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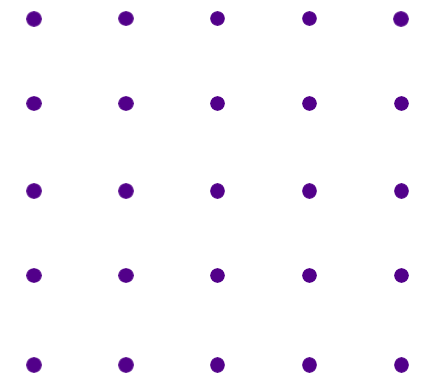


ChiniMandi.com

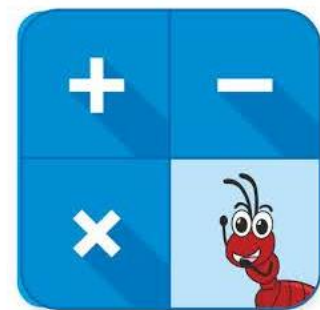
World's Largest News & Aggregator for the Sugar Industry

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- Largest “Industry Specified” Agri-Commodity News Aggregator & Tech Provider
- Only platform in operating in English and 3 vernacular languages.
- Only News & Information Platform with Podcast in multiple languages.



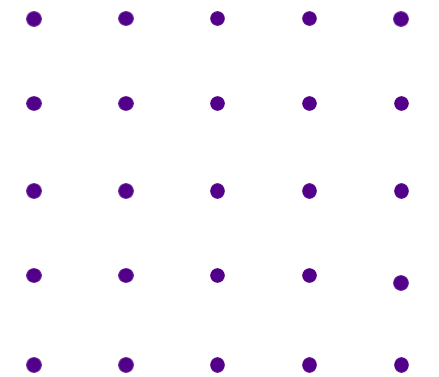
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ChiniMandi Calculator



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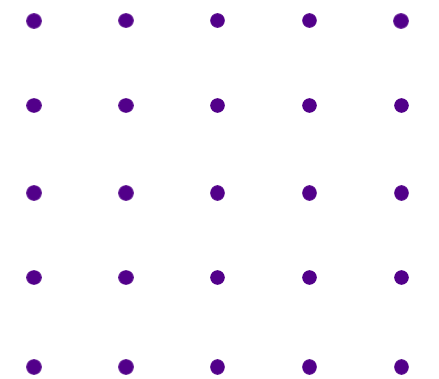
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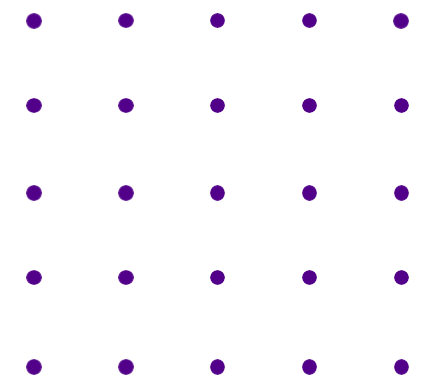


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4. Pop up Block
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All News Trendings

The Need Of The Hour Is To Congregate For Explicit Discussions To Survive In The Domestic & Global Market

By Shivaaneey Rai - Saturday, 18 August 2018, 7:22 am



During the current Sugar Season with the production estimates continuously being revised upwards, and the prospects of the growing surplus, has caused the Govt., Sugar industry and all the stakeholders in the value chain to apply their minds to resolving the problem of plenty. The bumper production resulted in reducing global prices & weakening of domestic prices too. Sugar prices have dropped a whopping 18% – 20% since the beginning of the current crop in October 2017. Surplus production of sugar during the current sugar season had resulted in depressed sugar prices which have adversely affected the realization by the sugar mills from sale of sugar in the open market. Low

realization from sale of sugar in the country during 2017-18 sugar season resulted in accumulation of cane price arrears. The domestic market has been facing a huge surplus. Sugar traders have been offering lower prices to reduce inventory. Even mills have reduced their offer prices on expectations of a further increase in their output. Sugar mills have been constantly under pressure to sell their inventory to clear cane dues.

