

## Research Paper



## Export of chilli from india to the other countries

Dr. Omer Fayaz Khan<sup>1\*</sup>, Karreddula Sandeep<sup>2</sup>, Dr. Bilal Ahmad Sheikh<sup>3</sup><sup>1</sup>Assistant Professor, School of Agricultural Economics & Horti-Business Management, Kashmir, India.<sup>2</sup>Reserarch Scholar, School of Agricultural Economics & Horti-Business Management, Kashmir, India.<sup>3</sup>Vocational Trainer Board of School Education Jammu and Kashmir, India.

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## ABSTRACT

India's chilli exports generate an annual revenue of approximately USD 1 billion, representing 25% of the global market share. Competition based price driven by large-scale manufacturing and lower labor expenditures combined with the different varieties of chilli varieties enables Indian market to cater to diverse international tastes. Additionally, the various value-added products like chilli powder, sauces, and oleoresins continue to gain popularity in the international market spurred by the rising global demand for spices globally. Despite the strengths in chilli trade, it also faces problems for example adherence to stringent quality standards like ASTA and EU pesticide regulations. The competition in chilli trade from different countries like China, Vietnam, and Mexico and the logistical hurdles in ensuring timely deliveries while maintaining product quality. Climate-related risks in chilli trade further compound these challenges and often causing price volatility and crop losses.

## Corresponding Author:

Dr. Omer Fayaz Khan

Assistant Professor, School of Agricultural Economics &amp; Horti-Business Management, Kashmir, India.

Email: [omarfayazkhan@skuastkashmir.ac.in](mailto:omarfayazkhan@skuastkashmir.ac.in)

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## 1. INTRODUCTION

India's chilli export is an important component of agricultural trade and is contributing to the global spice market. The India is the world's largest exporter and producer of chillis. India supplies approximately 25% of the chillis to the global chilli market [1]. This exploration provides a deep analysis of India's chilli trade and focuses on production of chilli with key challenges and opportunities for growth

in India. The chilli trade of India is important component of its agricultural exports and influences the economy of India and global spice market [2]. India is the largest producer and expoter of chillis worldwide with annual production of 2 million metric tons [3]. The chillis of India are considered of best in quality in international markets because of different variety of chillies that are cultivated in different geographies of India including Guntur chilli, Byadgi chilli, Kashmiri Chilli, and Ramnad Mundu chilli [4]. The different varieties of chillies are cultivated in different geographies of India like Andhra Pradesh, Telangana, Karnataka, Tamil Nadu, Maharashtra, Madhya Pradesh and Jammu and Kashmir. The Indian chilli cultivation are acting as a source of supplying different chillies varaties to domestic and global markets. Indian chillies are exported to more than 100 different countries globally with basic markets in Asia, Middle East, Europe, and USA [5]. The chillis in India are being cultivated in different states, Figure 1 shows that Andhra pardesh is the leading producer of chillis in India with 64% of total production being cultivated followed by Karnataka with 14%. The state of Orissa cultivates 5% and west bangal also cultivates 5% as shown in Figure 1. However, Maharashtra, Gujarat and Tamil nadu cultivates each 4% of chillies as shown in Figure 1.

