

Branding

on  ChiniMandi.com

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ChiniMandi



ChiniMandi



ChiniMandi is positioned as “India’s Biggest Media & Networking Portal for the Sugar & Allied Industry” while we remain to be a tech company at core.



Over 8.5 million users with a presence in 212 countries.



The portal has published more than 85,000 articles on the sugar and ethanol industry in English, Hindi, Marathi & Gujarati.

Advertising Opportunities on ChiniMandi

The screenshot displays the ChiniMandi website interface. At the top, a navigation bar includes links for Dashboard, Home, About Us, Information, Futures & Derivatives, All News, Sugar Prices, Gallery, Useful Links, and Contact. Below this, a 'Top 4 News Section' is highlighted with a yellow box, featuring four articles: 'Why sugar prices go up so sharply on the...', 'Maharashtra mills hit 71% higher sugar production with 93%...', 'Global Sugar View by Michael McDougall - Episode 2', and 'Indian sugar production at 299.15 LMT, 90 per cent...'. The main content area is divided into 'Indian Sugar News' and 'International Sugar News'. The 'Indian Sugar News' section includes a large article about Pune sugar mills closing crushing operations, a 'Daily Sugar Market Update By Vizele - 13/05/2021', and a 'State government reconstitutes Sugarcane price Control board'. The 'International Sugar News' section features a 'Must Read Articles' box highlighting the same two articles from the 'Top 4 News Section'. A 'Sugar Market Update' table is also visible, showing data for various sugar markets. A yellow arrow points from the 'Top 4 News Section' to the 'Relevant Category' label, and another yellow arrow points from the 'Must Read Articles' box to the 'Must Read Articles' label.

Top 4 News Section

Relevant Category

Must Read Articles

Promotional Article

- ₹ 44,000 per article
- Content to be provided by client
- The article will be featured in :
 - 1) Relevant Category
 - 2) Top 4 News Section
 - 3) Must Read Articles

Advertising Opportunities on ChiniMandi

The screenshot displays the ChiniMandi website interface. At the top, there are two banners: a purple one for '144 COMPLETED 27 ONGOING' projects and a yellow one for 'analytikjena'. Below these is the ChiniMandi logo and tagline 'India's Largest News & Information Portal for the Sugar & Allied Industry'. A navigation bar includes links like Dashboard, Home, About Us, Information, Futures & Derivatives, All News, Sugar Prices, Gallery, Useful Links, and Contact. The main content area features a 'TRENDING' section with four articles: 'Centre extends gap between two doses of COVISHIELD from 6-8 weeks to 12-16 weeks', 'Maharashtra mills hit 71% higher sugar production with 93%...', 'Global Sugar View by Michael McDougall - Episode 2', and 'Indian sugar production at 299.15 LMT, 90 per cent...'. Below the trending section is a green banner for 'analytikjena' and a 'Sugar Market Update' table.

	Expiry Month	Rate	Change
London Sugars #5	Aug 21	475.30	+5.20

Web Banner on News Site

- There are various banners on the News Site
- Link to the site <https://www.chinimandi.com/>
- Header Banner (marked in Yellow)
₹1,40,000 per month
- Home Page Banner (marked in green)
₹90,000 per month

Advertising Opportunities on ChiniMandi

Home > English > Indian Sugar News > Why sugar prices go up so sharply in the futures market in...

All News English Exclusive Articles International Sugar News Must Read Articles Top News Trendings

Why sugar prices go up so sharply on the futures market in NY Explained by Director, Archer Consulting

By Shivanney Rai - Tuesday, 11 May 2021



Representational Image

ICE Raw sugar futures were higher on Tuesday. At the time of writing this update New York Sugar front month contract is trading at 17.93/lb with an appreciation of 0.48 points (+2.74%) whereas London White Sugar front month contract is trading at \$474.90/tn with an appreciation of \$11.80 (+2.53%)

On being asked why does sugar prices go up so sharply on the futures market in NY?

Mr. Arnaldo Luiz Correa – Risk Management Consultant & Director, at Archer Consulting explained, "This has been one of the most frequently asked questions in the last few weeks. Consensus has it that the market goes up because of the drought.

The sugarcane crop failure we hear so much about varies depending on the source you go to for information. There are different kinds: from 5% to 30% reduction in sugarcane production in the Center-South, in comparison to the volume produced last year. We are talking about estimates ranging from 575 to 520 million tons of sugarcane.



There are other arguments, The new commodities boom as mainstay, the world inflation rate which looks for protection on the commodities markets, the expected post-pandemic world consumption boom and the spectacular growth in Chinese and Indian GDP, even if this increase is on smaller foundations. Does this analysis make sense?

He commented, "Time will tell, for sure. Well! The fact is that the sugar futures market goes up because of a more trivial reason: The hedgers (mills) are the ones who could provide more liquidity

Recent Posts

પેટ્રોલ-ડીઝલના ભાવમાં ફરી ભડકો:મોપાલમાં પેટ્રોલ લીટર દીઠ 100 રૂપિયાને પાર

Suresh Parikh - Wednesday, 12 May 2021

Why sugar prices go up so sharply on the futures market in NY Explained...

Shivanney Rai - Tuesday, 11 May 2021

ટિકીલા શુગર મિલનું પીલાણ સત્તરપૂર્ણ થયું

Suresh Parikh - Saturday, 8 May 2021

RBI's Rs 50,000 crore liquidity facility can increase hospital bed capacity by 20 pc...

