

**JK**

MARKETING

A Saif Group Company

# PAKSITANI MANGO





**Pakistani Mangoes**, nature's exquisite gifts, captivate with sweetness and vibrant hues. Prized for rich flavor and versatility, these mangoes embody aromatic allure, making their journey from orchard to table a testament to natural delight.



6<sup>th</sup>

Largest  
Producer

4<sup>th</sup>

Largest  
Exporter

Pakistan's mango industry stands as a global exemplar, renowned for producing high-quality fruit with exceptional taste, diverse flavors, and superior quality. The country's rich tradition and profound cultivation expertise bolster its position as a major player in the international mango market. With well-established trade routes, Pakistan enjoys convenient access to Middle Eastern, European, and Asian markets. Government support and stringent adherence to international phytosanitary standards ensure safe and high-quality produce, fostering customer trust worldwide. The sector's strategic focus on product differentiation, emphasizing unique tastes, appearances, and top-notch quality, reinforces its global standing. Underpinned by strong brands and recognized geographical indications, such as Chaunsa and Sindhri, Pakistan proudly claims major share in the global fresh mangoes market. This prominence speaks to Pakistan's mastery in producing a fruit that symbolizes summer's sweetness, appreciated and enjoyed across continents.

# HEALTH BENEFITS

Packed with goodness, one cup of diced Mango (170g) offers 3.5g fiber, 28g natural sugars, 1g protein, and vital nutrients: 25% vitamin A, 76% vitamin C, 257mg potassium, and 0.2 vitamin B-6, among others.

Bringing a treasure trove of health benefits, mangoes strengthen bones and fosters robust blood vessels. Their vibrant color stems from beta-carotene, an antioxidant that potentially curbs cancer. They promote heart health and steady pulse, and also ensure digestive stability. Ample in folate, mangoes are vital for expecting mothers.





**VARIETIES**

# SINDHRI

The 'Sindhri' mango, grown in Sindhri town and other parts of Sindh province, Pakistan, stands out as the Queen of Mangoes due to its exceptional sweetness and aroma. With a thin, yellowish skin, substantial oval shape, and minimal fibers, it's renowned for its top-tier flavor and consistency. Sindhri mangoes have an extended shelf life compared to others, maturing from May to August and becoming more prominent as the season progresses.





# CHAUNSA

The Chaunsa Mango, often dubbed the King of Mangoes, boasts a golden-yellow, nearly fiberless flesh when ripe, exuding a delightful sweet aroma and flavor. Esteemed globally, it's cherished for its rich aroma, succulent pulp, and high nutritional value, particularly its elevated vitamin C content. The mango is originally from Multan and Rahim Yar Khan, with a June to late September season. Pakistan exports Chaunsa mangoes widely, satisfying demand in Europe, the Middle East, Canada, and the USA.

# WHITE CHAUNSA

The White Chaunsa Mango, one of the distinguished Chaunsa Mango varieties renowned as the world's best, boasts a sweet flavor, smooth texture, and extended shelf life, making it a sought-after choice in exports. This late-season mango variant, arriving in August and lasting through October, stands out for its high sweetness with a citrusy undertone. Its whitish flesh, thick skin, and larger size contribute to its popularity and long shelf life, making it a prime export from Pakistan.







# DUSSEHRI

Dussehri mango, stands out with its juicy, flavorful pulp and tantalizing aroma. Despite its smaller size, its sweetness is irresistible. The first two weeks of July mark its prime, ideal for relishing its deliciousness. Native to the region, Dussehri mangoes have an oval, light-to-golden-yellow hue when ripe, and their fiberless flesh and peach-colored hue make them delightful. Cherished for their flavor and fragrance, Dussehri mangoes are rich in vitamin C and fiber.

# LANGRA

The Langra Mango's succulent, flavorful flesh makes it a global delicacy and a temptation. Distinguished by its unique green skin even when mature, the Langra mango features fiberless, tender flesh with a pungent aroma. Available from mid-July to late August, its flavors span from sweet to bitter and sour. Often preserved in the form of jams and pickles, the variety never fails to win over the hearts of mango lovers.