In order to alleviate the glut of sugar, the Central government had directed the sugar mills to export up to 2 million MTs of sugar till September 2018 under the Minimum Indicative Export Quota (MIEQ) policy as was done during 2015-16 sugar season in order to channelize some sugar out of the country. However, not many mills in the country's largest sugar producing state were enthused about exports. With the Global Prices of sugar at 2 1/2 year lows, exports have not been viable. Whereas, the government seems to be in a wait-and-watch mode at least for the time being, under the assumption that prices will automatically firm up with the exports, negating the need for provision of incentives.

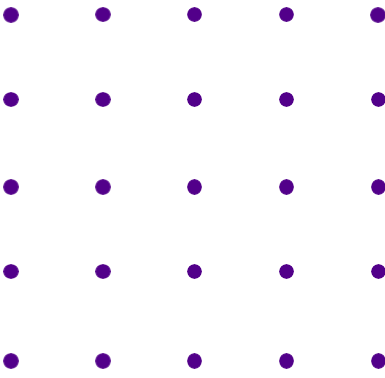
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The glut has soft-impacted sugar mills' profitability, even as operating costs shoot up thanks to multiple revisions of sugarcane support prices by the government. Sugarcane is a thirsty crop that sucks the water table dry and the need of the hour is to reduce its farming. No government, however, is ready to bite the bullet on this one. To check the continuous fall in prices of sugar and stabilize the sugar prices with a view to clear price arrears of farmers, the Government also took measures like fixing minimum selling price for sale of sugar at factory gate @ Rs 29 per ton. In addition, the Government has also imposed a restriction on the proportion of stock holding limits on sugar mills and creation of buffer stock of 30 LMT. Sugar stockpiles are poised for a record as slowing demand and surging production creates the worst-performing commodity of 2018. Consumers have become increasingly wary of the impact of their sweet tooth, and companies from canned-fruit maker snack-food sellers are touting products made with less sugar.




1. Regular Promotional Article


- Article will be published with podcast.
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Government is taking all necessary steps to clear pending cane dues: Minister
Monday, 25 May 2020, 7:15 pm



Administration issues alert to farmers over likely locust attack in Agra
Saturday, 23 May 2020, 12:34 pm



Gujarat registers low sugar production
Thursday, 21 May 2020, 5:16 pm



Demand to hike sugar MSP
Wednesday, 20 May 2020, 8:11 pm

Sugar Market Update
26/05/2020 - 02:00 PM (IST)

	Expiry Month	Rate	Change
London Sugar #5	Aug. 20	375.40	+8.50
US Sugar #11	July 20	11.17	+0.24
Crude Oil WTI	May 20	34.08	+0.83
USD/BRL	NA	5.4432	-0.0029
USD/INR	NA	75.647	-0.237
BSE SENSEX	NA	30,609.30	-63.29

Indian Sugar News English Hindi Marathi Gujarati

Uttar Pradesh's Jhansi battles locust attack
Tuesday, 26 May 2020, 3:51 pm

Government is taking all necessary steps to clear pending cane dues: Minister
Monday, 25 May 2020, 7:15 pm

Madhya Pradesh's Mandsaur battles locust invasion
Monday, 25 May 2020, 2:15 pm

Daily Sugar Market Update By Vizzie - 23/05/2020
Saturday, 23 May 2020, 7:11 pm

Featured Promotional Article

-Article will be published in respective category.