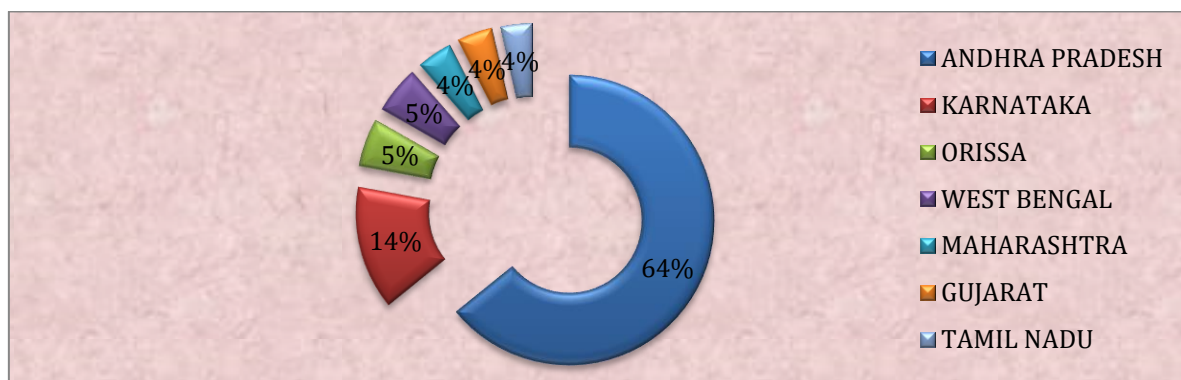


Figure 1. India's Major Chilli Producing Aresa

Table 1. Major International Markets Were Indian Chilli Produce is Eexported

Major Importing Countries	Quantity (Tonnes)	Value (In Lakhs INR)
China	191391.48	313175.95
USA	45336.26	94259.54
Thailand	43838.61	79534.96
Srilanka	50457.73	69257.39
Indonesia	37809.52	55959.63
Bangladesh	49272.99	49777.61
Malaysia	22215.61	44011.31
United Arab Emirates	44742.45	39883.77
Nepal	11620.99	10400.67
UK	6008.29	13492.20

India's chilli exports generate an annual revenue of approximately USD 1 billion, representing 25% of the global market share. India supplies chillis to different countries as shown in Table 1, the major countries that import Indian chillis are China, USA, Thailand, Srilanka, Indonesia, Bangladesh, Malayisia, UAE Nepal and UK as shown in Table 1. The chillis of India are considered of best in quality in international markets because of different variety of chillies that are cultivated in different geographies of India including Guntur chilli, Byadgi chilli, Kashmiri Chilli, and Ramnad Mundu chilli. The different varieties of chillies produced in different regions of India have good industrial demands because of catering to diverse culinary demand globally [5]. The future of Indian chilli cultivation and export of same to different gegrophies of globe appears promising because of growing demand for Indian chillies globally [6]. Chilli cultivaters in India should formulate stratergies to divert climate risk that can be a major loss for chilli production in

future times [7]. India can maintain its position as a global leader in chilli production and can contribute to international spice markets [8].

## 2. RELATED WORK

[9] The export rate of chilli and cumin in India had increased over the past few years. This exploration explored that the growth rate for chilli export were higher during 2001-2010 at 10.73 percent. Cumin showed the highest instability during the first period with a CV of 28.14% and the least instability during the third period (2011-2020) with a CV of 11.01%. The findings underscored the importance of high productivity, stringent quality control methods by the Spices Board and lower output from competitor countries in enhancing India's chilli and cumin export performance [10].

[11] Indian chilli cultivation and chilli exports have experienced tremendous growth and chilli cultivation had undergone improvements in production techniques. India is leading producer and exporter of chilli due to high quality standards of Indian chilli. The study also highlighted that India's major export markets are the United States, the European Union and neighboring Asian countries [12]. Despite these achievements, the authors pointed out challenges such as fluctuating global market prices and competition from other major chilli-producing countries [11].

[13] The export of red chillies from India showed a promising trend over recent years with growth in volume and value. The exploration indicated that the increasing cultivation and export of red chillies from India were due to strategic and improved production practices. The exploration also explored main markets for Red Indian chillies including USA, Saudi Arabia UAE etc [14]. The study also points few challenges like price fluctuation in international markets and competition from other chilli producing nations could affect future cultivation and export of Indian chillies. The study also highlighted that India's major export markets are the United States, the European Union and neighboring Asian countries [15]. [16] India is considered as a good chilli producing nation which produces different trait and different shape chillies and exports same to global markets. Export of red chillies from India showed a promising trend over recent years with growth in volume and value. The exploration indicated that the increasing cultivation and export of red chillies from India were due to strategic and improved production practices [17].

[18] India's chilli exports showed competition in the global market till 2018. The study used various indices such as the Revealed Comparative Advantage (RCA), Revealed Symmetric Comparative Advantage (RSCA) and Comparative Export Performance (CEP) to assess India's export competitiveness. The findings suggested that India maintained a comparative advantage over other top chilli producing countries in the world [19]. Nepal was identified as the most consistent importer of Indian onions, while markets like Sri Lanka and Indonesia were found to be unstable. The study emphasized the need for India to implement proactive measures, such as producing varieties that meet foreign requirements and modifying export policies to sustain its competitive position in the global market [20].

[21] India secured a strong position in international chilli market with high quality chillies from different geographies of India. The chillies of India are considered of best in quality in international markets because of different variety of chillies that are cultivated in different geographies of India including Guntur chilli, Byadgi chilli, Kashmiri Chilli, and Ramnad Mundu chilli [22]. The countries of international market that buy chillies from India include UAE, USA, China Bangladesh, Thailand and Sri Lanka. China is his most loyal country that is importing Indian chillies with a retention rate of 95.09 percent [23].

