

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:4025
ANSWERED ON:09.08.2002
SETTING UP OF SHOPS IN E.U. BY APEDA
UMMAREDDY VENKATESWARLU

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether APEDA has set up shops in European countries called `Indian Fruit Corner` to promote Indian fruit;
- (b) if so, the details thereof;
- (c) the investment made in such shops by APEDA;
- (d) whether Indian mangoes are also being sold at such shops and stores;
- (e) if so, whether any efforts have been made to promote Indian mangoes through these shops; and
- (f) if so, the details thereof and the result achieved therefrom?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) to (f) : No, Sir. While no shops have been set up, APEDA had taken up a promotion campaign for mangoes in Frankfurt and London during May, 2002. Under this, Indian exporters displayed various varieties of Indian mangoes in `Indian Fruit Corners`, specially created in the leading Super Markets, and are in touch with the Super Markets in London and Frankfurt for promoting Indian mangoes on a long term basis.