



सत्यमेव जयते

DEPARTMENT OF COMMERCE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



# 2<sup>nd</sup> REVERSE BUYER SELLER MEET 2018



# MANGO

**& OTHER TROPICAL FRUITS**  
**POMEGRNATE, PINEAPPLE & BANANA**



**15 - 16 MAY 2018**  
**MUMBAI, INDIA**



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**MANGO**  
& MANGO PRODUCTS



- Mango (*Mangifera indica* Linn) is the most important fruit of India and is known as “**King of fruits**”.
- Cultivated in the largest area i.e. 2,312 thousand ha (world 4946 thousand ha )
- Production is around 18.6 Mln Mt
- 40.48% of the world production of mango.
- Export of mangoes from India is 59.22 thousand tons, valuing USD 66.94 Million (Rs 44,366.03 lakh) during 2016-17.

## WHY INDIA FOR SOURCING FRUITS AND VEGETABLES?

- One of the fastest growing economies
- With production at 259 million MT, India ranks as the 2<sup>nd</sup> largest producer of Fruits and Vegetables (F&V) in the world
- India exported fresh fruits and vegetables to over 40 countries worth USD 1.6 Bn and processed fruits and vegetables worth USD 1.1 Bn (2016-17).
- India is also a major exporter of Mango Pulp in the world. The country has exported 1,35,621.22 MT of Mango Pulp to the world for the worth of Rs. 864.97 crores / 129.29 USD Millions during the year 2016-17.
- India has world class ports, for perishable cargo, logistics & supply chain infrastructure
- India's location gives it the unique advantage of connectivity to Europe, the Middle East, Japan, Singapore, Thailand, Malaysia and Korea.
- Proactive Government policies for export promotion

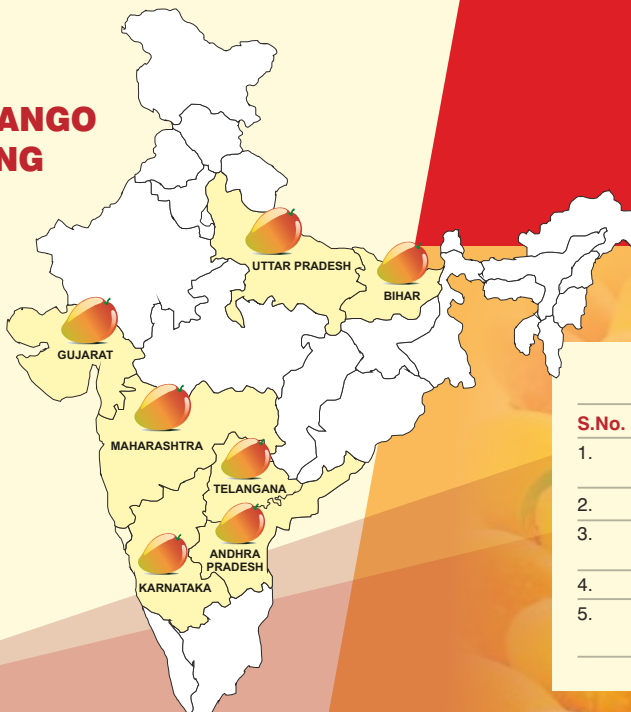
## MAJOR EXPORT DESTINATION

UNITED ARAB  
EMIRATES  
UNITED KINGDOM  
SAUDI ARABIA  
QATAR  
KUWAIT  
NEPAL  
UNITED STATES  
BAHRAIN  
SINGAPORE  
OMAN  
CANADA  
MALAYSIA  
BANGLADESH  
GERMANY

HONG KONG  
ITALY  
JAPAN  
FRANCE  
NEW ZEALAND  
BHUTAN  
NETHERLAND  
SWEDEN  
RUSSIA  
BELGIUM  
NORWAY  
SOUTH AFRICA  
INDONESIA  
THAILAND  
IRAN

## MAJOR MANGO PRODUCING STATES

Mango  
Production  
18.6  
Million MT  
in India



## ARRIVAL PATTERN IN MARKET

S.No.	State	Season of Availability	Important Cultivars
1.	Andhra Pradesh	Mid Feb.-Mid July	Banganpalli, Totapuri, Suvarnrekha, Neelum
2.	Gujrat	April - July	Alphonso, Kesar, Rajapuri
3.	Karnataka	April - July	Banganpalli, Totapuri, Neelum, Alphonso, Pairi
4.	Maharashtra	March - July	Alphonso, Kesar, Pairi
5.	Uttar Pradesh	May - August	Bombay Green, Dashehri, Langra, Chausa, Amrapali

# VARIETY OF MANGOES GROWN COMMERCIALY IN INDIA



## MANGO PRODUCTS

Mango Pulp is prepared from selected varieties of Fresh Mango Fruit. The process ensures that the natural flavour and aroma of the fruit is retained in the final product. Mango Pulp/Concentrate is perfectly suited for conversion to

- Juices • Nectars • Drinks • Jams
- Fruit Cheese • Puddings
- Bakery Fillings • Fruit Meals
- Flavours • Delicious Ice Creams
- Yoghurt and Confectionery.

### OTHER PRODUCTS:

- Pickles • Candy • Jam
- Slices • Tit-Bits • Frozen

### PROCESSING CLUSTERS:

- Chittoor in the state of Andhra Pradesh
- Krishnagiri in the state of Tamil Nadu
- Maharashtra
- Gujarat
- +65 processing units with good backward linkage

There are near about 30 varieties of mangoes which are grown commercially. Some of the most important varieties are

### ALPHONSO



This variety is medium in size, ovate oblique in shape and orange yellow in colour. The pulp is yellow to orange in colour. It is soft, firm and fibreless. It is a mid-season variety.

