

**Title** Marketing strategies for exporting mangoes and mango products from India  
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### **Abstract**

India is the leading producer of mangoes accounting for more than 50 percent of mango production worldwide. Mango gardens/orchards covered 1.6 million hectares and produced over 10.8 million metric tons in 2004. Mango, the “king of fruits” is the most important fruit produced in India. India’s full mango export potential has not been realized because less than 2 percent of its production is exported. Other major mango producing countries, like Mexico, Brazil, and Pakistan, export much higher percentages of their production contributing to their international trade. The majority of India’s mango gardens are owned by small farmers, and some 72 percent of the farms are less than three hectares. For the majority of farmers in India, mangoes are an important cash crop besides being a popular fruit. India’s mangoes are unique in taste and aroma as they represent more than one thousand varieties, a diversity unmatched by any other national production. It is estimated that nearly 15 percent of India’s mango production is wasted due to lack of adequate infrastructure facilities. This manuscript examines the weaknesses of India’s infrastructure and supply chain management and suggests viable marketing strategies to penetrate European and North American markets where India’s performance is anemic at best. By changes in orchard management, improvements in infrastructure, use of advanced technologies, and meeting the food quality standards such as ISO9001, HACCP, India has the potential to become the #1 exporter consistent with its #1 rank in the production of mangoes.