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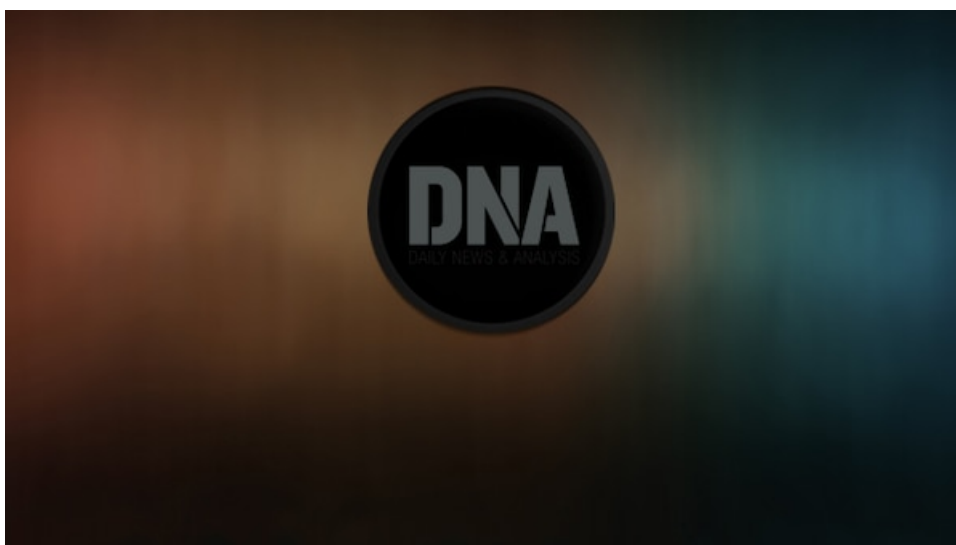
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Gutkha prices up by 50% to 100%

Fresh supply discontinued, demand for existing stock shoots up.



[dna Correspondent](#)

Updated: Sep 07, 2012, 04:44 PM IST



Just days after Gujarat chief minister announced a ban on sale of gutkha in state, prices of its sachets have shot up by 50% to as much as 100%.

This demand is being attributed to the message that manufacturers have passed on to the retailers. The consumers have been given to understand that the supply of gutkha has almost become zero. Hence, whatever stock is left will be sold till September 11. With news of discontinuing supply of gutkha, its demand has shot up. Consequentially, prices of the gutkha sachets, popularly known as padiki in Gujarat, increased by 50%. Some have even doubled the prices.

Chief minister Narendra Modi announced the ban on gutkha on August 15. Kuber one of the cheapest gutkha brands, used to be sold for Re1 per sachet and is now sold for Rs2. Vimal and Silver are now sold for Rs3 against previous price of Rs2. RMD which was earlier known as Manikchand was sold for Rs6 till last week. Now, it is sold for more than Rs8 per sachet.

