

# From Independence to Intelligence:

How Data can Shape  
India's Dry Chilli Sector

- SpiceExtra.in  
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# India's Dry Chilli Journey Since Independence

## 1950s–1960s: Traditional Approach

- Chilli farming was traditional and regionally confined to southern India, with famous landraces like Byadgi and Guntur Sannam, rain-fed methods, and manual sun-drying practices.

## 1970s–1980s: Expansion and Commercialization

- India expanded chilli cultivation with institutional support, improved productivity through irrigation and fertilizers, and emerged as a major exporter, with Guntur becoming a national trading hub.

## 1990s: Global Footprint and Hybrids

- India became the global leader in chilli production and export; hybrid varieties were introduced, and the emergence of the oleoresins industry transformed the sector by enabling large-scale processing and exports to food and pharma industries.

## 2000s: Technology and Market Linkages

- Cold storage, contract farming, and supply chain improvements emerged, driven by export demands for better quality and safety standards.

## 2010s: Data, Digitization, and Quality Focus

- Mobile tech and agri-portals empowered farmers with data; exporters prioritized high-color, organic varieties, and China became a key buyer of Indian chilli.

## 2020s: Analytics, Sustainability, and Global Leadership

- Data analytics, traceability, blockchain, and sustainability practices gained momentum to meet global standards, while GI tagging and value-added exports further boosted India's global position.





## Our Inspiration Force

**Our founder, Shri Nagappa ji Hampali**, has been in the Dry Chilli industry for the past 55 years. He is admired and respected in the Industry for his knowledge and experience. His purchase decisions are based on reports that include sowed area, crop conditions, yield prediction, weather, farmer sentiments, and demand expectations, among others.



# Interacting with Industry

To understand

## Govt Agencies



## Seed and Input Companies





# Interacting with Industry

## For solutions

### Spices and Oleoresins Companies



### Conferences

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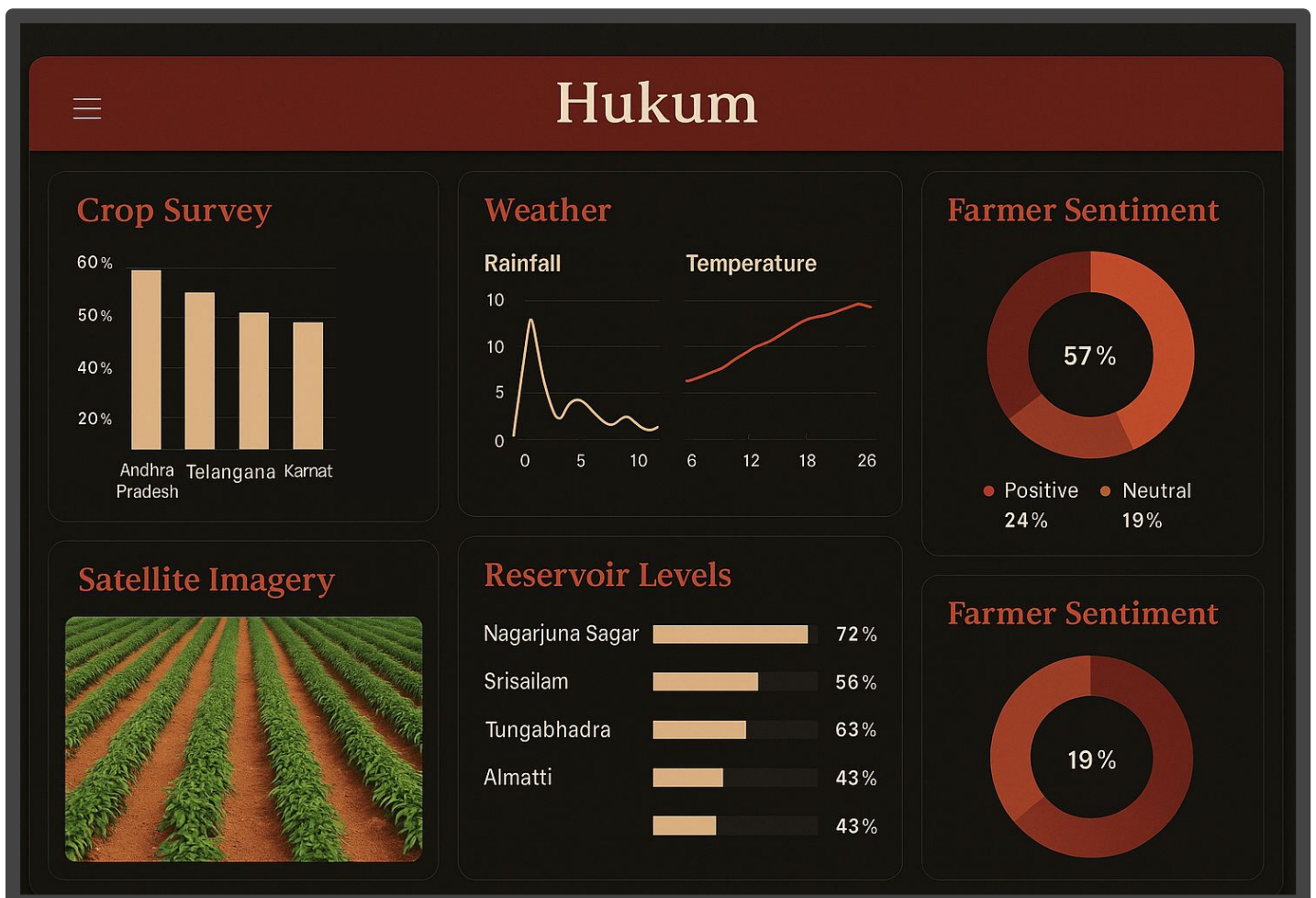


