The Golden Harvest

An Investment Thesis for Dominating the Global Mango Pulp Market Through a Strategic Pakistani-Chinese Partnership

A Compelling Opportunity to Capitalize on the >$1.6B Global Mango Pulp Market

This project proposes a US$2–5M+ investment to establish a large-scale mango pulp processing facility in Pakistan. By transforming a fraction of the nation's 1.8M tonne annual production into high-value, export-ready aseptic pulp, the venture is positioned to capture a share of a growing global market, targeting a double-digit IRR and a 4–7 year payback period. This is a strategic opportunity to convert agricultural agricultural strength into a high-margin industrial export.

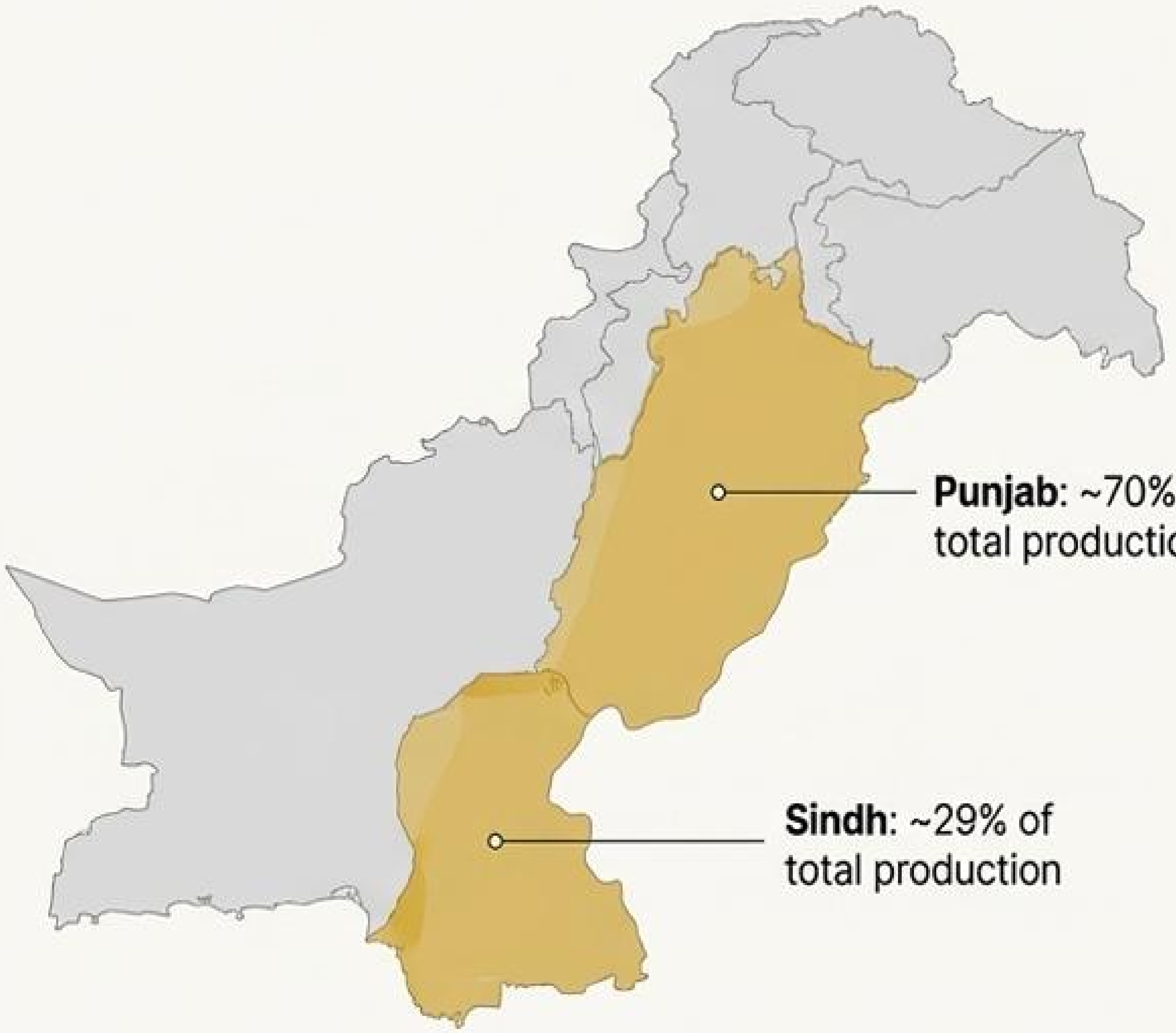
Untapped Resource: Leverage Pakistan's position as a top global mango producer.

