



APEDA Facilitates First Export of GI-Tagged Tezpur Litchi from Assam to Dubai

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, facilitated the first export consignment of GI-tagged Tezpur Litchi from Assam to Dubai on 7 June 2026, marking a significant milestone in expanding international market access for agricultural products from the North Eastern Region.

The one-metric-tonne consignment comprised GI-tagged Tezpur Litchi is one of Assam's most celebrated horticultural products, renowned for its exceptional sweetness, bright-red appearance, distinctive aroma and superior eating quality. The region cultivates several notable varieties, including Bombaya, Bilati, Elaichi, Piyaji and Sahi, which are widely appreciated for their distinctive flavour and quality characteristics.

The Geographical Indication (GI) status has strengthened the identity and market recognition of Tezpur Litchi, enhancing its appeal among international buyers and creating new opportunities for premium agricultural exports from Assam. The export also reflects the growing acceptance of India's GI-tagged agricultural products in global markets and highlights the immense export potential of the North Eastern Region, which is home to a diverse range of high-value agricultural commodities.

The consignment was ceremonially flagged off in the presence of Member of Legislative Assembly, Tezpur, Shri Prithiraj Rava; Agriculture Production Commissioner, Government of Assam, Smt Aruna Rajoria, IAS; Chairman, APEDA, Shri Abhishek Dev, IAS; District Commissioner, Sonitpur, Shri Ananda Kumar Das, ACS; and representatives of M/s DMR Green Valley Agro Fresh Pvt. Ltd. The event was attended by farmers, exporters, officials of the Government of Assam, senior officials of APEDA and other stakeholders.

A key outcome of the initiative has been improved returns for farmers. Growers associated with the export supply chain received nearly 10 per cent higher prices compared to prevailing domestic market rates despite strong local demand. The shipment has created new marketing opportunities for litchi growers and is expected to encourage greater participation in export-oriented value chains, contributing to enhanced incomes and sustainable livelihood opportunities.

APEDA has been actively promoting agricultural exports from the North Eastern Region through infrastructure development, quality assurance and certification support, capacity-building programmes, export-oriented production practices and market linkage initiatives. Through sustained engagement with State Governments, Farmer Producer Organisations (FPOs), exporters and other stakeholders, APEDA continues to facilitate the integration of farmers into global value chains and create new export opportunities for region-specific agricultural products.

The successful export of Tezpur Litchi to Dubai is expected to pave the way for larger export volumes in the future and further strengthen the global presence of Assam's GI-tagged products. The initiative reflects APEDA's continued efforts to promote agricultural exports from the North Eastern Region while

connecting Indian farmers with international markets.

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established under the APEDA Act, 1985, under the Ministry of Commerce & Industry. APEDA is mandated to promote the export of scheduled agricultural and processed food products and supports exporters, farmers and FPOs through quality development, capacity building, infrastructure assistance and market promotion initiatives. Through these efforts, APEDA continues to drive value addition, market diversification and enhanced export opportunities for Indian agricultural products.

असम की प्रसिद्ध GI-टैग प्राप्त तेजपुर लीची अब विदेशी बाजारों में अपनी मिठास बिखेर रही है। @APEDADOC के सहयोग से तेजपुर लीची की पहली निर्यात खेप दुबई रवाना हुई। इस कदम से यहां की लीची को वैश्विक पहचान मिलेगी, किसानों को बेहतर मूल्य प्राप्त होगा और पूर्वोत्तर भारत के कृषि उत्पादों... pic.twitter.com/K1LUVR8r5n

— Piyush Goyal (@PiyushGoyal) June 8, 2026

Abhijith Narayanan/ Garima Singh/ Ishita Biswas

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