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International Sugar News English Hindi Marathi Gujarati

Trouble for Brazil's ethanol sector continues; country reports over 11,000 new COVID-19 cases
Tuesday, 26 May 2020, 1:45 pm

Pakistan Sugar Mills Association reject sugar crisis report
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Kazakhstan to lift sugar export ban next month
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Ethanol industry in Pakistan faces shortage of Molasses
Saturday, 23 May 2020, 7:20 pm

Uzbekistan is the top sugar importer from Russia
Saturday, 23 May 2020, 6:01 pm

Sugar scam: Pakistan government makes inquiry report public
Friday, 22 May 2020, 5:48 pm


Brazil: Conab expects sugar prices to decline in coming months
Thursday, 21 May 2020, 3:11 pm

Ukraine sugar export down by 50 per cent in April
Wednesday, 20 May 2020, 6:45 pm


Kenya: Court orders Chemelil sugar to pay Sh18.2 million to former workers
Tuesday, 19 May 2020, 6:11 pm

Pakistan: Sugar inquiry commission seeks more time to submit forensic audit report to PM
Tuesday, 19 May 2020, 6:11 pm


Must Read Articles




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Department of Cane Development starts farmer awareness campaign to protect sugarcane crop from locust...
Tuesday, 19 May 2020, 12:49 pm



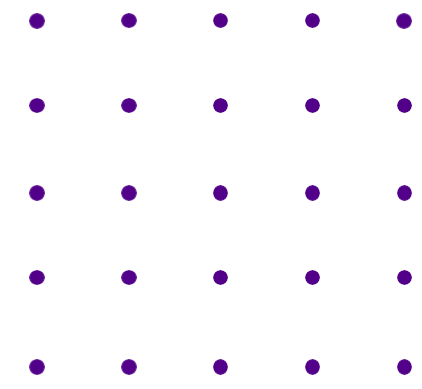
Sugar production till May 15 at 264.65 lakh tonnes: ISMA
Monday, 18 May 2020, 11:51 am

Hot & Business News English Hindi Marathi Gujarati

African Sugar Summit 2020 — Revitalise the African Sugar Industry
Join the African Sugar Summit 2020 in person or live online! Registration now open
8th July 2020, The Kempinski Gold Coast Accra, Ghana
thesummit.sugaronline.com/afica

- Any one language

- Rs.13000 per article



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CM News (Read)



Daily Sugar Market Update By Vizzie – 15/10/2020
Thursday 15 October 2020



Delay in announcement of sugar export policy likely to impact India in global sugar market
Thursday 15 October 2020



Cane development contribution of Co-operative Sugar Mills Societies to be used for construction of sugar godowns along with cane development works
Thursday 15 October 2020



Bijnor: DM asks sugar mills to clear cane dues
Thursday 15 October 2020



Sugarcane farmers want sugar mills to start operations soon
Thursday 15 October 2020



Sensex ends 1066 points lower; Nifty below 11,700
Thursday 15 October 2020



MLA demands an increase in crushing capacity of mills
Thursday 15 October 2020



Sugar third-biggest import in Nigeria
Thursday 15 October 2020



Government encouraging ethanol production
Thursday 15 October 2020



Philippines: Four migratory sugarcane workers test positive for coronavirus
Thursday 15 October 2020

Must Read Articles



Recovery certificate issued against sugar mills for being negligent in cane price payment
Wednesday 14 October 2020

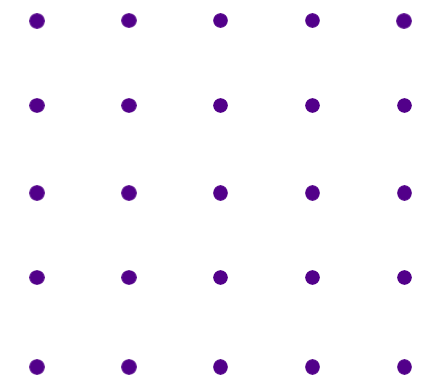


Asian Association of Sugar Cane Technologists' (AASCT)

2. Banner on Dashboard

-Link to Dashboard
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SUGAR TALK ALWAYS ON TOP Presents Free Webinar for Sugar Chini Pe Charcha Date : 29/05/2020 Webinar Time : 4.00 p.m. On zoom Organised by ChiniMandi.com For more details / registration click on the banner or call +91 9055115511

Sugar Market Update
26/05/2020 – 02:00 PM (IST)