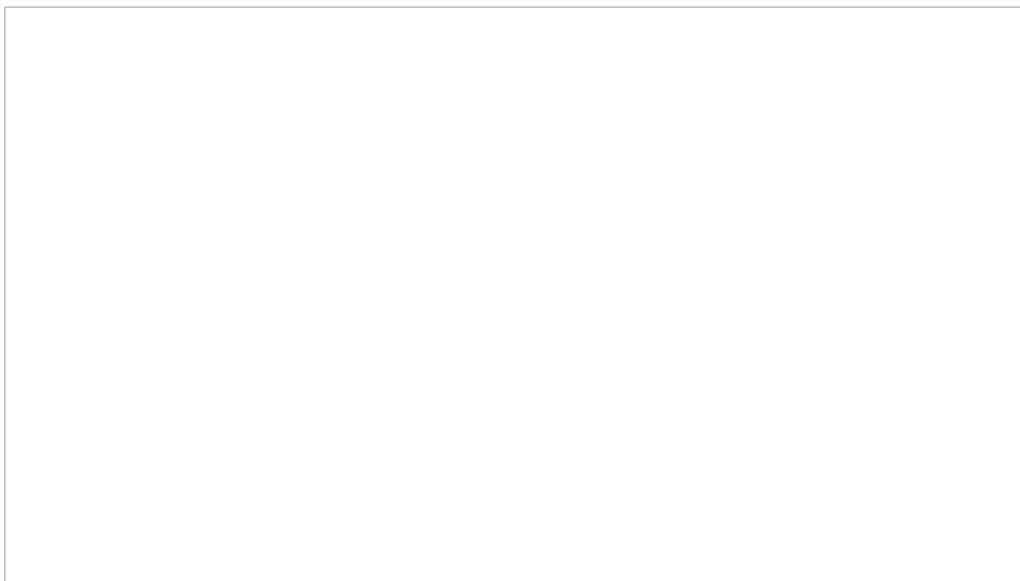
The distributors are trying to sell off whatever stock they have got. "We have got hardly a few days left. The manufacturers have told us that there will be no fresh supply. Once the ban is enforced, we will not able to empty our stock. So almost every distributor is trying to dump the remaining stock at higher price," said president of gutkha distributors association, Ramdin Chaurasiya.

"The customers have started buying in bulk. Wholesale prices have shot up and the same hike is passed on to the customers. The packet of 50 sachets which was sold to us for Rs80 is now sold for Rs130 and Rs140. A packet of 50 sachets of low-priced gutkha was sold to us for Rs50 but now that costs Rs85," said Kamlesh Sodah, who runs a pan parlour near Prahladnagar crossroads.

