



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)

Ref no. APEDA-FFV/62/2025-FFV

Dated: 16.06.2025

Subject: Participation of Indian Exporters to promote Indian Mangoes in Mango Promotion and Buyer Seller Meet to be organized by APEDA in UAE and Saudi Arabia

Dear Exporters,

India is the largest producer of mangoes in the world, cultivating nearly 1,000 varieties, with over 15 commercially significant ones. In addition to fresh mangoes, India also offers a wide range of value-added products such as pickles, papads, chutneys, and pulp, which hold immense potential for export.

To promote Indian mangoes in the international market, APEDA has been undertaking various initiatives including mango festivals, tasting sessions, gifting activities, and Buyer-Seller Meets in collaboration with Indian Embassies, High Commissions, and Consulates across the globe.

As part of our continued efforts to enhance India's footprint in global markets, APEDA is planning to organise a Mango Promotion Programme in UAE on 29th June-1st July 2025 and Saudi Arabia (Riyadh and Jeddah) on 3rd-7th July 2025 (tentatively), in collaboration with Embassy of India, Consulate General of India and Lulu Group. The programme will include a formal inauguration of the Mango Festival by APEDA and the Embassy/Consulate of India, followed by a Buyer-Seller Meet.

APEDA seeks the participation of exporters for taking a delegation of Indian exporters in the event for meaningful interaction with importers and to better understand regional market requirements.

The interested exporters may submit your confirmation urgently.

For any query or clarification, you may contact, Dr. C. B. Singh, Deputy General Manager (+91-8334905777, cbssingh@apeda.gov.in) or Ms. Sehreena Maqbool, Assistant Manager (+91-7006002970, sahreena@apeda.gov.in)

Regards,


Dr. C.B. Singh

Deputy General Manager