### BANGANPALLI



The flesh is firm to meaty, fibreless. Fruit is large in size and obliquely oval in shape. The colour of fruit is golden yellow. Good keeping quality and a mid season variety.

### CHAUSA



Fruit is large in size, ovate to oval oblique in shape and light yellow in colour. It is a late variety.

### DASHEHRI



Fruit size is medium, shape is oblong to oblong-oblique and fruit colour is yellow. The pulp is firm and fibreless and a mid season variety.

### LANGRA



Fruit is of medium size, ovate shape and lettuce green in colour. The lemon-yellow flesh is juicy and flavourful. It is scarcely fibrous, a mid season variety.

### TOTAPURI



Fruit size is medium to large, shape is oblong with necked base and colour is golden yellow. Flesh is cadmium yellow and fibreless, a mid season variety.

### KESAR



Fruits are medium sized, flesh is sweet and fibreless. Colour is apricot yellow with red blush, an early season variety.



### OTHER TROPICAL FRUITS - PRODUCTION & EXPORTS

Crops	Total Production India (MT)	Production World(MT)	Export		Top Five Producing states in India
			Quantity (MT)	Value (Lacs)	
Banana	29,221.45	11,41,30,154.00	63,274.40	24,194.77	Gujarat, Tamil Nadu, Maharashtra, Andhra Pradesh, Karnataka
Pineapple	1,984.03	2,54,39,365.00	3,751.53	1,664.92	Kerala, West Bengal, Assam, Tripura, Karnataka
Jackfruit	2,087.89	NA	NA	NA	Kerala, Tripura, Orissa, Karnataka, West Bengal
Pomegranate	1,789.31	NA	20,997.02	32,361.43	Maharashtra, Karnataka, Gujarat, Andhra Pradesh, Telangana



# ATTENTION BUYERS

We invite you to an all paid visit to Mumbai to join the RBSM on 15th May 2018.

## BENEFITS OF PARTICIPATION IN RBSM

- Brief Seminar on India's Potential for Export of Mango & Tropical fruits.
- **Chief Guest Ms Rita A. Teotia, Commerce Secretary, and Mr D K Singh, Chairman, APEDA, Government of India and participants from State Government**
- 50 Plus sellers in one place
- Wet sampling of fruits & products
- Reimbursement of Economy class air fare as follows - USD 1200 or actual air fare whichever is less per Buyers
- **Complementary Airport transfers**
- 2 nights stay in star hotel in Mumbai with meals
- Cultural Evening & Dinner on 15th May 2018
- Exposure Visit to APEDA Pack House with Irradiation, Hot Water & Vapor Heat Treatment facilities in Navi Mumbai on 16th May 2018

## STEPS FOR BUYERS' REGISTRATION

1. Send in your details as per enclosed form to [mallika.verma@phdcci.in](mailto:mallika.verma@phdcci.in) along with copy of Passport and other documents
2. Shortlisted Buyers will be sent a confirmation message to fill on line form and pay the registration amount of USD150 (inclusive of Bank remittance charges)
3. Send us the confirmation of payment message
4. Book your ticket and apply for Visa
5. Send us your air ticket copy and invoice
6. Welcome at Mumbai airport and transfer to the hotel.
7. Submit your arrival Boarding pass
8. Receive Reimbursement of airfare as per norms above

REGISTER HERE:

<http://phdcci.in/rbsm/>



# About APEDA



The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Act (2 of 1986) came into effect from 13th February, 1986 by a notification issued in the Gazette of India: Extraordinary: Part-II [Sec. 3(ii): 13.2.1986]. The Authority replaced the Processed Food Export Promotion Council (PFEPCC).

## FUNCTIONS

Development of industries for relating to the scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;

Registration of persons as exporters of the scheduled products on payment of such fees as may be prescribed;

Fixing of standards and specifications for the scheduled products for the purpose of exports;

Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products;

- Improving of packaging of the Scheduled products;
- Improving of marketing of the Scheduled products outside India;
- Promotion of export oriented production and development of the Scheduled products;
- Collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and publication of the statistics so collected or of any portions thereof or extracts therefrom;
- Training in various aspects of the industries connected with the scheduled products;
- Such other matters as may be prescribed.

## FOCUS PRODUCTS

APEDA is mandated with the responsibility of export promotion and development of the following scheduled products:

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal and Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.
- Floriculture and Floriculture Products.
- Herbal and Medicinal Plants.
- In addition to this, APEDA has been entrusted with the responsibility to monitor import of sugar.





## About Us

**PHD Chamber of Commerce & Industry**, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the Vitals for Growth. As a true representative of the Industry with a large membership base of 48000 direct and indirect members, PHD Chamber has forged ahead leveraging its legacy with the Industry knowledge across sectors (58 Industry verticals being covered through Expert Committees), a deep understanding of the Economy at large and the populace at the micro level.

At a Global level we have been working with the Embassies and High Commissions in India to bring in the International Best Practices and Business Opportunities.

### PHD Chamber has special focus on seven thrust areas:

- Infrastructure
- Housing
- Health
- Education & Skill Development
- Agriculture & Agri-business
- Industrial Development
- Digital India

### For Registration as Buyer/ Exhibitor, Please contact

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