

CHILLI

Sector Brief of

RED CHILLI



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Sindh Board of Investment
Government of Sindh



INTRODUCTION

Red Chilli, a major crop of Pakistan, is not only an important ingredient in food but is also used for essence production. It is used in foods for pungency and red colour. Chillies are an excellent source of vitamins A, B, C, E and P. Chillies are one of the largest traded spices in the International market.

In Sindh, Chillies are grown on an area of 38.4 thousand hectares with production of 53.7 thousand tons. The average yield of 1.7 tons per hectare contributes 1.5 per cent of the country's GDP. In Pakistan, Kunri, a small town of Umer Kot district is the home of red chillies. It contributes around 85% of Pakistan red chilli production and is known as one of the largest production centres for red chillies in Asia. The three major types of chillies grown in the chilli cluster of Kunri are: Maxi, Desi & Nageena.





MARKET ANALYSIS

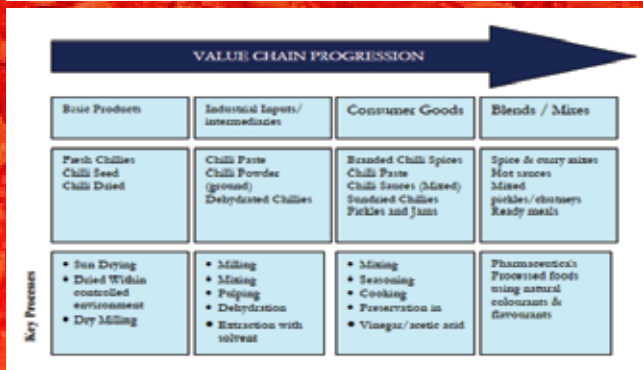
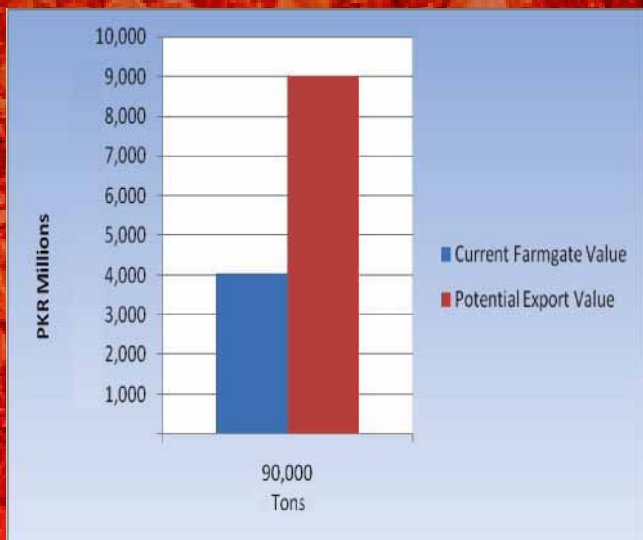


Red chilli is one of the most valuable cash crops of Pakistan. The International demand of red chilli is growing at an average rate of 30% annually due to its surge in demand in the international food industry. The average export of red chilli from

Pakistan is only US\$ 5 Million. The importers of chillies from Pakistan are Middle East countries, USA, UK, Sri-Lanka, Singapore and Germany. They import chillies from Pakistan in the form of fresh chillies, stalk less chillies, chilli powder and also as oleoresin. Pakistan, a major red chilli producing country, has realized only a small fraction of its true potential in this sector. Red chilli arrives in the market from August to November. The cost of red chilli is Rs. 1,800 per 40 kg. A better price can be fetched if red chilli sector receives appropriate investment in value addition processing.

Investment Opportunities

There is a vast potential of value addition in the Red Chilli sector by making appropriate technological interventions in post harvest management and processing. Modern methods of drying, de-hydration, processing and packaging system will increase the export price and further improve the quality of the commodity. The export price of Red Chilli ranges from Rs. 1,800 per 40 Kg bag to Rs. 4000 per 40 kg bag. A snapshot of the Value Chain Progression is given below:





Sindh Board of Investment

is the primary investment promotion agency of the province positioning Sindh as an attractive destination for investment.

SBI strives to find new avenues for public private collaboration, develop investment opportunities for large, medium and small investors and facilitate investment projects.

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