

Sector Brief of

MANANGO

M A N G O



Sindh Board of Investment
Government of Sindh

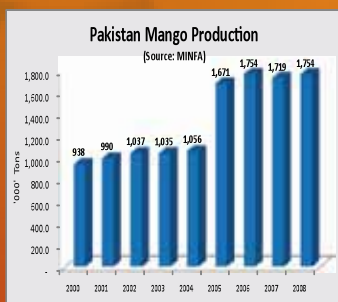


INTRODUCTION

'Mango' – King of fruits is one of the most consumed fruit in the country and is an excellent source of Vitamin A, B, & C, proteins, sugar, fats, fibres and iron. Pakistan is the sixth largest mango producing country after India, China, Mexico, Indonesia and Thailand. Mangoes produced in Sindh are sweet, aromatic, yellow skinned and soft. Sindh produces most varieties of Mangoes mainly in the districts of Sanghar, Nausheroferoz, Hyderabad, Tando Allahyar, Mirpurkhas and Matiari; accounting for 62% of the total mango production from Sindh. Commonly grown varieties of mangoes in Sindh are **Sindhri, Saroli, Dasehri, Almas, Langra, Chaunsa, Anwar Ratol, Sunera, Bengal Pali, Laal Badshah, Neelam and Desi**. About 80-85% of the mango production of Sindh is that of Sindhri variety. The shelf life of Sindhri mangoes is longer than other varieties due to its large mass.

MARKET ANALYSIS

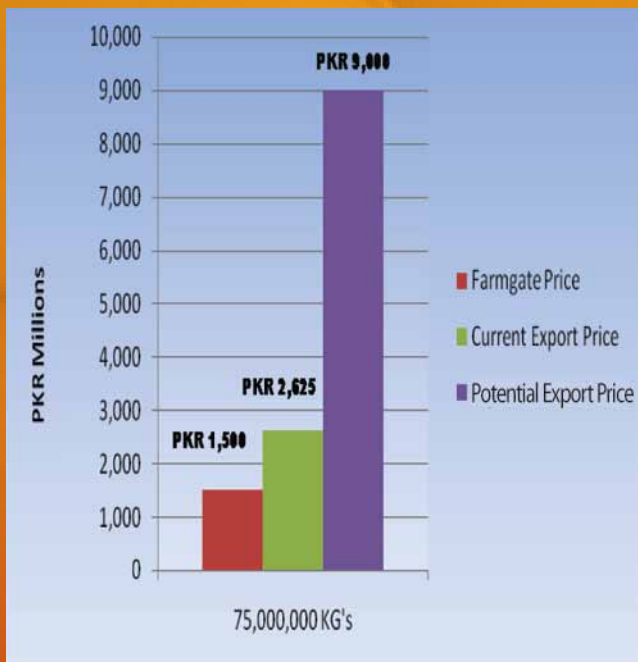
The international demand of mangoes is growing at a very rapid pace with USA and Europe being the largest importers of Mangoes accounting for about one fifth of the total global mango imports. Pakistan is one of the world's largest mango producers with an annual crop of around 1.73 million tonnes out of which Sindh produces 390,486 tons and exports 61,632 tons of mangoes. Pakistan, a major Mango producing country, has realized only a fraction of its true potential in this sector.



The average export price of Mangoes from Pakistan is US\$ 290 per Mt. By adopting new technologies and methods, which includes irradiation, farm certification, waxing, polishing and packaging the export of Mangoes can be enhanced manifold.

INVESTMENT OPPORTUNITIES

The potential for value addition in the Mango sector through washing, drying, grading, and packing would greatly enhance the product quality. Through irradiation process the shelf life of fresh mangoes can be increased to 30 days. This process will open new doors of Investment opportunities in the province of Sindh such as: Mango pulping facility, dried Mango products, fresh Mango grading and packing facility, Mango hot water treatment plant, Mango vaporization plant, Irradiation facility, Mango Chutney & Pickles, bottled mango juice & jams etc.



International market of mango pulp has been on a rise during the past years. Though Pakistan is a key exporter of mangoes in the international market, it has not yet positioned itself as a major supplier of mango pulp. Sindhri from Sindh produces very high quality of the mango pulp. Fruit pulp is the raw material for making drinks and juices. The market size of Juice, Nectars and Still Drinks for the year 2009 was 461 million liters. Overall market growth from 2005 to 2009 was recorded at 126%. Establishment of mango processing facilities in Sindh presents a lucrative proposition for investment. The key players for fresh juices and value added products of mangoes are Mitchels, Shezan, Ahmed Maaza etc.





Sindh Board of Investment

is the primary investment promotion agency of the province positioning Sindh as an attractive destination for investment.

SBI strives to find new avenues for public private collaboration, develop investment opportunities for large, medium and small investors and facilitate investment projects.

IMPORTANT CONTACTS

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