Indian Sugar News English Hindi Marathi Gujarati

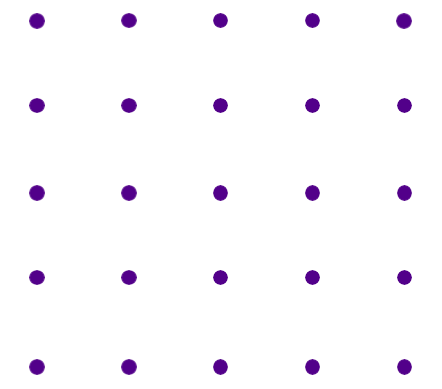
	Expiry Month	Rate	Change
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Presents **Free Webinar for Sugar** *Chini Pe Charcha* Organised by **ChiniMandi.com**
Date : 29/05/2020 On **zoom**
Webinar Time : 4.00 p.m.
For more details / registration click on the banner or call +91 905015511

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Indian Sugar News

English Hindi Marathi Gujarati

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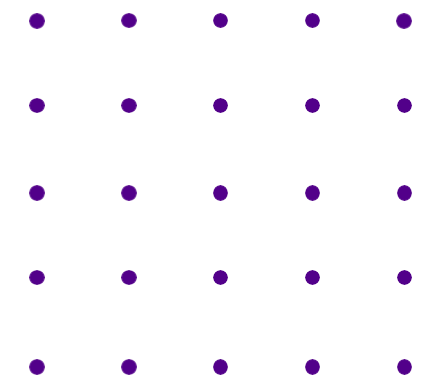
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Monday, 25 May 2020, 2:15 pm

Government is taking all necessary steps to clear...

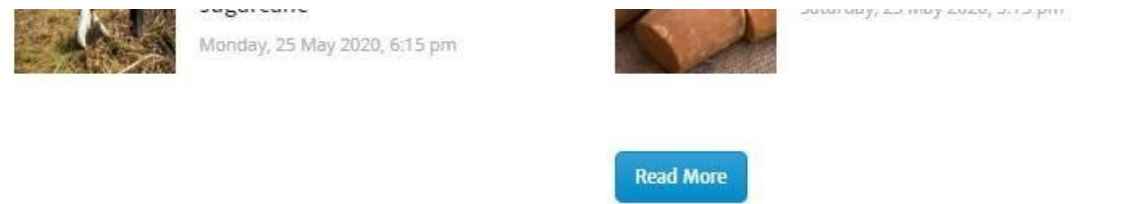
Daily Sugar Market Update By Vizzie – 23/05/2020

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Web Banner 2 - Home Page





World Ethanol & Biofuels **WEBINAR: Responding to COVID-19: Global ethanol market update**
 Featuring Christoph Berg, Managing Director, F.O. Licht


International Sugar News


English Hindi Marathi Gujarati


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Trouble for Brazil's ethanol sector continues; country reports over 11,000 new COVID-19 cases
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Pakistan Sugar Mills Association reject sugar crisis report
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Kenya: Court orders Chemelil sugar to pay Sh18.2 million to former workers
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City	Unit	Price
Hyderabad	S/30	3400.00
Indore	S/30	3400.00
Kanpur	M/30	3350.00
Kolhapur	S/30	3255.00
Kolkata	S/30	3460.00
Muzaffarnagar	M/30	3388.00
Raipur	S/30	3410.00
Vashi	S/30	3360.00
Banglore	S/30	3440.00

Must Read Articles

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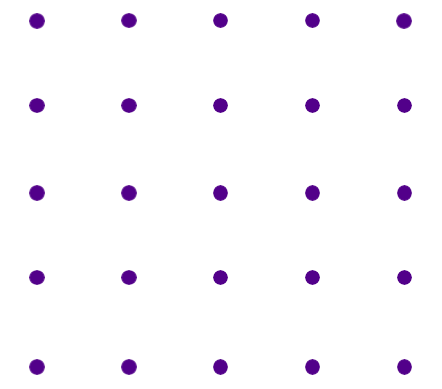
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Hot & Business News

English Hindi Marathi Gujarati




Temperatures in various states likely to persist till May 27, reduce from May 28:...