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# Hukum

## Business Intelligence Software for Dry Chilli Industry

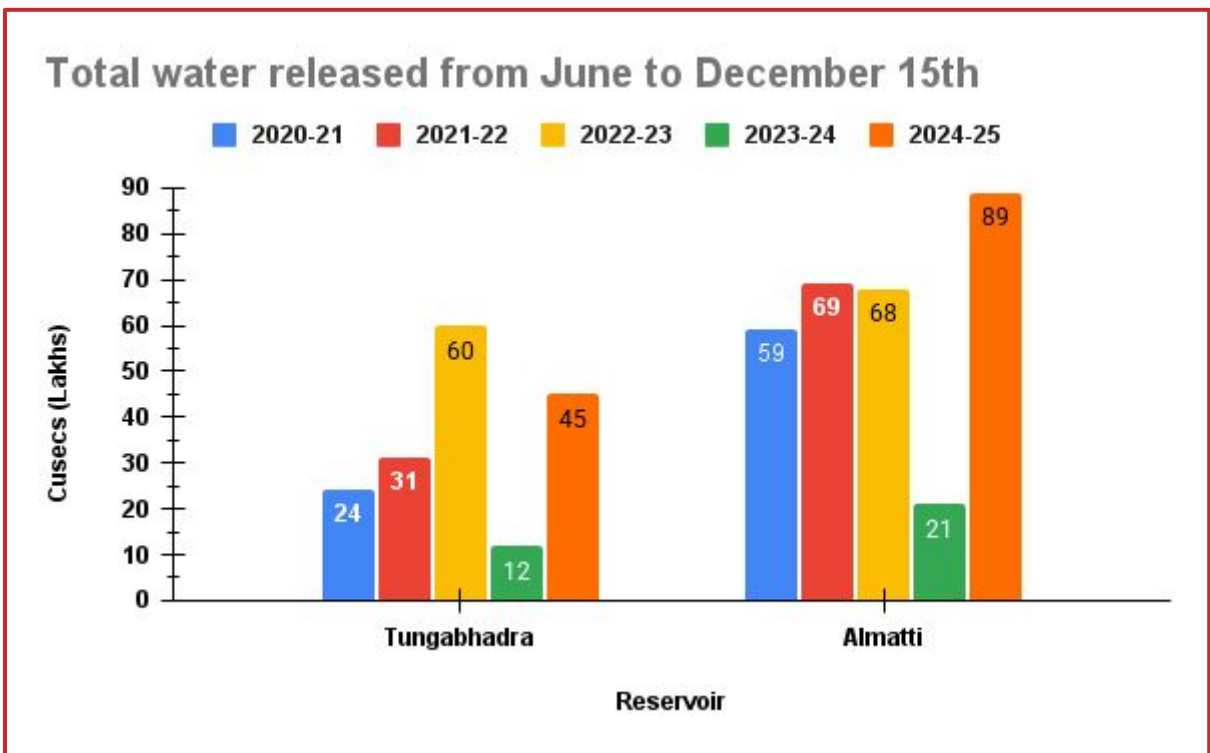
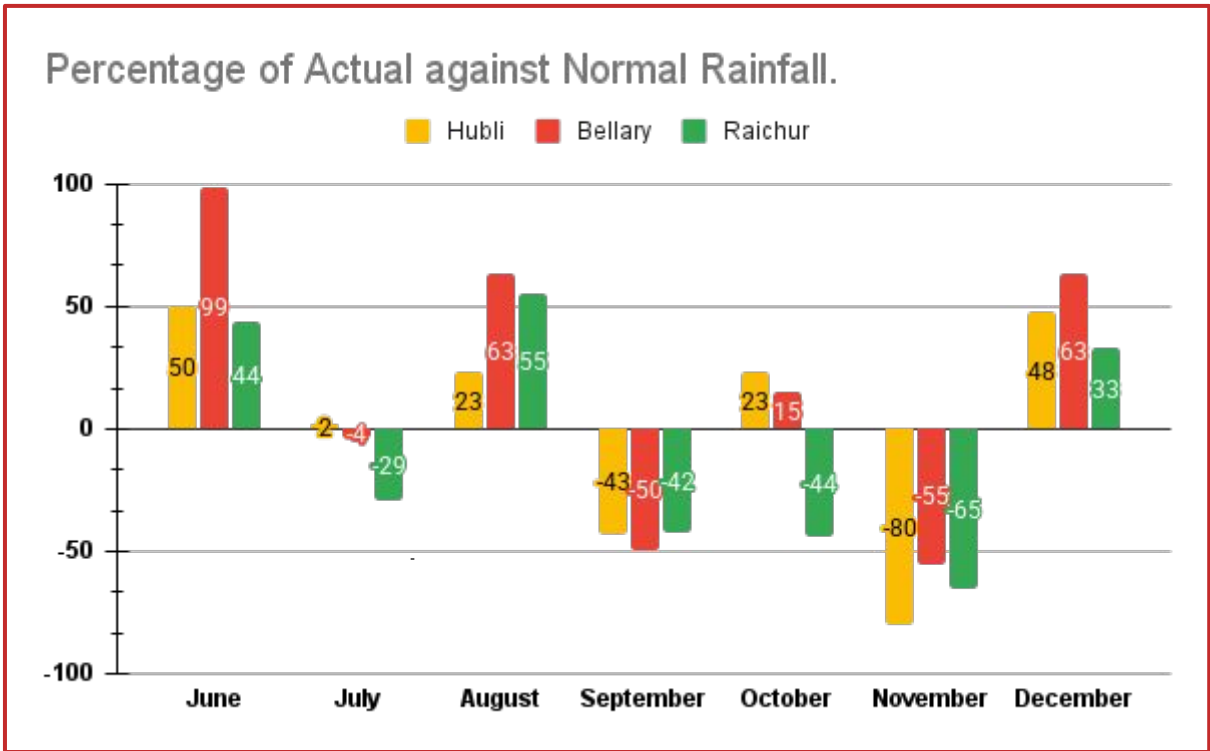
- **Hukum** captures real-time data from sources such as
  - Market arrivals and prices
  - Weather data,
  - Reservoir levels,
  - Crop surveys,
  - Five years of historical data,
  - Satellite imagery, and more.
- Hukum is a decision-support system that helps stakeholders in the dry chili ecosystem make informed decisions based on real-time data, historical trends, and predictive analysis.



