APEDA Facilitates Export of 1.3 MT of Sinduri Pomegranates from Kullu to Dubai

Export Initiative Links 600 Farmers Associated with Bhuntar FPO to International Markets

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce and Industry, Government of India, facilitated the export of 1.3 metric tonnes (MT) of Sinduri variety pomegranates from Kullu district of Himachal Pradesh to Dubai, United Arab Emirates (UAE).

The consignment, comprising 650 boxes of 2 kg each, was exported by Uttar Pradesh-based Amama Exports. The initiative connects local growers and a Farmer Producer Organisation (FPO) with an exporter, creating opportunities for Himachal Pradesh's horticultural produce to access international markets. The pomegranates were sourced directly from local farmers and the Bhuntar FPO, which is associated with approximately 600 farmers. The Kullu district horticulture administration supported the initiative by facilitating procurement and coordination.

The Sinduri variety is among the pomegranate varieties grown in Himachal Pradesh, alongside Bhagwa and Kandhari. Known for its attractive red skin, juicy arils and sweet-tart flavour, Sinduri pomegranates are suitable for fresh consumption and offer potential for export markets.

The initiative demonstrates the role of direct procurement and collective participation through FPOs in strengthening market linkages for farmers. The export enabled participating farmers to achieve 50% higher price realisation compared with the prevailing domestic market benchmark. Such export-oriented linkages can provide additional marketing opportunities for growers, encourage quality-focused production and support greater participation of FPOs in agricultural exports.

During FY 2025-26, India exported APEDA-scheduled agricultural and processed food products worth approximately USD 2.59 billion, with a total volume of around 3.81 million MT, to the UAE. The market offers opportunities for Himachal Pradesh's horticultural produce, subject to buyer demand, quality requirements and applicable import regulations.

The consignment was officially flagged off by Chairman, APEDA, Shri Abhishek Dev. The ceremony was attended by APEDA officers, representatives of the Horticulture Department, exporters, FPOs and participating farmers. The programme highlighted the importance of coordination among farmers, producer organisations, exporters and government agencies in developing export opportunities for regional horticultural produce.

The export of Kullu pomegranates to Dubai adds to efforts to diversify Himachal Pradesh's agricultural export basket beyond its established apple trade. The state has potential to explore overseas markets for other products, including pomegranates, persimmons, stone fruits, juices and ready-to-eat products. Continued focus on quality management, market linkages and export compliance can help expand opportunities for local growers and strengthen the state's participation in international agricultural trade.

Through its export facilitation initiatives, APEDA continues to support Indian exporters, farmers and FPOs in accessing international markets and expanding the global reach of India's agricultural and processed food products.

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