## 3. METHODOLOGY

### Revealed Comparative Advantage (RCA)

The present exploration used a modified form of the Balassa Index of Revealed Comparative Advantage (RCA) devised by [24]. This index is intended to assess how well a specific commodity (chilli) from a particular country or region performs in comparison to that region's total export portfolio. The concept of revealed comparative advantage focuses on the trade performance of individual countries in specific

commodities. The assumption model is that differences in relative costs of chilli production and non-price factors across countries are reflected in the commodity trade pattern revealing the comparative advantage of the trading countries. Movements in the RCA model are influenced by economic factors for example trade. The two prominent theories on comparative advantage are 1) The Ricardian theory and the Heckscher-Ohlin theory. The Ricardian theory given by Ricardo in 1817 argues that absolute differences in cultivation costs rather than comparative cost differences are drivers of international trade. The Heckscher-Ohlin theory suggests that differences in the prices across different countries are the basic drivers of international trade. The classical trade theories attribute comparative advantage to pre-trade relative prices. In summary it is also important to understand that the RCA model serves as a metric of international specialization rather than a direct variable of international competitiveness or the economic performance. One should understand that the RCA operates, in relative measures and relative terms, rather than in absolute terms. These RCA measures reveal the extent to which certain sectors are specialized in relation to a particular reference benchmark or standard. If regardingly misinterpreted or misused, wrongful conclusive judgments might be drawn, as [24] has shown. The study examined possible export advantages by using the RCA index, which was calculated by the formula:

$$RCA_{ij} = (X_{ij}/X_{wj}) / (X_i/X_w)$$

Where:

$X_{ij}$  = ith Country's Export of Commodity j

$X_{wj}$  = World Exports of Commodity j

$X_i$  = Total Exports of Country i

$X_w$  = Total World Exports

An RCA index value greater than 1 thus indicates that the country holds a comparative advantage in a particular commodity and it is actually exporting this product more than any other country would be expected to do based on size considerations. Conversely an RCA model value less than 1 suggests a demonstrated comparative disadvantage in that commodity meaning the country exports the product less than expected relative to its share in total trade. An RCA model value of 1 signifies comparative neutrality suggesting that the country's trade in that commodity is in line with its overall trade patterns. It is compulsory to note that a country will consistently be have high RCA values in certain sectors and low values in others regardless of its overall economic performance. The RCA model does not provide information on the absolute strength or performance of a nation's economy but offers insights into its relative specialization in specific industries when compared to other nations. Therefore, when using the RCA model it is important to have a basic understanding of RCA model to avoid misinterpretations. The data of trade performance of Indian chillies from year 2000 to 2020 are shown in Table 2, the data in Table 2 indicates that the performance of Indian chilli export increased from year 2000 to the year 2020.

**Table 2.** RCA Model for Export Trade Performance of India in Chilli

Year	Chilli Export (000USD)		Total Export (000USD)		a/c	b/d	RCA
	India A	World B	India C	World D			
2000	41379.00	302892.00	6587415	411132133	0.00628	0.0007367	8.52
2001	48334.00	345235.00	5651183	415259916	0.00855	0.0008313	10.28
2002	59987.00	382551.00	6444925	442932521	0.00930	0.0008636	10.77
2003	69372.00	453300.00	7053599	524986146	0.00983	0.0008634	11.39
2004	91029.00	571976.00	8145645	606769797	0.01117	0.0009426	11.85
2005	88940.00	608365.00	9831553	653155549	0.00904	0.0009314	9.71
2006	189265.00	690965.00	12132717	720862395	0.01559	0.0009585	16.27
2007	261231.00	856828.00	18754310	875181116	0.01392	0.0009790	14.22
2008	243304.00	957952.00	18892176	1072127381	0.01287	0.0008935	14.41
2009	261663.00	933670.00	16973386	957519416	0.01541	0.0009750	15.80
2010	347806.00	983451.00	20658664	1088536827	0.01683	0.0009034	18.63
2011	497052.00	1317222.00	31997061	1323122416	0.01553	0.0009955	15.60
2012	532149.00	1320499.00	41760369	1337708242	0.01274	0.0009871	12.90

