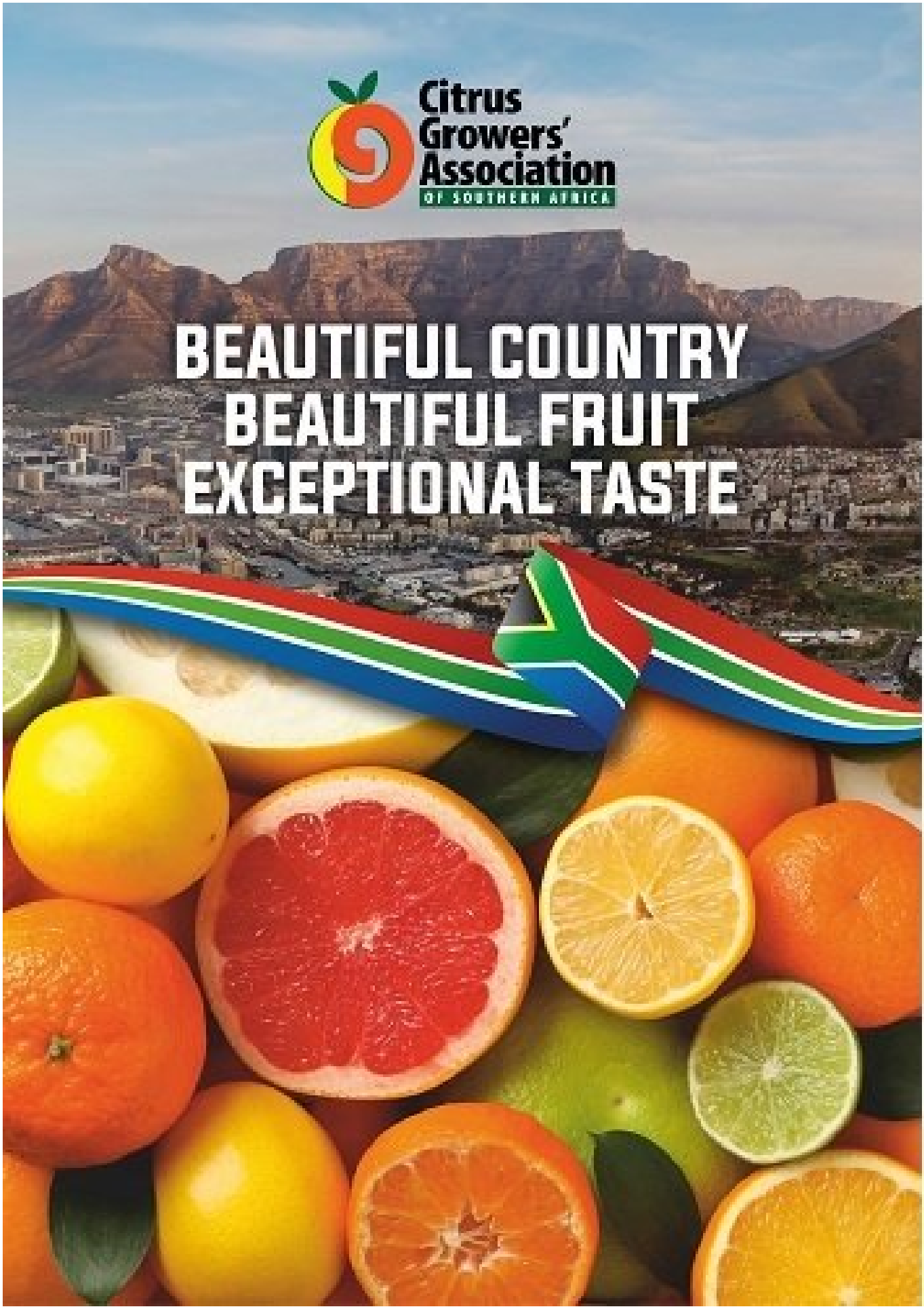
NEWS | POLICY

Citrus Growers' Association of Southern Africa launches campaign in India

The campaign will strengthen connections between Indian consumers, importers, and retailers, and South African growers

By **Sanjiv Das** | July 3, 2025


Citrus
Growers'
Association
OF SOUTHERN AFRICA
BEAUTIFUL COUNTRY
BEAUTIFUL FRUIT
EXCEPTIONAL TASTE

> WordPress post #36559

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A new marketing campaign has been launched in India to boost consumer awareness, stimulate demand, and highlight the superior quality, taste, and health benefits of premium South African citrus fruits.

The campaign not only introduces new Indian consumers to the unique character of some of the world's finest citrus but also builds on the friendship and trade ties between South Africa and India – two nations connected by deep historical, cultural and economic bonds.

Spearheaded by the Citrus Growers' Association of Southern Africa, the campaign will strengthen connections between Indian consumers, importers, and retailers, and South African growers who grow citrus in some of the most scenic valleys in Africa. As Indian households increasingly prioritise healthier food choices, South African citrus stands out as a naturally delicious source of nutrition, such as Vitamin C.

Running throughout the peak import season, the campaign features a mix of in-store promotions, product sampling, chef and influencer partnerships, social media engagement, and strategic collaborations with leading retailers and distributors - ensuring high visibility and strong recall at the point of purchase.

"We are energised and motivated to bring the freshness, flavour, and natural goodness of South African citrus to Indian consumers," said Sachin Khurana, India Representative of the Citrus Growers' Association of Southern Africa. "This campaign celebrates not only the beautiful fruit from the beautiful country but also the exceptional taste of the fruit."

Retail promotions will go live across leading retail chains and quick-commerce platforms in key metropolitan areas and tier-II cities, showcasing the vibrancy and zest of South African citrus. In addition, this campaign will also feature multiple activations in leading wholesale markets, ensuring wide availability while reinforcing South Africa's well-earned reputation as a trusted

supplier of premium citrus.

Read online: https://nuffoodsspectrum.in/news/4/22532/citrus-growers-association-of-southern-africa-launches-campaign-in-india.html
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