The agricultural marketing occupies a paramount position in the marketing economy as three-fourths Indian population depends on agriculture. In improving the socio-economic conditions of farm-brethren, marketing with regulation is vital. The efficient management of regulated market ensures fair price to producer-sellers and reasonable remuneration to traders. The Government of India and Provincial Governments have been initiated various efforts for increasing agricultural production through technological, financial and managerial measures. The establishment of regulated markets form an essential part of an orderly plan of agricultural development of the country. The evolution and progress of regulated markets in Andhra Pradesh is closely related to the development of regulated markets at the national level.

Tamarind is one of the important condiments indigenous to India, and constitutes an indispensable ingredient Indian dietary. India is the only country which produces tamarind as commercial crop. It has been marketing about 2.50 million tonnes within the country and exporting about 10,000 tonnes annually. Even after completion of three decades of implementation of regulation on marketing system, the farmers still under the shadow of middlemen. Why this stigma. To probe this and to find means for betterment of the economic conditions, the investigation is made with reference to Marketing of Tamarind in Rayalaseema. It analyses the performance of tamarind marketing in Anantapur and Chittoor districts of Rayalaseema region in Andhra Pradesh based on both primary and secondary data. The importance of this study lies not only in the performance of evaluation of the sample regulated markets but in the perception of growers and traders in the study region.