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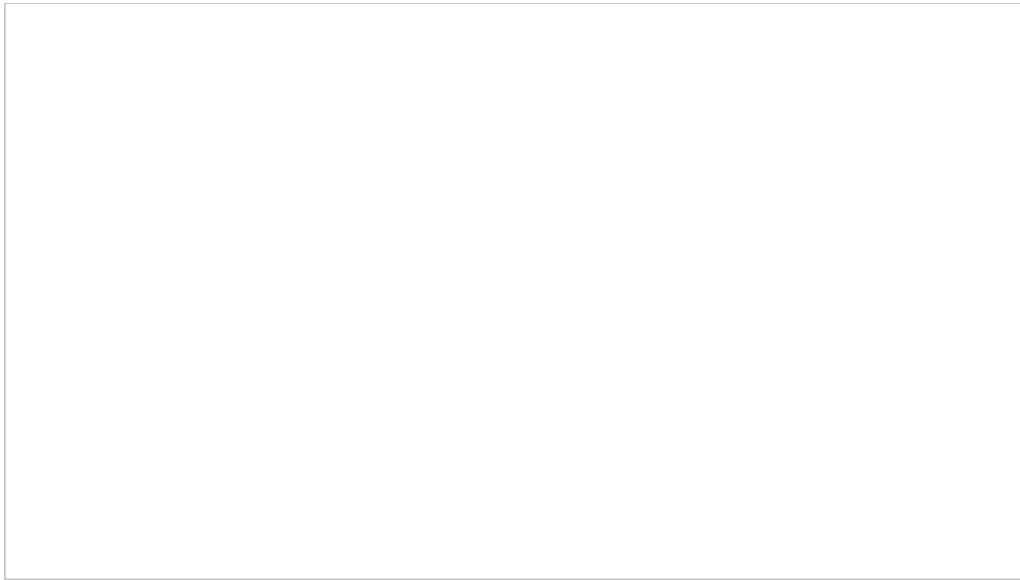
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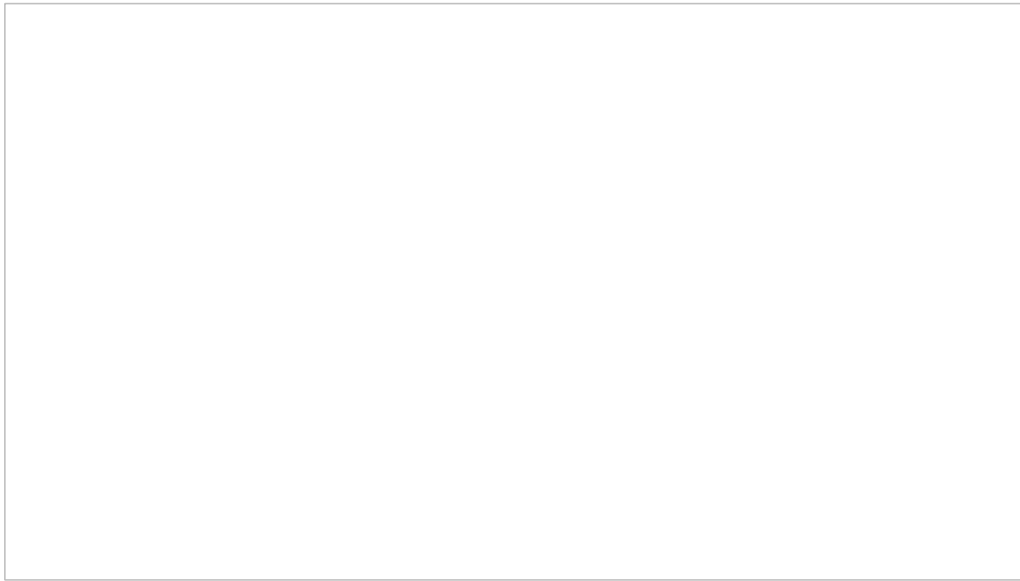
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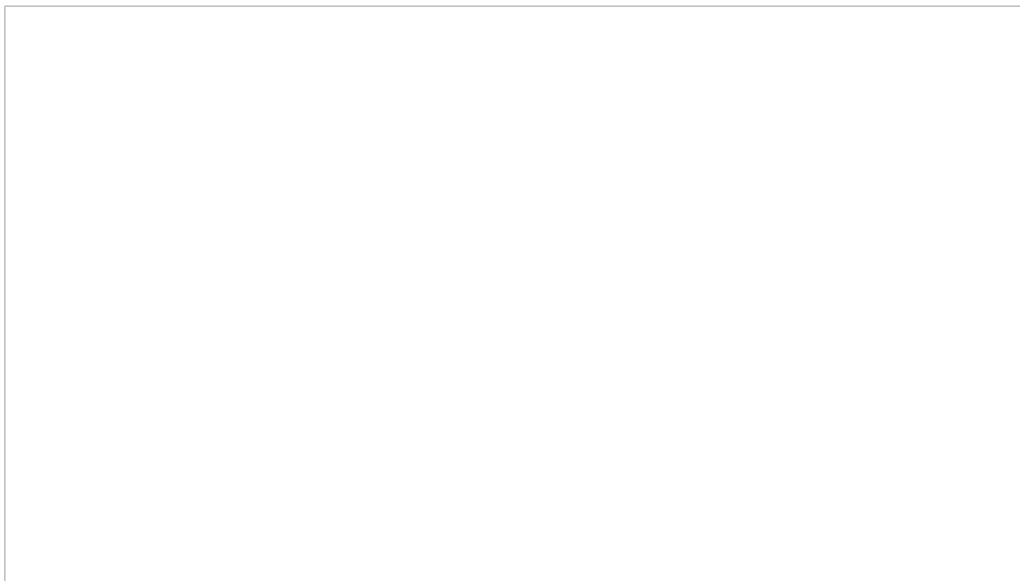
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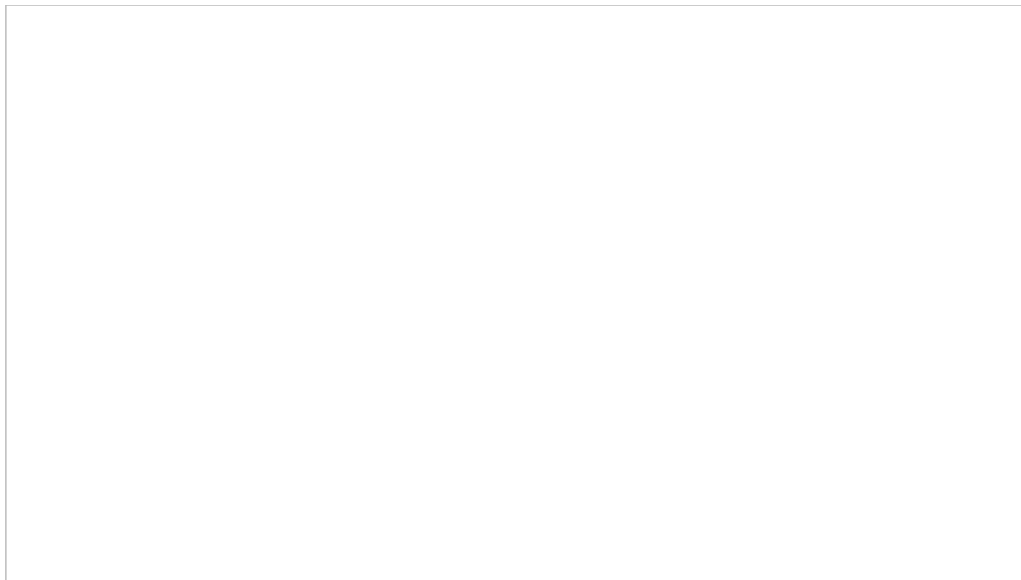
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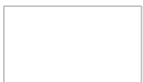
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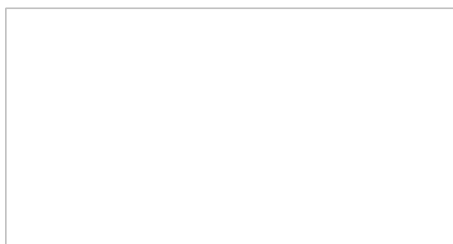
