



APEDA Facilitates First Commercial Export of GI-Tagged Rewa Sundarja Mangoes from Madhya Pradesh to UAE

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce and Industry, Government of India, has facilitated the first commercial export of Geographical Indication (GI)-tagged Rewa Sundarja Mangoes from Madhya Pradesh to the United Arab Emirates (UAE), marking a significant milestone in promoting India's unique agricultural products in global markets.

Over the past several months, APEDA has worked closely with the Department of Horticulture, Government of Madhya Pradesh, exporters, Farmer Producer Organisations (FPOs), pack house operators and international buyers to establish export linkages for this premium mango variety. These coordinated efforts led to the identification of a buyer in the UAE, paving the way for the international marketing of the renowned Rewa Sundarja Mango.

The first commercial export consignment, comprising one metric tonne of GI-tagged Rewa Sundarja Mangoes, was exported to the United Arab Emirates on 26 June 2026 by M/s Salt Range Foods Pvt. Ltd. This landmark shipment marks the beginning of the international journey of the Rewa Sundarja Mango and is expected to pave the way for regular exports in the coming seasons.

The export consignment comprised premium-quality GI-tagged Rewa Sundarja Mangoes sourced from M/s Seondha Farmer Producer Company Limited and progressive farmer Shri Sonu Gupta of Govindgarh, Rewa district, Madhya Pradesh. The mangoes were harvested in accordance with prescribed quality standards and underwent grading, sorting and export-quality packaging at the APEDA-facilitated pack house of Trisagar Farmer Producer Company, Bhadohi, Uttar Pradesh. Following completion of export packaging and phytosanitary requirements, the consignment was transported to Varanasi Airport for onward air shipment to the United Arab Emirates.

The commercial export is expected to provide significant economic benefits to mango growers in the Rewa region. While the prevailing market price of Rewa Sundarja Mangoes in the local market is approximately ₹100 to ₹110 per kilogram, the exporter procured the produce at ₹150 per kilogram. This premium of ₹40 to ₹50 per kilogram directly benefits farmers, demonstrating the economic advantages of integrating growers into export-oriented value chains. The initiative is also expected to encourage more farmers to adopt quality production and post-harvest practices while expanding their access to international markets.

The successful export further highlights the importance of Geographical Indication (GI) registration in creating a distinct identity for region-specific agricultural products in international markets. Rewa Sundarja Mango, known for its exceptional sweetness, rich aroma, fibreless pulp and distinctive flavour,

possesses significant export potential. The commercial export is expected to enhance the global recognition of this indigenous variety while positioning Madhya Pradesh as an emerging hub for premium mango exports.

To commemorate this landmark achievement, a flag-off ceremony for the first commercial export consignment of GI-tagged Rewa Sundarja Mangoes to the United Arab Emirates was organised on 26 June 2026. The event marked an important milestone in APEDA's continued efforts to promote agricultural exports from Madhya Pradesh and reflected the successful collaboration among APEDA, the Department of Horticulture, Government of Madhya Pradesh, exporters, Farmer Producer Organisations, pack house operators and farmers.

APEDA continues to play a pivotal role in facilitating exports of GI-tagged and value-added agricultural products by strengthening export infrastructure, ensuring compliance with international quality standards, developing market linkages and promoting India's agricultural products across global markets. The successful commencement of commercial exports of Rewa Sundarja Mangoes is expected to create new opportunities for GI products from India, strengthen the agricultural export ecosystem and contribute to sustainable income enhancement for mango growers in the Rewa region.

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