

ENGLISH

- தமிழ்
- বাংলা
- മലയാളം
- ગુજરાતી
- हिंदी
- मराठी

BUSINESS

Newsletters



Sunday, Aug 06, 2023
 EPAPER
 TODAY'S PAPER

The Indian EXPRESS
 JOURNALISM OF COURAGE

Home Get Access India Cities Videos Audio Explained Education Politics Opinion Entertainment Investigations

Lifestyle Tech Sports Premium

Sign In

TRENDING

NEW! Mini Crosswords

ADVERTISEMENT

News / Cities / DO NOT USE Gujarat / Gutkha banned from today, traders bet on paan

Gutkha banned from today, traders bet on paan

Throughout Monday, Paresh Patel, the 32-year-old owner of a popular paan shop on Rajkots Yagnik Road, was urging his regular customers to buy gutkha in bulk at discounted rates.

Written by Express News Service



Follow Us

Throughout Monday, Paresh Patel, the 32-year-old owner of a popular paan shop on Rajkots Yagnik Road, was urging his regular customers to buy gutkha in bulk at discounted rates.

My daily gutkha sale is around Rs 2,500. I sell some 600 small and big packets per day. Most of us stored it expecting bulk buying before Tuesdays ban, but it has not happened. Though for the past two days we haven't refreshed gutkha supplies, we are still left with some stock in hand, said Patel, adding that wholesale prices of various gutkha brands have dropped by Rs 15 to 20 in the last two days.

The ban on gutkha in Gujarat, announced by the chief minister at his Independence Day speech and followed up with a notification by the Food Safety Commissioner on August 28, will come into effect on September 11, outlawing the manufacture, storage, distribution or sale of gutkha or pan masala that contains either tobacco or nicotine or their loose ingredients for one year.

Gujarat, a major producer of tobacco with an output of 2.8 lakh tonnes in 2010-11 alone, will be the seventh state to effect such a ban.

Meanwhile, the one-month gap between announcement and actual ban has helped most traders adjust their businesses, and the proprietors of almost all large pan shop owners say the ban may have little impact on businesses.

The proprietor of a pan shop on Ahmedabads busy Judges Bungalow Road said he stopped keeping stock more than two to three weeks ago when news of the ban spread, as did his partners, all of whom together run three such shops selling everything from pan and gutkha to deodorant and chocolates.

On an average, we used to sell up to 1,000 packets of gutkha each month, each packet having 60 pouches or so in it. We earned about Rs 10 to Rs 15 in profit from every packet. Its a small dent in business, but at least our main sales are from normal paan, he said, adding customers who used to consume gutkha are now increasingly switching to paan.

ADVERTISEMENT

A Surat-based distributor of Vimal gutkha, one of the most popular brands across the state, said pan stall owners sell a minimum five packets (each containing 60 pouches) of Vimal daily. Each packet comes to the distributor at Rs 78, who resells it to stall owners at Rs 80 per packet.

Zatpat, Manikchand and other branded gutkhas have fewer customers, although Manikchand is said to be popular among the more affluent in Gujarati society. A single packet of 60 pouches costs Rs 320, although distributors sell it to small shopkeepers at Rs 325 to Rs 336 as per demand.

These business transactions are theoretically to stop from Tuesday, but many traders are hoping they may be able to circumvent the ban.

ADVERTISEMENT

Tobacco lovers have many other options available like faki (mixture of tobacco and beetle nut with flavors) made by local paan shops and even branded tobacco, said Jignesh Patel, a paan shop-owner in Rajkot, expecting the ban may boost sales of faki, on which the profit margin is almost 50 per cent compared to 20 to 30 per cent on gutkha.

At the receiving end of the ban apparently will only be the small paan cabin owners. Our business is mainly around gutkha sale and not on paan masala or faki. I am likely to lose my 50 per cent of gutkha business, said Suresh Koil,a small-time paanwala from Rajkot.

Doctors welcome the ban

Meanwhile,doctors and academics researching public health trends had a cautious praise for the ban,which they welcomed because some state-run facilities get as many as 25,000 new cancer patients (most tobacco consumers) each year.

The state government has endorsed findings that more than a third of Gujaratis consume tobacco,one-fourth of whom use smokeless tobacco like pan masala and gutkha.

MOST READ

1

'We are sorry to inform you...': Indian students in UK struggle to find jobs after spending lakhs on 'rip-off' degrees

2

'We have not fully understood the Modi phenomenon which is a response to an India changing'

[See More](#) ▾

Those who welcomed the ban also warned that the gutkha ban may go the way of alcohol prohibition,fattening the black market and a bombardment of spurious products.

Addicts look for ways to beat the ban

Addicts,on the other hand,gave mixed responses.

ADVERTISEMENT

Rajkot-based Bhavesh Lunagaria,25,said the ban might finally help him kick the habit,something he could not do all these years. I think will power and ban will help, he said.

ALSO READ



'Secret outing gone awry': Couple forced to spend night in forest, rescue...