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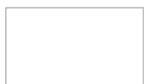
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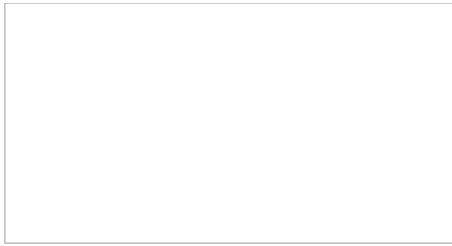
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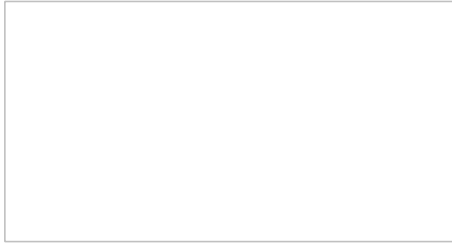
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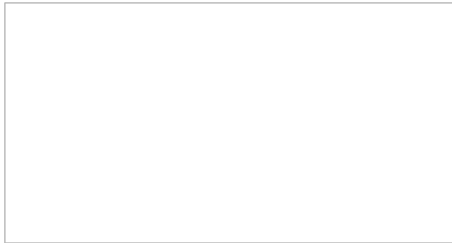
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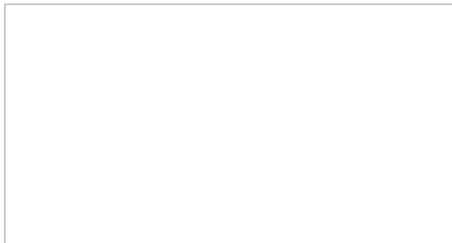
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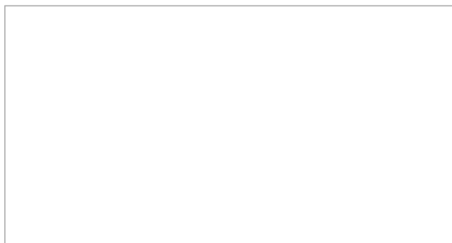
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