

# CHILLI MARKET in GUNTUR



# About Red Chilli

Guntur stands as a pivotal hub for chillies in India, with the AMPC (Market place for Agricultural products) serving as the primary market.

We hold a procurement license in Guntur APMC, allowing us to source directly from local farmers. Additionally, we have our processing center nearby for tasks like cleaning, repacking, and stem removal for red chili. Our presence within Guntur APMC Yard and our processing unit enables us to maintain control over both pricing and product quality.

Our commitment lies in furnishing superior quality while adhering rigorously to stringent standards.

Noteworthy Indian dry chilli varieties include Sannam, Teja, Byadgi, 273, Wonder Hot, 334, Mundu, and Tomato. Ranging from intense to sweet, they span hues from deep to light red.

While there is a wide range of chili varieties, we'll focus on a few key types that are favored by international buyers when sourcing from India.

# TEJA / S17

Teja, also known as S17, is a favored chili variety among international buyers.

It is available year-round in India because many farmers and stockist store large quantities in cold storage, although the arrival of the new crop primarily begins from January to April.

Teja chilies have excellent SHU value, taste, color, and affordability. They are thin and lightweight, making a small quantity sufficient for adding spiciness to dishes.

As a result, the demand for Teja chili is high, with Andhra Pradesh and Telangana being the primary cultivation regions in India.



# TEJA

Specification	Deluxe	Best	Medium Best	Medium
Pungency / SHU	65000 - 75000	65000 - 75000	65000 - 70000	65000 - 70000
Color / Asta	50 - 70	50 - 70	40 - 60	40 - 60
Average length wo/stem	4 - 8 cm	3 - 7 cm	2 - 6 cm	2 - 4 cm
Average length w/stem	7 - 11 cm	6 - 10 cm	5 - 9 cm	4 - 7 cm
Broken %	0.5 % Max	1 % Max	2 % Max	3 % Max
Acid Insoluble	1% Max	1% Max	1% Max	1% Max
Moisture	13% Max	13% Max	13% Max	13% Max
Aflatoxin	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB
Packing Material	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag
Packing Type	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing
Loading Capacity	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container
Count per 100 grams	145	155	175	214



# SANNAM / 334 / S4

Sannam chilli, mainly grown and processed in Guntur, Andhra Pradesh, thrives in warm, humid conditions.

It's recognized for its unique qualities, often traded as S4, valued for its spiciness and capsaicin extraction. Sannam chilli has a thick skin, earning it both national and international recognition.

It contains a high amount of Vitamin C (185mg/100g) and Protein (11.98g/100g).

The prime harvest period spans from December to May.



# SANNAM / 334 / S4

Specification	Deluxe	Best	Medium Best	Medium
Pungency / SHU	35000 - 40000	35000 - 40000	35000 - 40000	35000 - 40000
Color / Asta	30 - 35	30 - 35	20 - 25	20 - 25
Average length wo/stem	5 - 9 cm	4 - 8 cm	3 - 7 cm	3 - 5 cm
Average length w/stem	8 - 12 cm	7 - 11 cm	6 - 10 cm	4 - 8 cm
Broken %	0.5 % Max	1 % Max	2 % Max	3 % Max
Acid Insoluble	1% Max	1% Max	1% Max	1% Max
Moisture	13% Max	13% Max	13% Max	13% Max
Aflatoxin	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB
Packing Material	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag
Packing Type	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing
Loading Capacity	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container
Count per 100 grams	72	80	104	115

# 355 Byadgi

This chili variety is characterized by its low seed content, thick and wrinkled dark red skin.

The 355 Byadgi Chili, a top-grade Guntur chili in India, is typically a vibrant red. Highly sought after by international buyers, it's ideal for enhancing the flavors of stir-fries, soups, and stews.

These dry red chilies serve as a versatile condiment, lending both spiciness and vibrant color to a variety of dishes.

The primary cultivation areas for Byadgi chilli in India include Andhra Pradesh, Maharashtra, Karnataka, Orissa, and Rajasthan. Guntur serves as the central market for red chilies.



# 355 BYADGI

Specification	Deluxe	Best	Medium Best	Medium
Pungency / SHU	15000 - 30000	15000 - 30000	15000 - 30000	15000 - 30000
Color / Asta	120 - 140	120 - 140	110 - 130	110 - 130
Average length wo/stem	6 - 10 cm	5 - 10 cm	4 - 8 cm	3 - 6 cm
Average length w/stem	9 - 13 cm	8 - 12 cm	7 - 11 cm	5 - 9 cm
Broken %	0.5 % Max	1 % Max	2 % Max	3 % Max
Acid Insoluble	1% Max	1% Max	1% Max	1% Max
Moisture	13% Max	13% Max	13% Max	13% Max
Aflatoxin	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB
Packing Material	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag
Packing Type	5 / 7 / 10 / 25 KG Packing	5 / 7 / 10 / 25 KG Packing	5 / 7 / 10 / 25 KG Packing	5 / 7 / 10 / 25 KG Packing
Loading Capacity	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container
Count per 100 grams	94	105	116	125



# 5531 SYNGENTA

Syngenta 5531 Chilli is a chili variety characterized by its moderate spiciness, falling between the intense heat of Teja and the milder profile of 355 Byadgi. Notably, this chili exhibits a vibrant, rosy, bright red color, making it highly sought after for its visual appeal.

Syngenta 5531 Chilli strikes a balance between flavor and heat, making it a versatile choice for various culinary applications while imparting an appealing, vivid red hue to dishes.



# 5531 SYNGENTA

Specification	Deluxe	Best	Medium Best	Medium
Pungency / SHU	10000 - 20000	10000 - 20000	10000 - 20000	10000 - 20000
Color / Asta	100 - 120	100 - 120	90 - 110	90 - 110
Average length wo/stem	6 - 9 cm	5 - 9 cm	4 - 8 cm	3 - 6 cm
Average length w/stem	9- 12 cm	8 - 12 cm	7 - 11 cm	5 - 9 cm
Broken %	0.5 % Max	1 % Max	2 % Max	3 % Max
Acid Insoluble	1% Max	1% Max	1% Max	1% Max
Moisture	13% Max	13% Max	13% Max	13% Max
Aflatoxin	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB	5 - 8 PPB
Packing Material	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag	PP Bag / Jute Bag
Packing Type	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing	5 / 7/ 10 / 25 KG Packing
Loading Capacity	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container	6.5 MT / 20ft Container & 14 MT / 40ft Container
Count per 100 grams	94	105	116	125