



# APEDA Organizes 'Indian Mango Mania 2025' in Abu Dhabi to Promote Indian Mango Exports

## Premium Indian Mango Varieties Including GI-Tagged Specialties Showcased at 'Indian Mango Mania 2025'

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry organized a Mango Promotion Programme in Abu Dhabi as part of its ongoing efforts to enhance the global presence of Indian agricultural products, particularly mangoes. The event marked the launch of 'Indian Mango Mania 2025'—a vibrant in-store mango festival held in collaboration with the Embassy of India in the UAE and the Lulu Group. Timed with the peak of the mango season, the promotion aims to showcase India's finest mango varieties to international consumers, especially the large Indian diaspora across the UAE and the Gulf region.

Premium Indian mango varieties displayed included GI-tagged and regional specialties such as Banarasi Langda, Dasherri, Chausa, Sunderja, Amrapali, Malda, Bharat Bhog, Prabha Shankar, Lakshman Bhog, Mahmood Bahar, Vrindavani, Fasli, and Mallika.

The campaign was officially inaugurated by Ambassador of India to the UAE, Shri Sunjay Sudhir, at LuLu Hypermarket, Khalidiyah Mall, Abu Dhabi, in the presence of Chairman of Lulu Group, Shri Yusuff Ali M.A. The event was also attended by Counsellor (Trade & Investment), Embassy of India, Shri Rohit Mishra; Deputy General Manager, APEDA, Dr. C.B. Singh; and other dignitaries.

Speaking on the occasion, Shri Sunjay Sudhir stated that LuLu has been a vital platform in promoting Indian produce globally and that APEDA has played a key role in connecting Indian mango growers with markets in the UAE. "Through this festival, the freshness and richness of Indian mangoes, especially from states such as Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh, and the Eastern region, will reach households across the Gulf," he said.

Chairman of Lulu Group, Shri Yusuff Ali M.A., echoed these sentiments and reaffirmed the Group's commitment to strengthening India-Gulf market linkages. "Lulu is proud to showcase the best of India through our retail chains across the UAE and Gulf region," he said.

From India, Chairman of APEDA, Shri Abhishek Dev, in a message, reaffirmed APEDA's commitment to enhancing the export of agricultural and processed food products, including premium horticultural produce such as mangoes. "APEDA has facilitated the airlifting of diverse mango varieties from Uttar Pradesh, Bihar, West Bengal, and Madhya Pradesh. This initiative not only celebrates India's mango diversity but also generates significant export opportunities for Indian growers and supports the farming community," he noted.

In addition to fresh fruit displays, the promotion featured a curated selection of mango-based culinary delights, including:

- **Bakery and desserts:** Mango pastries, Swiss rolls, doughnuts, macaroons, mango bread, and cakes
- **Traditional Indian dishes:** Mambazha payasam, mango pulao, mango fish curry, mango chutney, and mango kichadi
- **Snacks and salads:** Mango fritters, chaat, raita, tropical salads
- **Global fusion:** Mango sushi, mango-stuffed chicken, mango chapli kebab
- **Pickles and preserves:** Mango-dates pickle, garlic mango pickle, Kashmiri-style pickles
- **Beverages:** Fresh mango juices, smoothies, pulps, jams, and jellies

The UAE remains the top export destination for Indian mangoes. In 2024, India exported over 12,000 MT of mangoes worth USD 20 million to the UAE, demonstrating strong demand for Indian produce.



APEDA remains committed to expanding India's agricultural exports by improving market access for FPOs, FPCs, and agri-exporters and positioning India as a global leader in high-quality and diverse agri-food products.

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**Abhisek Dayal/ Abhijith Narayanan/ Ishita Biswas**

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