# Case study

## Karnataka Dry Chillies Report : 2024-25

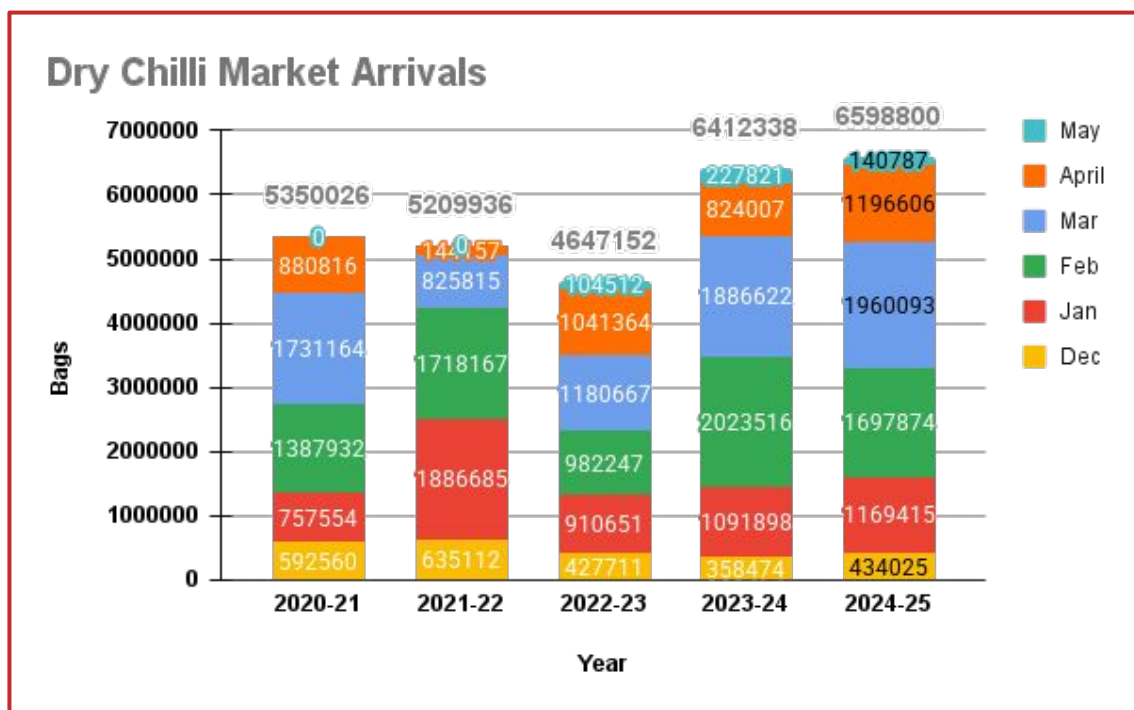
**Sown Area:** Due to lower prices and high carry-forward stock from the previous year, farmers have reduced the sown area by 20% to 25%.





# Case study

## Karnataka Dry Chillies Report : 2024-25



## 2024-25 Summarised:

### Market Arrivals:

Around **65 lakh bags** arrived in the market between **December 2024 and May 2025**, similar to last year.

### Cold Storage Utilization:

- Karnataka has a **cold storage capacity of over 80 lakh bags**.
- By **May 2025**, storages were **85–90% occupied**, including **30% carry-forward stock** from the previous year.

### Sowing & Yield:

- **Sowing area** was reduced by **20–25%** compared to last year.
- However, **yield per acre** increased by **10–15%**.

### Market Dynamics:

- Unlike the previous 3 years, **2024–25 was a buyers' market**.
- Farmers were in **panic selling mode** due to **high carry-forward stock**.
- Many farmers also **sold their leftover stock** from last year.

### Arrival Duration:

- Chilli arrivals continued **till May 2025**.
- Last year, arrivals extended **until July 2024**.



# Pride of the Nation's Fields

## Farmer Stories



### The Chilli Seed Custodian

**Shri Basaenappa Bellati**, a seasoned farmer from Kundgol, has cultivated his 40-acre farm for over 30 years. Unlike most growers who produce dry chillies for consumption, he specializes in growing **Byadgi chillies for seed production**. His high-quality, rainfed, low-chemical produce is preferred by farmers across **Karnataka, Andhra Pradesh, and Telangana**, who use his seeds in irrigated lands to achieve superior yield and quality.

### The Eco-Farming Advocate

**Shri Ishanna Wali**, a dedicated farmer from Hubli area, grows **organic Byadgi chillies** using cow dung and urine from his family's Gau Shala (Cow Shelter), established on 4 acres of land. His chemical-free, high-quality produce is valued for its rich color and aroma, and his work is **inspiring farmers in nearby areas** to adopt sustainable farming practices.



# Indian Dry Chillies

Domestic | Oleoresin | Export



*Contribution towards.....  
Indian Economical Growth*

