

## **Success Story of a Wholesale Vegetable Dealer in Cochin Market**

**Mr. Shaji**  
**Nithiya Building,**  
**Perumanoor,**  
**Cochin.**  
**Mobile: 09895631377**  
**My Business Profile**



I am Shaji, 35 yrs old. I am having 10 yrs experience. The nature of trading is wholesale. My business hours are between 5 AM and 2 PM. My buyers include retailers, small scale vendors, hoteliers and general consumers.

### **Wide Network of Contacts Enabled Through DMI**

I used to get the commodities mostly from Mettupalayam, Ottanchathiram, Puliampatti, Ooty/ Mysore and Bangalore, Nachipalayam and Bellary onion from Pune. Throughout my business during these years, I used to get the commodities through commission agents/ middlemen from various procurement centres in these places. 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. The price is highly fluctuating, and it is decided on every day depending on demand and supply. Nowadays, I am getting calls directly from the 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. It serves as a single window to get and disseminate the price data. Thanks to DMI for facilitating better contacts, which also helps in speedy transaction, time saving, better service and of course, better price.