2013	451728.00	1231246.00	46437774	1393244369	0.00972	0.0008837	11.00
2014	552271.00	1376772.00	44690698	1452683810	0.01235	0.0009477	13.03
2015	575756.00	1430683.00	35609714	1303021775	0.01616	0.0010979	14.72
2016	655603.00	1666435.00	32412799	1315500180	0.02022	0.0012667	15.96
2017	763168.00	1821696.00	38284000	1442021366	0.01993	0.0012632	15.77
2018	682750.00	1892835.00	38946733	1489297248	0.01753	0.0012709	13.79
2019	849229.00	2142220.00	37312611	1477766539	0.02275	0.0014496	15.70
2020	1100580.00	2447852.00	40901566	1524572071	0.02690	0.0016055	16.75
2021	1207874.00	2785798.00	74625222	1786752093	0.01618	0.0015591	10.38

During 2000 to 2021, India's chilli export value has shown a remarkable increase from \$41,379,000 to \$1,207,874,000.

Major increases are seen in:

2006: The value jumps to \$189,265,000.

2010: Another significant increase to \$347,806,000.

2011: The export value reaches \$497,052,000.

2020: The value peaks at \$1,100,580,000.

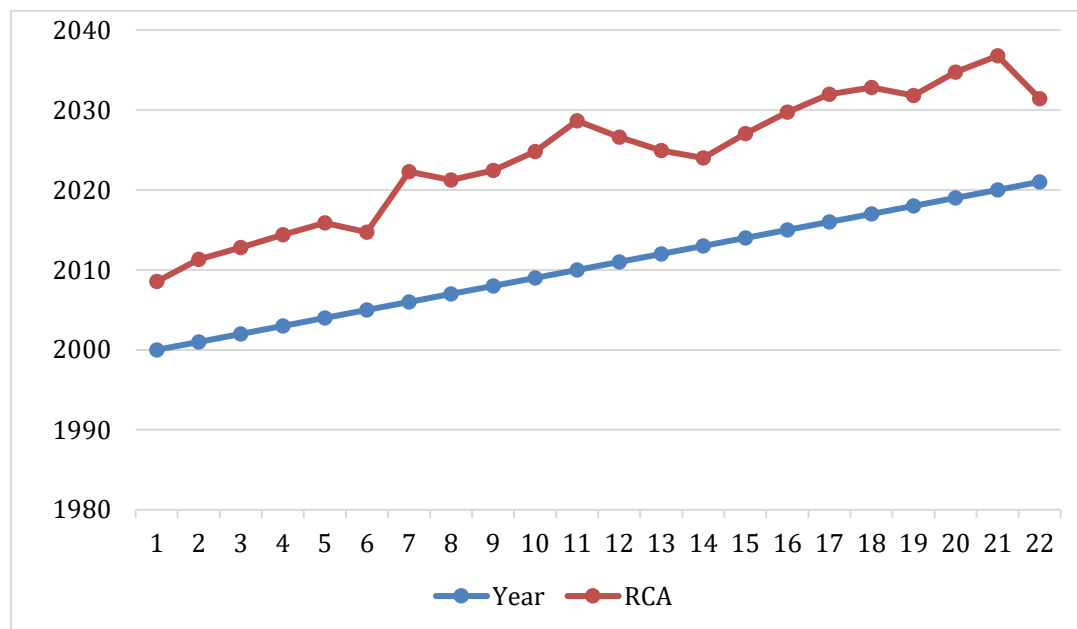


Figure 2. Graphical Representation of RCA Analysis for India in Chillies

The consistent rise indicates enhancements in the production, quality and market demand for Indian chillies. Basic factors in chilli export consists of latest agricultural techniques and entry into new markets for maximum benefits. The graphical representation of RCA analysis of Indian chillis explores that the Indian chilli export increased from year 2000 to the year 2020 and hence Indian chilli export contributes to Indian economy directly as shown in Figure 2. The outputs of chilli noted in 2006, 2010 and 2020 may be attributed to alterations in policies and heightened global demand and advancements in chilli cultivation methods. In the year 2020, while the world supply chain faced disruptions due to the COVID-19 pandemic, demand for non-perishable goods, such as chillies, increased.

The upward trend underscores the escalating global demand for chillies, possibly driven by their growing popularity in cuisines worldwide. Just like the Indian spike, the global spike in 2020 could be due to disruptions elsewhere in the food supply chain and a shifting preference towards staples and spices. The rise in total production and export of chillies encapsulates the rise of India as an overall economy and as an active player in the world economy. Chilli export fluctuations occurring during the 2009-2010 period and



post-2019 may be caused by developments in the global economy and various ministerial decisions and policies with respect to export strategies.