ChiniMandi - Friday, 7 May 2021

ऊस पेण्पापुर्ली कारखाना बंद झाल्यास आंदोलन: दिगंबर सिंह

Keval Shah - Friday, 7 May 2021

Trending



Why sugar prices go up so sharply on the futures market in NY Explained...

Tuesday, 11 May 2021



Maharashtra mills hit 71% higher sugar production with 93% FRP paid off

Monday, 10 May 2021



Global Sugar View by Michael McDougall - Episode 2

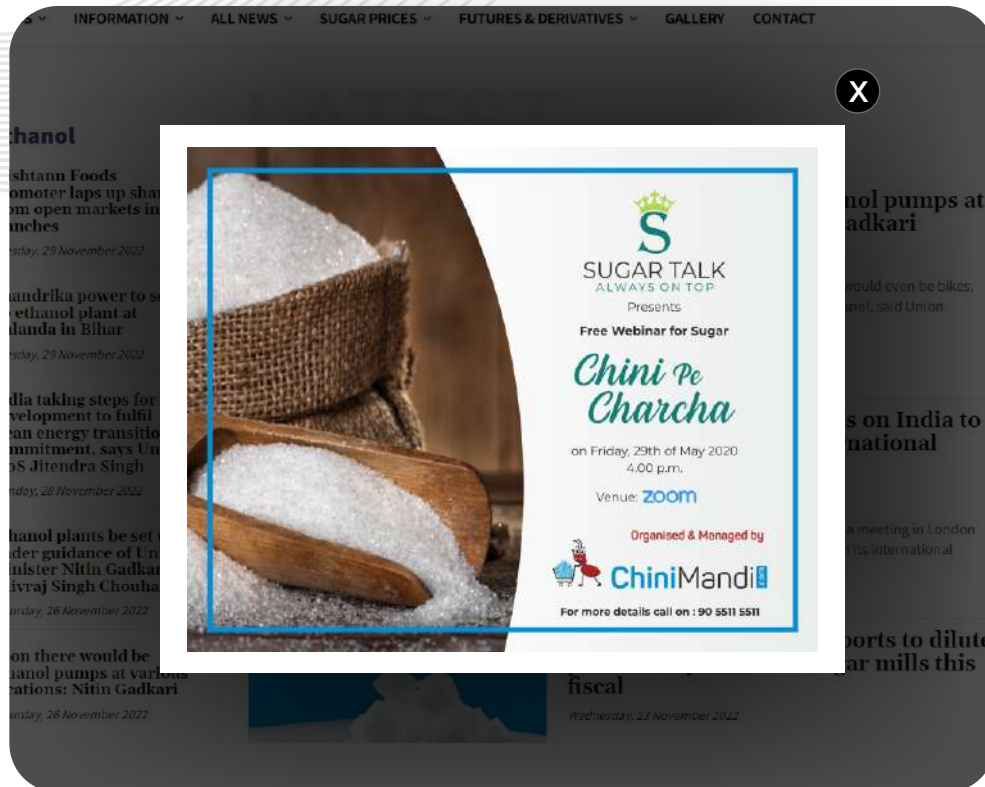
Web Banner between every Article

The banner will be positioned between every article published.

Approx. 1,000 new articles per month

₹1,90,000 per month

Advertising Opportunities on ChiniMandi



Pop up before News Site opens

- 📍 The Pop-up block will be positioned on the News Site.
- 📍 Every time the site is opened the pop-up block will appear.
- 📍 ₹ 2,40,000 per month

WhatsApp & E-mail Marketing



₹ 49,000 per campaign for Email Marketing to Sugar industry emails (Total reach - 25,000 E-mails)



₹ 49,000 per campaign for WhatsApp Marketing to Sugar industry contacts (Total reach - 18,000 WhatsApp Numbers)

Branding on Market Update and Weekly Bulletin

WEEKLY SUGAR BULLETIN

Organized by: ChiniMandi

Brought to you by

SUGAR & ETHANOL INDIA CONFERENCE - 2023
explore • innovate • sustain

Govt. fixes 22 LMT monthly sugar quota for domestic sale in January 2023

In a notification issued on 30th day of December 2022, the food ministry has allocated 22 LMT monthly sugar quota for January 2023 to 558 mills which is 0.5 LMT lesser than the quantity allocated sugar quota in January 2022 (21.5 LMT).

[Read More](#)

Ethanol unit to come up in Mysugar factory next year: Karnataka CM Bommai

₹ 49,000 per month for branding on **Weekly News Bulletin**.

10:00 AM
31-12-2024

ChiniMandi
Media & Networking Platform

MarketUpdate by **Vizzie**

Symbol	Expiry	Rate	Change
London Sugar #5	Mar. 2025	\$ 518.40	unch
US Sugar # 11	Mar. 2025	c/lb 19.26	-0.28
Corn [ZCZ24]	Mar. 2025	c/lb 453-4	-0-2
Ethanol Chicago	Dec. 2024	\$/gal 1.6275	unch
WTI Crude	Jan. 2025	\$ 69.64	+0.02
Gold	Feb. 2025	₹ 76910	+83.00
Silver	Mar. 2025	₹ 89987	+351.00
USD/BRL	NA	R\$ 6.1828	0.0000
USD/INR	NA	₹ 85.381	+0.104
Sensex	NA	78984.26	-511.78
Nifty 50	NA	23916.50	+168.30

POWERED BY

analytikjena
An Productivity Company

CyBio Felix
SELECTed 187000

New SELECT Head: We Normalize Speed
Automatic factor with the SELECT Head populating modules for Cycle Index

[View Latest News](#)

₹ 69,000 per month for branding on ChiniMandi **Market Update** by Vizzie.



Thank You

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