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Superplum launches innovative mango packaging in India

Superplum’s mango sourcing spans 8 states and includes 11 premium mango varieties

By **Shraddha Warde** | March 28, 2025



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Superplum unveiled its innovative mango packaging solution, designed to elevate food safety, traceability, and consumer confidence. This latest innovation features individual mangoes sealed in tamper-proof pouches with scannable QR codes. Backed by India’s most modern supply chain, Superplum continues to set farm-to-retail excellence.

The Indian mango market has long grappled with mis-selling with incorrect sourcing information and the use of harmful ripening agents like carbides. Superplum’s innovative approach tackles these problems head-on. Superplum’s mango sourcing spans 8 states and includes 11 premium mango varieties. With its digital supply chain, Superplum ensures full traceability and quality control from farm to retail. Each mango is ripened safely in the company’s advanced facilities, free from unsafe chemicals, and sealed in a pilfer-proof pouch to guarantee it reaches consumers untampered and authentic.

By scanning the QR code on each pouch, customers can verify the mango’s origin, view pesticide test results, and confirm they’re enjoying genuine Indian varieties-eliminating doubts caused by misidentification or misleading labelling. “The mango industry has been plagued by inconsistency and safety concerns for too long,” said Manasvi Khandelia, Manager (Sales Planning) at Superplum. “Our cutting-edge packaging and supply chain expertise ensure that consumers get exactly what they pay for: safe, authentic, and delicious mangoes.”

Read online: https://nuffoodsspectrum.in/news/12/22191/superplum-launches-innovative-mango-packaging-in-india.html
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