadu Agricultural University and Dynamic market Information.

We, Retailers and whole sellers would be benefited if the rates of other places of Tamil Nadu and other Northern areas are also available in the website. Lots of retailers like me are often viewing the website and the information provided about the market rates is very helpful to us and it is a marvelous job done by DMI service providers.

My heartfelt thanks to Tamil Nadu Agricultural University.