Tuesday, 26 May 2020, 1:28 pm




With 6,535 more cases, India's COVID-19 tally reaches 1,45,380

Tuesday, 26 May 2020, 10:36 am




No state can take manpower from Uttar Pradesh without Yogi government's permission

Monday, 25 May 2020, 5:16 pm



Heatwave in Northern India to subside from May 28: IMD

Monday, 25 May 2020, 4:15 pm



Sensex ends 63 points lower; Nifty below 9,030

Tuesday, 26 May 2020, 3:41 pm



States' deficit, market borrowings to increase to 4.5 per cent of GDP: Ind-Ra

Tuesday, 26 May 2020, 2:31 pm




Equity indices edge higher, metal stocks gain

Tuesday, 26 May 2020, 10:18 am




No plans to introduce calamity cess on GST

Monday, 25 May 2020, 3:15 pm




protect sugarcane crop from locust...

Tuesday, 19 May 2020, 12:49 pm



Sugar production till May 15 at 264.65 lakh tonnes: ISMA

Monday, 18 May 2020, 11:51 am



"Indian sugar industry should also replicate the Brazilian model as a viable solution to..."

Saturday, 16 May 2020, 2:01 pm




53 sugar mills still operating in Uttar Pradesh; state heading towards record sugar production

Friday, 15 May 2020, 6:48 pm




Centre announces Rs 1 lakh crore Agri Infrastructure Fund in 3rd tranche of stimulus...

Friday, 15 May 2020, 5:00 pm



"Sugar mills in Maharashtra could have augmented higher supplies had the Government decided a..."

Friday, 15 May 2020, 2:36 pm



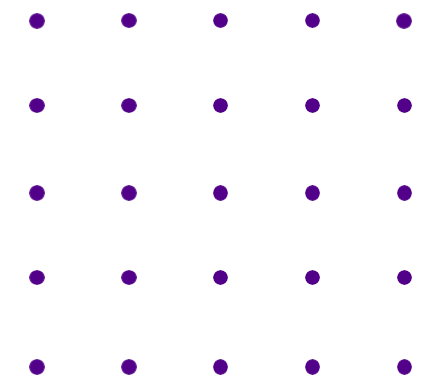
Sharad Pawar seeks centre's urgent intervention to bail out sugar industry from crisis

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GOI advises sugar mills on diversion of excess sugarcane and sugar to ethanol as...
Wednesday, 13 May 2020, 3:51 pm

Sugar & Ethanol
Asia

FOCUSING ON SUGAR, ETHANOL AND CASSAVA
PRODUCTION, DEMAND AND TRADE IN ASIA-PACIFIC

29th September - 1st October 2020, Thailand

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New York Raw Sugar

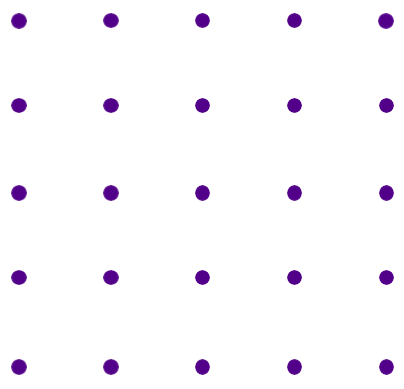
Month	Last	Chg	Vol
July -20	11.15	0.22	7230
October -20	11.13	0.2	3932
March-21	11.8	0.17	963
May - 21	11.73	0.13	570

London White Sugar

Month	Last	Chg	Vol
Aug -20	372.2	5.3	799
Oct - 20	348.3	4.4	354
Dec-20	340.2	3.3	136
Mar- 21	339.1	3.6	55

US Sugar #11 Prices

Sugar Stocks



The Need Of The Hour Is To Congregate For Explicit Discussions To Survive In The Domestic & Global Market

By Shivaaneey Rai - Saturday, 18 August 2018, 7:22 am



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In order to alleviate the glut of sugar, the Central government had directed the sugar mills to export up to 2 million MTs of sugar till September 2018 under the Minimum Indicative Export Quota (MIEQ) policy as was done during 2015-16 sugar season in order to channelize some sugar out of the country. However, not many mills in the country's largest sugar producing state were enthused about exports. With the Global Prices of sugar at 2 1/2 year lows, exports have not been viable. Whereas, the government seems to be in a wait-and-watch mode at least for the time being, under the assumption that prices will automatically firm up with the exports, negating the need for provision of incentives.