# ANWAR RATOL

Anwar Ratol, a renowned mango variety, is celebrated for its fiberless texture and extraordinary sweetness. The mango's unique blend of flavor and compact size has earned it the moniker "Little Powerhouse." Cultivated mainly in Pakistan's Punjab and Sindh, it comes in two versions—an early delicate and popular one, and a late-season type with a stronger skin and equally fragrant taste. The brief May-June growing season amplifies its allure, making it a "Royal" mango adored worldwide.

# FAJRI

Fajri Mango, showcases a delicate, fiberless nature with a stunning transformation upon ripening. The flesh shifts from yellowish to captivating yellowish-orange, offering both visual and culinary appeal. While not the sweetest, its rich flavor is widely employed to enhance mango-centric dishes. Originating in Mirpur Khas and grown across different regions in Pakistan, its wide availability allows enthusiasts to relish its distinct, and flavorful characteristics.





# LAL BADSHAH

Lal Badshah or Red King mango, a rare and exquisite Pakistani variety, boasts a medium size and incredible flavor with a captivating aroma. The name stems from its various shades of red throughout growth stages. Its skin is bright red with a touch of yellow. The juicy flesh is less sweet, presenting a rich taste, earning it the moniker "sugar-free mango." Ideal for individuals seeking lower sugar content, Red King remains nutritious, rich in vitamins A and C, fiber, and antioxidants.

# SUNEHRA

Sunehra mango, cherished for its unparalleled aroma and flavor, stands out as a favorite among mango enthusiasts. Sporting an oval shape, it showcases a yellowish light skin color with a smooth exterior, making it visually appealing. The fruit boasts a heavy pulp that delivers a delightful sweetness, satisfying the palates of all who indulge in its richness. The Sunehra mango season commences in July, bringing joy to mango lovers, and extends its flavorful reign until August.





# NEELUM

Neelum mango, a popular variety originating in region, captivates with its small to medium size, oblong shape, and distinctive yellow skin with green hues. Its fiberless, juicy flesh offers a harmonious sweet-tangy flavor reminiscent of honey. The May to July season witnesses their harvest and local sale, alongside export. These mangoes find their way into salads, smoothies, desserts, and the iconic mango pickle. Rich in vitamins A and C, potassium, and fiber, Neelum mangoes contribute to a healthy diet.

# Export- Grade

# Mangoes

Meeting  
global  
standards

The journey of producing Export Quality mangoes is an intricate process that blends human care with scientific finesse. Carefully handpicked, each mango's stem is delicately clipped 2 to 3 inches away, preventing sap contact. These mangoes are segregated, undergoing sorting, grading, and thorough de-sapping. Only the utmost perfection earns the coveted title.

Next, a controlled thermal ballet unfolds. In specialized containers, mangoes undergo the hot water treatment. This rids them of potential diseases and insect remnants, ensuring unblemished fruit. The journey continues with an ethereal transformation. Ethylene, a natural compound inherent in fruits, takes the lead. Whether in ethylene chambers or via sachets, mangoes gently ripen over 6 hours to 2 days. This isn't imposition; it's nature's harmonious rhythm.

Export Quality mangoes aren't just fruit - they're a testament to particular expertise, scientific precision, and nature's subtle touch.



# Packaging Options

Great Material

Fully Customizable

Manual Assembly

Cardboard boxes of **3Xply** or **5Xply** are used in export.

Frequently used box sizes

**5 kg**

**8 kg**

**10 kg**

**12 kg**



# FLOW DIAGRAM







A Saif Group Company



4th Floor, Wazir Arcade, Business Square, Block C,  
Gulberg Greens, IBECHS, Islamabad, Pakistan



[info@jkmarketing.org](mailto:info@jkmarketing.org)



+92-51-5913012

