

India launches 'Mango Mania 2025' in UAE

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



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

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

Speaking at the event, Ambassador Sudhir highlighted LuLu's key role in promoting Indian produce globally and APEDA's efforts to connect mango growers with international markets. He noted that this initiative would help deliver the freshness and richness of Indian mangoes, particularly from Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh, and the eastern region, to households throughout the Gulf.

Shri Yusuff Ali M.A. echoed these sentiments, affirming LuLu Group's commitment to strengthening trade ties between India and the Gulf region. He emphasized LuLu's pride in showcasing India's best products through its retail network.

In a message from India, APEDA Chairman Shri Abhishek Dev reiterated the organization's commitment to boosting agricultural and processed food exports. He

explained that APEDA had facilitated the airlifting of diverse mango varieties from key Indian states, helping to celebrate India's mango diversity, create new export opportunities, and support the livelihoods of Indian farmers.

Beyond fresh fruit displays, the promotion offered a range of mango-based culinary items. These included bakery products such as mango pastries, Swiss rolls, macaroons, mango bread, and cakes; traditional Indian dishes like mambazha payasam, mango pulao, mango fish curry, chutney, and kichadi; snacks and salads including mango fritters, chaat, raita, and tropical salads; as well as global fusion options such as mango sushi, mango-stuffed chicken, and mango chapli kebab. The festival also featured mango-dates pickle, garlic mango pickle, and Kashmiri-style preserves, along with beverages like mango juice, smoothies, pulp, jams, and jellies.

The UAE continues to be the top export destination for Indian mangoes. In 2024, India exported over 12,000 metric tons of mangoes to the UAE, valued at approximately USD 20 million, reflecting robust demand for Indian produce in the region.

For more information:

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Publication date: Fri 4 Jul 2025