The data of chilli export from 2000 to 2021 shows growth in chilli exports from India to other countries or international markets both in absolute figures and as a share of total exports. India has significantly gained a strong comparative edge in chilli sector as indicated by the high RCA values suggesting strategic positioning and competitive strengths in the global chilli market. The upward trends in global spice chilli exports shows the increasing worldwide demand. The substantial increases in export values, particularly in 2006, 2010 and 2020, indicate periods of significant growth and opportunities seized by India. Factors such as advancements in agricultural practices, government policies and market expansion strategies most probably contributed to these trends. India's position is strong in chilli export and hence dominates the chilli market globally.

The RCA values show that India consistently exhibited a strong comparative advantage in chilli exports throughout the period, peaking at 18.63 in 2010 and then fluctuating. India's chilli export value exhibited significant growth over the period, indicating a strong growth trend attributable to factors such as increasing global demand, enhancements in agricultural practices and improved trade policies. The international chilli export market also expanded because of broader trends in global trade and increasing consumption of chilli in all types of dishes world wide. The value of export from India marked the growth in export channel of chillies to the global market. The RCA model values suggest that India has a best comparative advantage in chilli exports in present times.

## 4. RESULTS AND DISCUSSION

### RCA Model for India's Trade Performance in Chillies

The analysis of Revealed Comparative Advantage (RCA) in India's chilli exports from 2000 to 2021 indicates a persistent and substantial comparative advantage for India in the global chilli market. Over this timeframe, India's chilli export value surged from \$41.38 million in 2000 to \$1.21 billion in 2021, significant growth in both absolute terms and as a portion of global exports [25]. Throughout the period, the RCA values consistently surpassed 1, denoting India's strong comparative advantage in chilli exports. The peak RCA of 18.63 in 2010 explains a robust performance in that year. India had showed marginal increases in chilli export in the years of 2006, 2010 and but the same demand of chilli from international market declined in post 2020 due to COVID-19 pandemic [26].

The RCA analysis explores that India is strong supplier of chillis to global market from 2000 to 2021. The growth in supply of chillis to global market is due to strategic and technological developments in chilli cultivation and favourable trade policies and rising global demand. India is leading cultivator of chillis in world and hence is contributing to overall export economy [27]. The consistently high RCA values, surpassing value 1 and peaking at an impressive 18.63 in 2010, confirm India's enduring comparative advantage in chili exports. This growth is attributed to several factors, including advancements in agricultural practices, strategic government support, increasing global demand and possibly disruptions in the global supply chain caused by the COVID-19 pandemic.

The growth of India's chili cultivation with high RCA values indicates the country's strong and expanding position in the international chili market. Basic factors in chilli export consists of latest agricultural techniques and entry into new markets for maximum benefits. The outputs of chilli noted in 2006, 2010 and 2020 may be attributed to alterations in policies and heightened global demand and advancements in chilli cultivation methods. India is the world's leading producer and exporter of chillies contributing 40% to international chili production. In the year 2023 and 2024 the cultivation of dried chillies in India were 2 million metric tons contributing geographies were identified as Anthra Pradesh as the highest cultivator state at 627,000 metric tons followed by Telangana at 433,000 metric tons and Madhya Pradesh at 297,000 metric tons. This crop provides a livelihood to millions of farmers and is an essential component of the agricultural sector. In addition to meeting domestic demand, India exports a significant volume of dried chillies to countries such as China, Sri Lanka, Bangladesh, and the United States, reinforcing its position in the global spice market.

India's chilli exports generate an annual revenue of approximately USD 1 billion, representing 25% of the global market share. The chillis of India are considered of best in quality in international markets because of different variety of chillies that are cultivated in different geographies of India including Guntur chilli, Byadgi chilli, Kashmiri Chilli, and Ramnad Mundu chilli. The different varieties of chillies produced in different regions of India have good industrial demands because of catering to diverse culinary demand globally. The future of Indian chilli cultivation and export of same to different geographies of globe appears promising because of growing demand for Indian chillies globally. Chilli cultivators in India should formulate strategies to divert climate risk that can be a major loss for chilli production in future times. India can maintain its position as a global leader in chilli production and can contribute to international spice markets. Over the past 8 years FDI inflows into India slowly increased with increasing shift from 2019-20 to 2021-22 and indicated strong chilli cultivation in India.

