

## INDIAN SUGAR MILLS ASSOCIATION

ANSAL PLAZA  
C-BLOCK, 2ND FLOOR  
ANDREWS GANJ  
AUGUST KRANTI MARG  
NEW DELHI-110049

**3<sup>rd</sup> September, 2013**

### **Sub: Workshop on Futures Market on sugar in Pune**

All are aware that Indian Sugar Mills Association (ISMA) has decided to conduct series of 'Workshops on Futures Market on sugar' across the country to educate sellers and buyers of sugar on the functioning of the sugar futures market and help the sugar mills set up suitable trade desks in their offices. The first such workshop was conducted in Delhi, duly inaugurated by Hon'ble Minister of State (I/c) for Consumer Affairs, Food and Public Distribution. There was an overwhelming response from the sugar industry, buyers including bulk consumers and trading community members. The feedback from the people who attended the workshop has been extremely encouraging and, therefore, ISMA intends to organize similar workshops in other parts of the country.

2. Accordingly, ISMA has decided to conduct the second workshop in Pune on **27<sup>th</sup> September, 2013 (Friday) starting from 10.00 A.M. onwards at "The O Hotel, North Main Road, Koregaon Park, Pune-411 001"**.

3. The basic idea of conducting such workshops is:-

- To educate member factories on the details of working of futures trade as well as on the idea of having trade desks.
- To have a better system of "price discovery" for the future months so that both the sellers and buyers take informed decisions to not only maximize their returns but also better hedge their position.
- Sugar futures market in India suffers from lack of adequate participation, low volumes, poor liquidity and lack of price conversion. This is mainly because of lack of knowledge and understanding amongst buyers and sellers of sugar in the country. International sugar futures both in London and New York have since a very long time provided an excellent platform for good visibility of the price for several months into the future, which is advantageous for both the international sellers as well as buyers who leverage their buy and sale strategy.

- To develop the Indian sugar futures market in such a way that there is better participation, higher volumes and better liquidity to reflect the correct market sentiments and give the correct price signals for the sellers and buyers.

3. The above workshop will be a full day exercise. We, therefore, request the members to depute senior officers from their company for the workshop on 27<sup>th</sup> September, 2013 in Pune. The number of seats in the workshop would be limited and participation fee for the workshop for each participant from ISMA members is Rs. 10,000. However, the fee for a non-member would be Rs. 12,000/- provided if there is vacancy

4. **Members or their representatives who are interested to participate in the workshop may send their nomination form duly filled up to us along with the requisite fee, latest by 17<sup>th</sup> September, 2013.** They may also send their advance intimation through e-mail to [amit.bhardwaj@indiansugar.com](mailto:amit.bhardwaj@indiansugar.com); [psdg@indiansugar.com](mailto:psdg@indiansugar.com); [puneet.kaur@indiansugar.com](mailto:puneet.kaur@indiansugar.com). They may also feel free to contact Mr. Amit Bhardwaj, Dy. Head, ISMA for any query.

Detailed schedule of the programme will follow.

Thanking you,

Sd/xxxxx  
(Abinash Verma)  
Director General

# INDIAN SUGAR MILLS ASSOCIATION

WORKSHOP ON FUTURES MARKET ON SUGAR  
The O Hotel, North Main Road, Koregaon Park, Pune-411001

27<sup>th</sup> September, 2013

## Nomination Form

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Name of the Company/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Fax No. \_\_\_\_\_

Mobile: \_\_\_\_\_

Cheque/DD No. and Date \_\_\_\_\_

Remittance of requisite participation fee can either be made through cheque/DD drawn in favour of "Indian Sugar Mills Association" payable at New Delhi or through RTGS/NEFT, Code No. JAKA0ANSALL, A/C No. 0408010100000065, Location– New Delhi, Bank Name – J&K Bank Ltd.

Name & designation: \_\_\_\_\_

Signature of the sponsoring Authority \_\_\_\_\_

Please send to:

Mr. Amit Bhardwaj  
Dy. Head (Statistics & Agri Research Analyst)  
Indian Sugar Mills Association  
Ansal Plaza, C-Block, 2<sup>nd</sup> Floor  
Andrews Ganj, August Kranti Marg  
New Delhi – 110049  
Email: [amit.bhardwaj@indiansugar.com](mailto:amit.bhardwaj@indiansugar.com)  
Phone: 011-26262294 – 97, Fax: 011-26263231