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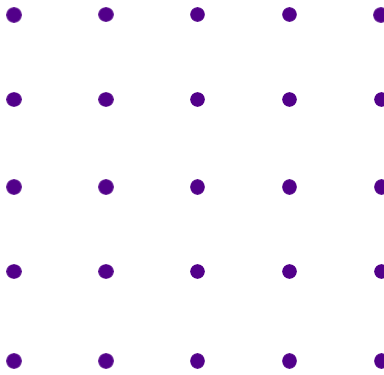


The glut has soft-impacted sugar mills' profitability, even as operating costs shoot up thanks to multiple revisions of sugarcane support prices by the government. Sugarcane is a thirsty crop that sucks the water table dry and the need of the hour is to reduce its farming. No government, however, is ready to bite the bullet on this one. To check the continuous fall in prices of sugar and stabilize the sugar prices with a view to clear cane price arrears of farmers, the Government also took measures like fixing minimum selling price for sale of sugar at factory gate @ Rs 29 per kg; imposition of stock holding limits on sugar mills and creation of buffer stock of 30 LMT. Sugar stockpiles are poised for a record as slowing demand growth and surging production creates the worst-performing commodity of 2018. Consumers have become increasingly wary of the health impact of their sweet tooth, and companies from canned-fruit maker snack-food sellers are touting products made with less sugar.

While global consumption is still rising, the pace of growth has slowed to an average 1.4 per cent in recent seasons, down from 1.7 per cent over the past decade. That's coming at a time when production is booming. especially in India, the world's No. 2 producer.

3. Advt. Block in Article

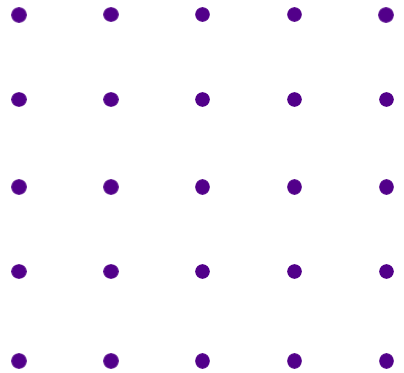
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4. Pop up on News Home Page

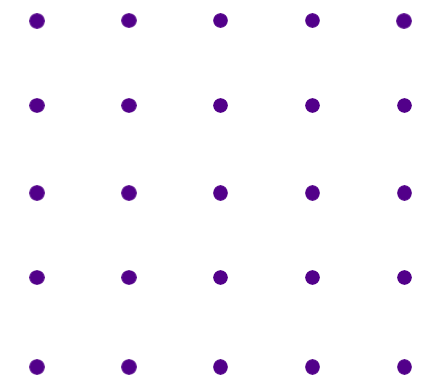
- on News Home Page
- Rs.1,00,000 per month

The screenshot shows the ChiniMandi.com website with a pop-up window. The pop-up is titled "SUGAR TALK ALWAYS ON TOP Presents Free Webinar for Sugar Chini Pe Charcha". It specifies the date as Friday, 29th of May 2020 at 4.00 p.m. and the venue as Zoom. The pop-up is organized and managed by ChiniMandi.com. The background of the website shows a news article titled "Government is taking all necessary steps to clear pending cane dues: Minister" dated Monday, 25 May 2020, 7:15 pm. The website footer includes "Indian Sugar News" and language options: English, Hindi, Marathi, Gujarati. There is also a table with columns for "Expiry Month" and "Rate".



