

PHYTOCHEMICAL ANALYSIS OF MARKET SAMPLE OF *CURCUMA LONGA* LINN. (*TURMERIC*) AND THEIR MARKETABILITY

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Abstract: Turmeric (*Curcuma longa* Linn.) is an important medicinal and spice plant. It has been reportedly effective as anti-cancer, anti thrombotic, wound healing properties and anti-venom etc. Its most important phytochemicals are Curcumin, ar-turmerone, 1-8cineole, curcumene etc but Curcumin is the most potent phytochemical. Ten market sample of turmeric usually available in the market are studied for curcumin content and their suitability for marketability is recommended. Maharashtra nanded hingoli semifinished finger yield maximum curcuminoids in Saharanpur city samples. And, therefore, it is recommended variety for marketability.

Keywords: Anti-cancer, Anti-thrombotic, Anti-Venom, HPTLC, Phytochemicals

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