Canada Calling: Truckers, many from India, struggle to get \$9 million unp...



**Haryana Nuh
Violence Live
Updates: 3-storey
hotel, shops
mowed down in**



**Defamation
complaint
against Rahul
Gandhi:
Savarkar's**

Tahir Ansari, a resident of Surat, said, For the last 10 years, I have been addicted to gutkha. I eat 20 sachets of gutkha in a day. Without it, I cannot concentrate on my work. Now, I am worried. I will have to find out about a black market or else I will go for tobacco-mixed betel leaf.

First published on: 11-09-2012 at 03:55 IST

TAGS: Independence Day Speech

👉 **INDEPENDENCE DAY SALE** Celebrate 76th Independence Day with an Express subscription at Rs 76/month

[SEE THE OFFER >](#)

Latest Comment

TOP CATEGORIES

- [Explained News](#)
- [Political Pulse](#)
- [Latest Opinion](#)
- [Mumbai News](#)
- [Delhi News](#)
- [Pune News](#)
- [Bangalore News](#)
- [Bollywood News](#)
- [Health News](#)
- [India News](#)
- [Sports News](#)
- [Lifestyle News](#)
- [Jobs](#)
- [Mobile & Tabs](#)
- [Tech Reviews](#)
- [Gadgets](#)
- [Mobile & Tabs](#)
- [Food & Wine](#)
- [Elections 2023](#)
- [Fitness](#)

TRENDING NEWS

- [Latest News](#)
- [Income Tax Slab](#)
- [Health And Wellness](#)
- [Cricket News](#)
- [Education News](#)
- [Entertainment News](#)
- [Subscribe To The Indian Express](#)
- [Buy Digital Premium](#)
- [Trending News](#)

● [Why Subscribe To The Indian Express](#)

● [Express Et Al](#)

● [Buy All-Access Plan](#)

● [Horoscope](#)

● [Business](#)

● [Rocky Aur Rani Ki Prem Kahani](#)

LATEST STORIES

● [Liberal Arts More Important For Jobs Than Ever Before: FSSAI Ex-Chairperson](#)

● [Bypolls Held For 30 Seats In 19 Civic Bodies, SMC Ward 20 Sees Turnout Of Just 24%](#)

● [Ahmedabad: In A Hurry](#)

● [Informed Citizens Needed For Democratic Process: Dhankhar At Library Festival](#)

● [Arsenal Down Man City In Shootout To Win Community Shield](#)

● [Watch: Cristiano Ronaldo Scores To Help Al Nassr Enter Arab Club Champions Cup Semis](#)

● [Goa Court Frames Charges Against Ex-DSP, SI, 5 Other Cops For 'Planting Drugs' On Israeli Man In 2010](#)

● [Asian Champions Trophy 2023: Calm And Composed Backline Help India Beat Malaysia 5-0](#)

● [Mumbai This Week: Train Firing, Nitin Desai Death Send Shock Waves; Chrisann Pereira Returns To India](#)

● [Weekend Watch List: How Not To Be A Goalkeeper, How Not To Be A Sprinter, How Not To Catch A Ball And More](#)

● [Asian Champions Trophy 2023: Pakistan And Japan Settle For A Thrilling 3-3 Draw](#)

● [A Deadline Arrives For Niger's Junta To Reinstall The President. Citizens Cheer And Fear What's Next](#)

● [WI Vs IND: Tilak Varma Scores Maiden T20I Fifty, India Post 152/7 In Second T20I](#)

● [19-Year-Old Held From Puducherry Over Hoax Call](#)

● [Delayed Passengers Growl After A Bear Escapes From The Cargo Hold Of An Iraqi Plane In Dubai](#)

● [Ward Boy-Turned-Police Constable And Archery Coach Shepherds India's World Champions](#)


FOLLOW US



DOWNLOAD APPS



 Newsguard

 The Indian Express website has been rated GREEN for its credibility and trustworthiness by Newsguard, a global service that rates news sources for their journalistic standards.

EXPRESS GROUP

[The Indian Express](#)

[ieTamil.com](#)

[The Financial Express](#)

[ieBangla.com](#)

[Loksatta](#)

[ieMalayalam.com](#)

[Jansatta](#)

[ieGujarati.com](#)

[inUth](#)

[The ExpressGroup](#)

[MyInsuranceClub](#)

[Newsletters](#)

[26/11 Stories of Strength](#)

[Ramnath Goenka Excellence in Journalism Awards](#)

[Online Classes for Kids](#)

[Light House Journalism](#)

[Compare Term Insurance](#)

QUICK LINKS

[T&C](#)

[Privacy Policy](#)

[Advertise with Us](#)

[Brand Solutions](#)

[Contact Us](#)

[Subscribe](#)

[Statutory provisions on reporting \(sexual offenses\)](#)

[This website follows the DNPA's code of conduct](#)

[CSR](#)

Copyright © 2023 The Indian Express [P] Ltd. All Rights Reserved

 Powered by [WordPress.com](#) VIP