

Lulu Hypermarkets Launches Indian Mango Mania 2025 in Partnership with APEDA

Indian Ambassador to UAE, Sunjay Sudhir, inaugurates the Indian Mango Mania

The campaign showcases India's finest mango varieties along with a gourmet spread of mango-based delicacies and dishes

Abu Dhabi: Timed perfectly with the peak of the summer season, Lulu has launched a special promotion, Indian Mango Mania 2025, in collaboration with India's Agricultural and Processed Food Products Export Development Authority (APEDA), along with the Embassy of India and various state governments.

The campaign aims to promote Indian mangoes in the Gulf region and is part of Lulu's ongoing initiative to highlight India-made products across its international retail network.

Indian Mango Mania was officially inaugurated by H.E. Sunjay Sudhir, Ambassador of India to the UAE, at LuLu Hypermarket, Khalidiyah Mall. The ceremony was attended by Yusuffali M.A, Chairman of LuLu Group, Dr. C.B. Singh, Deputy General Manager of APEDA, Rohit Mishra, Counsellor, Trade and Investment, Embassy of India, and other dignitaries.

"Lulu has been a vital platform in promoting Indian produce globally. Lulu group has done appreciable work to bring so much of Indian products to the UAE, not only supporting the food security of the nation but also boosting the agri exports of India. Through this festival, the freshness and richness of Indian mangoes, specially north east regions, will delight households across the Gulf," said Sunjay Sudhir, Ambassador of India to the UAE.

Indian Mango Mania 2025 brings together a dazzling array of mango varieties, specially flown in from India's renowned mango-growing regions.

The campaign is part of LuLu's wider commitment to supporting Indian farmers and promoting India-made products globally by creating strong international platforms for regional agricultural excellence.

"This initiative not only celebrates India's mango diversity, but also creates significant export opportunities for Indian growers and supports our farming communities," said Dr. C.B. Singh of APEDA.

Indian Mango Mania 2025 bringing customers a truly flavorful taste of India.

Also present on the occasion were Salim M.A, Director of Global Operations Lulu Group, Salim VI, Chief Operating and Strategy officer of Lulu Group, Aboobakker T, Regional Director of Abu Dhabi and Al Dhafra Region, and other dignitaries.