

## India expands export of mangoes to new markets



In a new initiative, a consignment of GI certified Fazil mango variety sourced from West Bengal's Malda district was exported today to Bahrain. This initiative is likely to boost mango export potential from the eastern region especially to middle east countries.

APEDA, registered DM enterprises, Kolkata has been initiating measures to boost mango exports from the non-traditional regions and states. It has been conducting virtual buyer-seller meets and festivals to promote mango exports, an official said.

This shipment to Bahrain comes a few days after APEDA organized a mango promotion programme at Doha, Qatar where nine varieties of mangoes including GI certified from West Bengal and Uttar Pradesh were displayed at the stores of importer Family Food Centre, it added.

GI certified Khirsapati, Lakkhanbhog, Fazli, Amrapali and Chausa (all sourced from Malda), Langda from West Bengal's Nadiya, and Uttar Pradesh's Dusshheri are the nine types of mangoes which were exported.

In June, 2021, a week-long Indian mango promotion programme was organised in Bahrain where 16 varieties of the fruit including three GI certified Khirsapati and Lakshmanbhog (West Bengal), Zardalu (Bihar) were displayed, the official release said.

The varieties of mangoes were sold through 13 stores of the group in Bahrain. The mangoes were sourced from farmers in Bengal and Bihar by APEDA registered exporter APEDA has been conducting virtual buyer-seller meets and festivals to promote mango exports. It recently organised a mango festival in Berlin, Germany, it also reads.

Source: [www.livemint.com](http://www.livemint.com)

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