

Dear Sir/Madam,

Sub: Buyer Seller Meet (online) for Coriander with focus on Madhya Pradesh on 24th March 2022 from 02.00 PM to 05.00 PM -reg

Greetings from Spices Board India,

As you are aware, India is the largest producer, consumer and exporter of spices of the world and India's spice exports, with a volume of 17,58,985 tons valued Rs.30973.32 crores during 2020-21, scaled the landmark level of 4.1 billion US\$ in value realization, besides recording a growth rate of 37% in volume, 16% in rupee terms and 11% in dollar terms of value over the previous year, despite the global pandemic. Further, the Indian spice industry aims at achieving an export target of 4.8 billion US\$ in FY 2021-22.

Spices Board (Ministry of Commerce & Industry, Govt. of India), the flagship organization for the development and worldwide promotion of Indian spices has been spearheading activities for promotion and facilitation of spice trade by strengthening linkages at various levels of the Spice Industry.

Madhya Pradesh being the largest producer of Coriander in the country, holds a significant position in the spice sector of India. During 2020-21, the State produced 3.94 lakhs MT of Coriander in an area of 2.9 lakhs Hectares, which accounts 48 % of the total production of the spice in the country. India exported 57,350 MT of Coriander valued US \$ 66.95 Mn during 2020-21.

Spices Board with the view to further promote the export of spices and Spices Products, has been organizing buyer seller meets (BSM), so as to provide a common platform for the buyers and sellers of the Spices Industry, to interact directly and establish effective business linkages.

Accordingly, the Board is organizing an **Online Buyer Seller Meet for Coriander with focus on Madhya Pradesh, on 24th March 2022 from 02.00 pm. to 05.00 pm.** The event would provide a platform for building direct market linkages with the sellers/ suppliers of spices from the region as well as to reflect upon the pertinent issue grappling the spice sector. Around 150 Participants including FPOs, progressive farmers, farmer's societies, processors

and traders from Madhya Pradesh and exporters from across the country will be attending the BSM.

In this connection, I cordially invite all the spice exporters who are members of your forum/association/federation for the BSM so as to explore the possibilities to establish effective business linkages with suppliers/growers of Coriander. Interested exporters may register for the BSM by sending the following details to spicesboardguna@gmail.com:-

Name of the company

Name of the person

City & State Name:

Name of the spice required
quantity required

The program link will be shared with interested buyers/exporters, upon registration.

For further information, please contact:

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Regards,

(For)Director (Marketing)

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