Pop up on Articles

- Pop up before any article opens
- Rs.1,50,00 per month
- Approx. 900 Articles a month



Daily Sugar Market Update By Vizzie – 23/05/2020

By ChiniMandi - Saturday, 23 May 2020, 7:11 pm



ChiniMandi Vizzie

ChiniMandi, Mumbai: Saturday 23rd May 2020
Domestic Market: With the ongoing lockdown, sugar millers have been striving hard to sell the allocated quota of May 2020, the market has been witnessing scanty demand nationwide. Millers are hopeful that the demand will pick in the coming days.

Maharashtra: S/30 Sugar rates are Rs.3080 to Rs.3125/Qntl.

South Karnataka: S/30 rates are Rs.3220 to Rs.3250 whereas M/30 rates are Rs.3300.

Uttar Pradesh: The rates for M/30 rates are Rs.3120 to Rs.3140/Qntl.

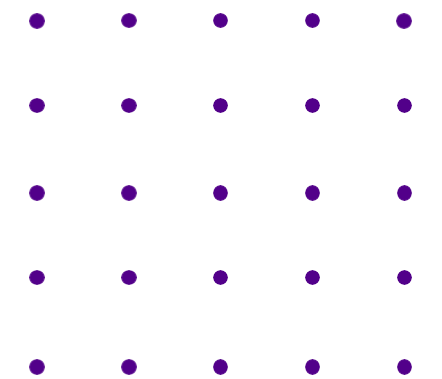
Gujarat: The rates for New S/30 are Rs.3140 to 3150 whereas M/30 are at 3180 to 3190/Qntl.

Tamil Nadu: S/30 Sugar rates are Rs.3270 to Rs.3350 whereas M/30 rates are Rs.3350 to 3375.

International Market: According to reports, the week ended with sugar prices settling mixed. New York sugar prices were undercut by weakness in crude oil and the Brazilian real, however London sugar received a boost from weakness in GBP/USD. Crude oil prices fell nearly -2%,

5. Partner for Podcast - Exclusive

- For Daily Market Update
- Rs.20000 for 30 days
- In English & Hindi Language



Partner for Podcast

-For any article except Daily Market Update

- Rs.300 per podcast



Uttar Pradesh's Jhansi battles locust attack

Tuesday, 26 May 2020, 3:51 pm



Trouble for Brazil's ethanol sector continues; country reports over 11,000 new...

Tuesday, 26 May 2020, 1:45 pm



Equity indices edge higher, metal stocks gain

Tuesday, 26 May 2020, 10:18 am



Dwarikesh sugar mill concludes crushing season

Monday, 25 May 2020, 6:35 pm



Kazakhstan to lift sugar export ban next month

Monday, 25 May 2020, 5:30 pm



Uttar Pradesh issues alert against locust attack

Monday, 25 May 2020, 3:45 pm



51 more police personnel test positive for COVID-19 in



Sensex ends 63 points lower; Nifty below 9,030

Tuesday, 26 May 2020, 3:41 pm



Temperatures in various states likely to persist till May 27, reduce...

Tuesday, 26 May 2020, 1:28 pm



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Monday, 25 May 2020, 7:15 pm



Minister asks sugar mills to expedite the payment of sugarcane

Monday, 25 May 2020, 6:15 pm



No state can take manpower from Uttar Pradesh without Yogi government's...

Monday, 25 May 2020, 5:16 pm



No plans to introduce calamity cess on GST

Monday, 25 May 2020, 3:15 pm



Chennai temperature likely to touch 40 degree Celsius in



States' deficit, market borrowings to increase to 4.5 per cent of...

