

Branding

on  ChiniMandi.com

About ChiniMandi



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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 7.5 million users with a presence in 212 countries.



The portal has published more than 80,000 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 'Home', 'About Us', 'Information', 'News & Information', 'All News', 'Sugar Prices', 'Gallery', 'Market 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 92%', 'Global Sugar View by Michael McInnes - Episode 2', and 'Indian sugar production at 299.75 LMT, 90 per cent...'. A yellow arrow points from this section to the 'Relevant Category' label. Below the 'Top 4 News Section', there are several other sections: 'Indian Sugar News' with a large article about 'Pune: Sugar mills close crushing operations', 'Daily Sugar Market Update by Vignesh - 11/05/2021', 'State government reconsiders Sugarcane price Control Board', and 'RA must to release 8th instalment of financial benefits under PM-KISAN...'. To the right of these articles is a 'Sugar Market Update' table showing prices for various sugar grades. Below the 'Indian Sugar News' section is a 'Must Read Articles' section, also highlighted with a yellow box, featuring the same two articles as the 'Top 4 News Section'. A yellow arrow points from this section to the 'Must Read Articles' label. At the bottom left, there is a 'Give Your Marketing a Boost!' banner with a rocket icon and a 'For more details contact 9825515511' text.

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

ChiniMandi India's Largest News & Information Portal for the Sugar & Allied Industry

Dashboard Home About Us Information Features & Derivatives All News Sugar Prices Gallery Useful Links Contact

TRENDING: Centre extends gap between two doses of COVISHIELD from 6-8 weeks to 12-16 weeks

Why sugar prices go up so sharply on the...
Tuesday, 11 May 2021

Maharashtra mills hit 71% higher sugar production with 93%...
Monday, 10 May 2021

Global Sugar View by Michael McDougall - Episode 2
Wednesday, 5 May 2021

Indian sugar production at 299.15 LMT, 90 per cent...
Monday, 3 May 2021

Indian Sugar News
English Hindi Marathi Gujarati

Sugar Market Update
12/05/2021 - 07:00 PM (IST)

	Expiry Month	Rate	Change
London: Sugars	Aug 21	475.30	+0.20

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 > Market Sugar News > Why sugar prices go up so sharply on the futures market in NY

All News English Exclusive Articles International Sugar News Most Read Articles Top News Trending

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

By ChiniMandi - Tuesday, 11 May 2022



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 \$11.50 (+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.

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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

વિદેશ-ડોલરના ભાવમાં ફેરફારોના પાસેથી બચવા માટે રોકાણકારોને પાર

Suresh Parikh - Wednesday, 12 May 2022

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

ChiniMandi - Tuesday, 11 May 2022

ટિકીયા સુગર મિલનું બિયાણા સત્તર પૂર્ણ થયું

Suresh Parikh - Saturday, 9 May 2022

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

ChiniMandi - Friday, 7 May 2022

કસ ટેમ્પરેચર કારણના શેડ ડ્રાપ્સ અંદાજે 20% વધુ થશે

Suresh Parikh - Friday, 7 May 2022

Trending



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

ChiniMandi - Tuesday, 11 May 2022



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

Suresh Parikh - Monday, 10 May 2022



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 and existing 80,000+ articles on the site.
- ₹1,90,000 per month



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- ChiniMandi.com

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



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



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



Thank You

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