### Findings of the Study

- FDI inflows into India slowly increased from 2019-20 to 2021-22 and indicated strong chilli cultivation in India. The overall CAGR for production was 3.15%, while productivity experienced a substantial increase with a CAGR of 3.51%.
- Andhra Pradesh is considered as the 1<sup>st</sup> largest producer of chillis in the whole country with a 64% share followed by Karnataka with a 14% share and Orissa with a 5% share followed by other places of India with a share of 17%.

### Policy Recommendations/Suggestions

#### Infrastructure Development for Chilli Trading

- **Encouraging Private Sector Involvement:** The recommendations highlight the involvement of private sectors for expanding infrastructure and developments for chilli cultivation and chilli export to other nations of the world.
- **Development of Panchayat-Level Awareness for Chilli Cultivation:** Establishing awareness at the panchayat level in different villages of India especially in geographies identified for chilli production is essential. Proximity to these facilities would decrease farmers' reliance on distant markets, lower transportation costs and enable better management of their produce. Additionally, this would bolster the local economy and enhance farmers' bargaining power.

## 5. CONCLUSION

The recommendations aim to establish a robust and sustainable chilli industry in India by emphasizing four key areas: infrastructure development, quality control, sustainable growth and farmer empowerment. By enhancing infrastructure, ensuring fair pricing, capitalizing on growth opportunities and empowering farmers through education and skill development, the chilli industry can achieve long-term stability and growth, benefiting both the farmers and the entire supply chain, from production to market and ensuring that Indian chilli remains competitive domestically and internationally.

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### Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Dr. Omer Fayaz Khan	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓		✓

Karreddula Sandeep		✓	✓		✓	✓			✓	✓			✓	
Dr. Bilal Ahmad Sheikh	✓		✓	✓				✓				✓		✓

C : Conceptualization

M : Methodology

So : Software

Va : Validation

Fo : Formal analysis

I : Investigation

R : Resources

D : Data Curation

O : Writing - Original Draft

E : Writing - Review &amp; Editing

Vi : Visualization

Su : Supervision

P : Project administration

Fu : Funding acquisition

### Conflict of Interest Statement

The authors declare that they have no conflicts of interest that could affect the results or interpretation of this research.

### Informed Consent

It was based on database available in public domain and accordingly cited. This study did not involve human participants.

### Ethical Approval

Since data was available in public domain, we maintained ethical sanctity by properly reference the online and offline sources.

### Data Availability

The data used for this study is publicly available from the sources cited in the references.

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## BIOGRAPHIES OF AUTHORS



**Dr. Omer Fayaz Khan** , He is Assistant Professor in School of Agricultural Economics & Horti-Business Management in SKUAST-Kashmir, Shalimar, and Srinagar. He holds a doctorate from the Islamic University of Science and Technology in Awantipora, Kashmir, and an MBA from the University of Kashmir in Hazratbal, Kashmir. He is UGC-NET/JRF qualified in Management and has more than 06 years of combined experience in Teaching, Research and Extension. In addition to contributing research papers to numerous reputable journals, he has attended numerous national and international conferences. His research work mostly is on areas involving work-life balance, Financial Management, Entrepreneurship and decision making. He has received honours and recognitions from several organizations, including

	SKUAST-K and Navbharat Rashtriya Ganpeath Society. The interest areas include Agri Business management, Green finance and Sustainability. Email: <a href="mailto:omarfayazkhan@skuastkashmir.ac.in">omarfayazkhan@skuastkashmir.ac.in</a>
	<b>Karreddula Sandeep</b> <sup>ORCID</sup> , He is Dedicated professional in agricultural economics, with a Master's degree from Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir. His research interests include agricultural policy, rural development, and food security, with a focus on empirical analysis and machine learning. Email: <a href="mailto:sandeepkarreddula98@gmail.com">sandeepkarreddula98@gmail.com</a>
	<b>Dr. Bilal Ahmad Sheikh</b> <sup>ORCID</sup> , He is presently working as vocational trainer in Jammu and Kashmir Board of School education. He had received Post-Doctoral fellowship from ICSSR-MoHRD, GoI and has served as Lecturer in the Higher Education Department, GoJK. His areas of interest are financial and Market resource management. His contribution in the encouragement of entrepreneurship development is highly significant. Email: <a href="mailto:bilalsheikhphd@gmail.com">bilalsheikhphd@gmail.com</a>