Tuesday, 26 May 2020, 2:31 pm



With 6,535 more cases, India's COVID-19 tally reaches 1,45,380

Tuesday, 26 May 2020, 10:36 am



Daily Sugar Market Update By Vizzie - 25/05/2020

Monday, 25 May 2020, 6:58 pm



Pakistan Sugar Mills Association reject sugar crisis report

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Heatwave in Northern India to subside from May 28: IMD

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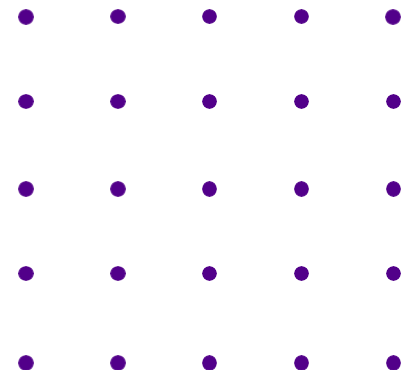


Madhya Pradesh's Mandsaur battles locust invasion

Monday, 25 May 2020, 2:15 pm



IMD predicts severe heat wave in 19 districts of Telangana



6. Promotions on Social Media Platforms

- Promotional Article Link feature - Per Link - Rs.2500

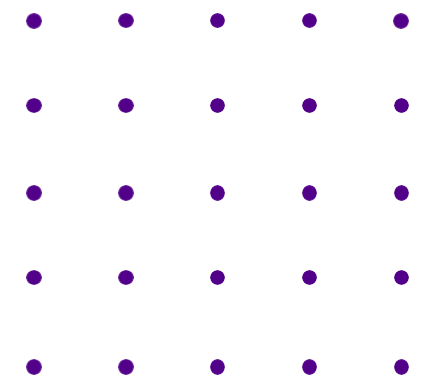
- Creative Post - Static (Image) - Per Post - Rs.2500

- Creative Post Video / GIF - Per Post - Rs.5000

(Above options are for FaceBook, Twitter, LinkedIn & Instagram)

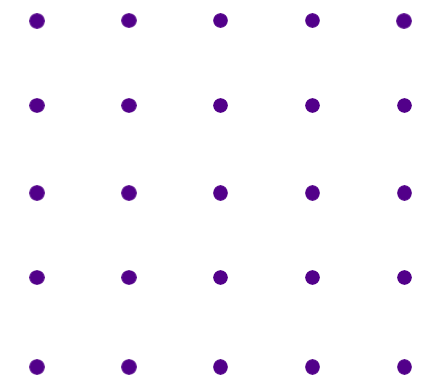
-Promotion on ChiniMandi WhatsApp Groups - Per post Rs.1500 (XX Groups)

-Advt. Block in Weekly Bulletin - Email - Per mail Rs.10,000



Pricing

News & Info Portal			
Promo Article - Regular	Per Article	6000	Article will be published which also includes podcast
Promo Article - Featured i.e. in Must Read & Top 4 Category	Per Article	13000	Article will be published and Featured in Must Read Section of Homepage for 4 days & Top 4 Category for 1 day which also includes podcast
Banner on Dashboard	Per month	50000	www.chinimandi.com
Banner on Header	Per month	60000	www.chinimandi.com/news
Web Banner 1 - above Indian Sugar News	Per month	40000	www.chinimandi.com/news
Web Banner 2 - above International Sugar News	Per month	35000	www.chinimandi.com/news
Web Banner 3 - above Hot & Business News	Per month	30000	www.chinimandi.com/news
Web Banner 4 - below New York Sugar Table	Per month	25000	www.chinimandi.com/news
Advt Block in between story	Per month	50000	www.chinimandi.com/news
Presenting partner for Podcast of Daily Market Update	30 days	20000	
Presenting partner for Podcast	Per Podcast	300	
Pop up on Home Page	Per month	100000	
Pop up on All Articles	Per month	175000	Pop up will appear before the entire article appears - Average count 30 to 35 Articles
Social Media			
Article Link feature			
Creative Post - Static (Image)	Per Link	2500	On Facebook, Twitter, LinkedIn, Instagram
Creative Post - Video / GIF	Per Post	2000	On Facebook, Twitter, LinkedIn, Instagram, Pinterest
Promotion on WhatsApp Groups	Per Post	5000	On Facebook, Twitter, LinkedIn, Instagram, Pinterest
Advt in Weekly - Bulletin - Email	Per Post	1500	
	Per Emailer	7500	



*Thank you
for your attention*

For details

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