



कृषि और प्रसंस्कृत खाद्य उत्पाद

निर्यात विकास प्राधिकरण

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products
Export Development Authority**

(Ministry of Commerce & Industry, Govt. of India)

FFV/2017-18/000079

3rd April, 2018

Inviting participation for Mango Promotion Programme to be organized in the current Mango season.

As you are aware that Mango is a potential produce of India and considering its export potential, APEDA has planned to organize Mango Promotion Programmes in the following new markets under MAI scheme of DoC:-

Sr. No.	Name of the Country	The officer deputed	Contact details of the officer
1.	China	Mr. U.K. Vats, General Manager	Mobile No.: 9811204812 Email Id:- ukvats@apeda.gov.in
2.	Kazakhstan	Dr. Sudhanshu Deputy General Manager	Mobile No:- 9920437633 Email Id:-sudhanshu@apeda.gov.in
3.	South Korea	Mr. Nagpal Lohakare Assistant General Manager	Mobile No:- 9891532180 Email Id:- nagpal@apeda.gov.in
4.	Iran	Dr. C.B. Singh Assistant General Manager	Mobile No:- 8334905777 Email Id:-cbsingh@apeda.gov.in

These promotion programmes would be organized in association with the respective Indian Embassies/High Commissions in the identified countries in the month of May, 2018. The dates of the programmes would be informed after finalization of the dates in consultation with the respective embassies.

The promotion programmes would be organized for a duration of three days, of which the 1st day programme would be for organizing the Buyer-Seller Meet and 2nd & 3rd day would be for organizing in-store promotion. The in-store promotion would be organized in any supermarket/store for carrying out wet sampling of Mangoes.

The Mangoes to be used for wet sampling would be sent by participating exporters as per the final quantity decided by APEDA. The Mangoes would be sent by the participating exporters to Indian Embassy stores directly. Mangoes to Indian Embassy would have a label of "Diplomatic Bag".

The interested exporters for participation in the promotion programmes may send their confirmation by email to the concerned officers deputed, as mentioned above by 15th April, 2018 positively. In case of any clarification, the exporters may seek the clarification from the concerned officers deputed.