



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Per. unthalaivar Kamarajar"

GI-Tagged Rewa Sundarja Mangoes Exported to UAE for the First Time

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The Agricultural and Processed Food Products Export Development Authority (APEDA) has facilitated the first commercial export of GI-tagged Rewa Sundarja mangoes from Madhya Pradesh to the United Arab Emirates (UAE). The one-metric-tonne consignment was exported by Salt Range Foods Pvt. Ltd. The premium mangoes, known for their exceptional sweetness, rich aroma, fibreless pulp, and distinctive flavour, were sourced from farmers in Rewa district. Farmers received ₹150 per kg, about ₹40–50 more than prevailing local market prices, boosting their income and encouraging export-quality production. The initiative is expected to open international markets for this unique mango variety and strengthen India's agricultural exports.?

About Rewa Sundarja Mango:

Native to Rewa district, Madhya Pradesh.

Famous for:

Fibreless pulp

Rich aroma

High sweetness

Distinctive flavour

Received the Geographical Indication (GI) Tag in 2023.

It is the first mango variety from Madhya Pradesh to receive a GI tag.

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About APEDA:

Full Form: Agricultural and Processed Food Products Export Development Authority

Established: 1986

Ministry: Ministry of Commerce & Industry

Headquarters: New Delhi

Minister of Commerce and Industry: Piyush Goyal

Chairman: Abhishek Dev

Objective: Promote export of agricultural and processed food products.

What is a GI Tag?

A Geographical Indication (GI) is an Intellectual Property Right that identifies products originating from a specific geographical region with unique qualities or reputation.

Governed by the Geographical Indications of Goods (Registration and Protection) Act, 1999.

GI registration is valid for 10 years and can be renewed.

Exam Focus Points (Quick Revision Notes):

Product in News ? Rewa Sundarja Mango

State ? Madhya Pradesh

Export Destination ? UAE

Facilitating Agency ? APEDA

GI Tag Received ? 2023

Special Feature ? Fibreless, sweet, aromatic mango