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To
The Editor,
Sir,

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I request that the following message may kindly be published in your esteemed daily:

TNAU Pre-Sowing Price Forecast for Red Chillies

Red chilli is an important spice crop cultivated in India and is widely used in culinary preparations, chilli powder and processed food products. Indian chillies are valued in domestic and international markets for their distinctive colour and pungency.

According to the Second Advance Estimates of Horticultural Crops for 2025-26, India recorded a red chilli cultivation area of 7.34 lakh hectares, with a production of 21.32 lakh tonnes. Andhra Pradesh, Telangana, Madhya Pradesh, Karnataka and Odisha are the major red chilli producing states in India and they contribute about 85% of the country's total production.

Red chillies are widely cultivated and consumed in Tamil Nadu, which recorded a production of 0.27 lakh tonnes, from an area of 0.38 lakh hectares. The production of the state is predominantly contributed by districts such as Thoothukudi, Ramanathapuram, Thiruvannamalai, Dindigul and Virudhunagar. Tamil Nadu depends on red chilli arrivals from Andhra Pradesh and Telangana apart from domestic production. Similarly red chillies produced in Tamil Nadu reach Kerala markets.

Samba red chilli from Tamil Nadu is recognised for its deep red colour, intense pungency and thin skin which is valued for its distinctive quality and traditional sun drying practices. The market prices of chilli are influenced by seasonal arrivals, production levels, weather conditions, quality characteristics, storage and carry-over stocks.

In this concern, the Domestic and Export Market Intelligence Cell (DEMIC) under the Department of Agricultural Economics of Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University (TNAU), had analysed the data for 15 years on red chilli prices prevailed in Virudhunagar markets and conducted a market survey. The results showed that the price of good quality red chilli may rule around Rs.180/kg at the time of harvest. The prices may vary depending on arrivals from neighbouring states and the monsoon. Hence, the farmers are advised to take sowing decisions accordingly.

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