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RED CHILLI PRODUCTION NEAR MARKAPUR

Prakasam District –Andhra Pradesh, India

A comprehensive overview of one of India's most important
red chilli-producing zones

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THE HEART OF INDIA'S CHILLI BELT

The Markapur region of Prakasam district lies at the centre of the renowned Guntur–Prakasam chilli belt, one of the largest and most important red chilli-producing zones in India. This belt contributes significantly to India's domestic spice supply and export market, supplying premium chillies to processors and exporters worldwide.

The region's distinctive dry climate, nutrient-rich red soil, and abundant sunshine hours create ideal conditions for cultivating high-quality red chillies. Most chillies grown around Markapur are traded through Guntur Mirchi Yard, Asia's largest dried red chilli market.



GEOGRAPHIC & AGRICULTURAL FOUNDATIONS



KEY GROWING AREAS

Markapur is located in western Prakasam district. Chilli cultivation thrives across Markapur Mandal, Podili, Kanigiri, Darsi, the Addanki belt, and border mandals of Palnadu (Guntur) district.



SOIL CHARACTERISTICS

Red sandy loam and black cotton soil provide excellent drainage and mineral content, supporting healthy root development and optimal nutrient uptake for chilli plants.



CLIMATE CONDITIONS

Semi-arid climate with temperatures ranging from 20°C to 40°C, annual rainfall of 700–900 mm, and extended sunshine hours ideal for natural drying processes.



QUALITY ATTRIBUTES

WHY MARKAPUR CHILLIES STAND OUT

The unique environmental conditions of the Markapur region help develop chillies with distinctive characteristics highly valued in domestic and international markets:



HIGH PUNGENCY

Elevated capsaicin content delivering intense heat levels preferred by spice processors and export markets



BRIGHT RED COLOUR

Deep, vibrant red hues with high ASTA colour values ideal for premium chilli powder and natural food colouring



THIN SKIN

Delicate pod walls that facilitate efficient drying and processing whilst maintaining structural integrity



LOW MOISTURE

Naturally reduced moisture content below 10% after sun-drying, ensuring extended shelf life and preventing fungal growth

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STRATEGIC MARKET POSITION



PART OF ASIA'S LARGEST CHILLI TRADING ZONE

Markapur's proximity to Guntur Mirchi Yard positions it at the heart of Asia's most significant chilli trading ecosystem. The region supplies premium chillies for diverse applications:

- Domestic spice powder manufacturing units
- Oleoresin extraction plants for food processing
- International exporters serving Middle East, Southeast Asia, and European markets
- Speciality spice blending operations

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KEY VARIETIES

Main Red Chilli Varieties Produced



Guntur Sannam (S4 Type)

Export Variety – Medium pungency, deep red colour, thin skin, uniform long pods. Moisture below 10% after drying.

High export demand from Gulf countries, Southeast Asia, and Sri Lanka. Premium pricing for whole dry chilli export, powder, and oleoresin.



Teja Chilli

High Pungency Variety – Very high capsaicin content delivering intense heat. Bright red colour with thin skin and medium pod length. Preferred by spice processors for extra-spicy powder, blending with mild varieties, and oleoresin extraction.



334 Chilli (Double Four)

High Colour Variety – Exceptional ASTA colour value, moderate pungency, thick skin. Best balance of colour and heat with stable international demand. Used for premium chilli powder and natural food colouring.



341 Chilli

Blending Variety – Medium pungency, moderate colour, uniform pod size. Versatile variety used for regular chilli powder and blending with Teja or 334 to achieve desired flavour profiles.

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QUALITY ASSESSMENT FRAMEWORK

Buyers and exporters evaluate Markapur chillies based on comprehensive quality parameters across three key dimensions:

PHYSICAL QUALITY

- Bright red colour uniformity
- Consistent pod size and shape
- Thin skin integrity Minimal
- breakage during handling
- Clean surface free from dust and debris

CHEMICAL QUALITY

- Pungency levels (capsaicin percentage)
- Colour value (ASTA units)
- Moisture content below 10%
- Essential oil content
- Dry recovery percentage

SAFETY QUALITY

- Absence of fungal growth
- Low aflatoxin contamination
- Pesticide residue within permissible limits
- Free from foreign matter and contaminants
- Proper storage conditions maintained

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Standardised Grading System



A GRADE



Bright red colour , uniform pods, no fungal contamination, moisture below 10%, intact pods without breakage. **Used for:** Export markets and premium powder production.

B Grade



Slight colour variation, minor breakage, acceptable moisture levels within standards. **Used for:** Domestic trade and blending applications.

C Grade



Dark or pale colour variation, broken pods, higher moisture content, presence of fungal growth. **Used for:** Low-cost powder and economy-segment products.

Export

FROM FARM TO GLOBAL MARKETS



HARVESTING

Fully matured red pods hand-picked in multiple rounds



SUN-DRYING

Natural drying for 7–15 days reducing moisture below 10%



CLEANING & SORTING

Removal of stalks, manual and mechanical grading by quality



GUNTUR MIRCHI YARD

Asia's largest chilli market facilitates bulk trading and export



GLOBAL DISTRIBUTION

Export to Middle East , South east Asia , Europe and domestic markets

KEY EXPORT DESTINATIONS

Markapur chillies reach diverse international markets including Oman, UAE, Saudi Arabia, Qatar, Bangladesh, Sri Lanka, Malaysia, and Indonesia, meeting strict quality standards and food safety requirements.

ITAL ECONOMIC ENGINE FOR THE REGION

- Red chilli production around Markapur serves as a major
- income source for thousands of farming families whilst
- generating substantial employment across the entire
- value chain.

EMPLOYMENT GENERATION

Primary cultivation and farm management

Harvesting and post-harvest handling

Sun-drying and quality control operations

Manual and mechanical sorting facilities

Transportation and logistics services

Trading and market operations



LOOKING AHEAD

With favourable climate conditions, skilled farming communities, and strategic proximity to Asia's largest chilli market, the Markapur– Prakasam belt will continue to remain one of India's most important chilli production zones, supporting livelihoods and meeting growing global demand for premium red chillies.



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