

INDIA POST, MUMBAI REGION LAUNCHES INITIATIVE FOR DOORSTEP DELIVERY OF GI-TAGGED RATNAGIRI ALPHONSO MANGOES

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Reinforcing its commitment to inclusive growth and rural empowerment, India Post, Mumbai Region, has launched a special initiative to deliver GI-tagged Ratnagiri Alphonso mangoes directly to households across Mumbai, establishing a robust market linkage between farmers and urban consumers.

The initiative is designed not merely as a seasonal offering but as a sustainable support system for mango growers and small business entrepreneurs in Ratnagiri. By leveraging its extensive and trusted logistics network, India Post aims to eliminate intermediaries, ensuring that farmers receive a greater share of the final sale price, while enabling small-scale sellers and agro-entrepreneurs to expand their reach into metropolitan markets.

To enhance accessibility and convenience, the initiative offers seamless ordering options through QR codes and WhatsApp, along with the facility of Cash on Delivery (CoD). This approach empowers even the smallest producers to participate in organized retail without requiring significant investment in infrastructure or marketing.

Freshly sourced and carefully delivered, the premium Alphonso mangoes reflect both quality and the collective effort to strengthen rural livelihoods and promote local enterprise.

Speaking on the occasion, Ms Kaiya Arora, Postmaster General, India Post, Mumbai Region, stated, This initiative aims at leveraging the vast network of India Post to establish a connect between local mango farmers of Ratnagiri with the city dwellers. The doorstep delivery of GI-tagged mangoes supports rural economies and ensures farmers get a higher percentage of the final sale price, while Mumbaikars receive fresh fruits at competitive prices with the Cash on Delivery feature.

By transforming its logistics capabilities into a platform for economic inclusion, India Post continues to play a pivotal role in supporting farmers, nurturing small businesses, and delivering prosperity from rural India to urban homes.

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