Proven Demand: Capture the growing $1.6B+ global market for mango pulp (5-7% CAGR).

High-Value Transformation: Convert perishable fruit into a stable, export-grade product.

Attractive Returns: A financially robust model with double-digit IRR and a clear path to profitability.

A Foundation of Abundance: Pakistan's World-Class Mango Production



1.6 - 1.8+ Million Tonnes

Pakistan is a top-tier global mango producer with a consistent annual output.

Key Varieties Showcase


Sindhri


Chaunsa

Over 200 varieties provide a diverse genetic base, with premium commercial types like Sindhri and Chaunsa prized for their high-brix content and superior pulp quality.

The Paradox of Plenty: Massive Production Met with Significant Value Loss

100% Mango Harvest

30–40% Lost

Pre- & post-harvest losses from inadequate cold chain, grading, and processing.

~10% Exported as Fresh Fruit

Subject to high phytosanitary compliance costs and quality challenges.

Overwhelmingly sold in low-value domestic fresh markets.

A significant portion of Pakistan's golden harvest is wasted or under-utilized, representing a major untapped economic opportunity.

The Solution: An Industrial Facility to Transform Perishable Fruit into a Global Commodity

Product Focus

Primary: Aseptic Mango Pulp / Puree (Industrial Standard)

Secondary: Potential for concentrate, juice, IQF pulp, and ingredients for baby food/ice cream.

Proposed Capacity

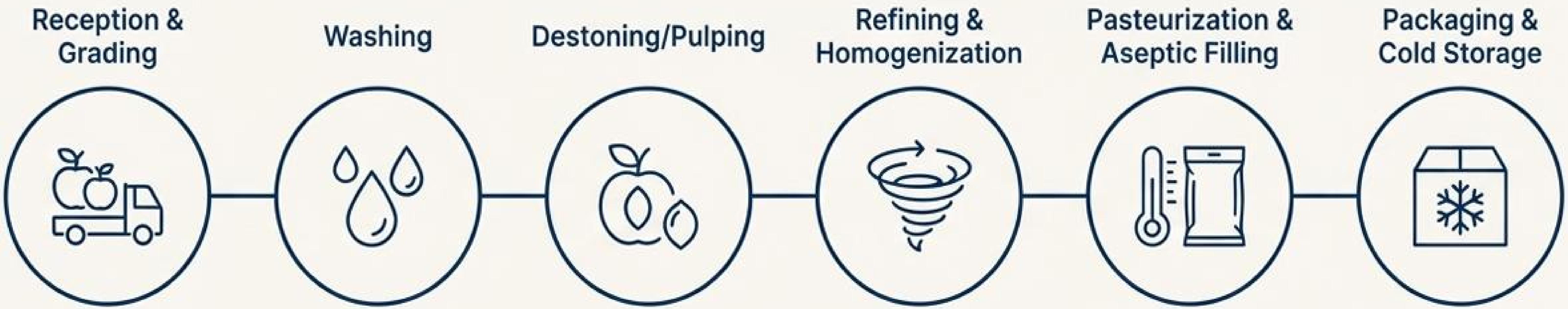
Large-scale industrial facility processing 20,000 to 50,000+ tonnes of raw fruit annually.

Daily capacity of 150-200 tonnes during the peak May-September harvest season.

Key Benefit

Creates a stable, high-value product with a long shelf life from seasonal gluts, ready for export.

A Blueprint for Excellence: Technology, Process, and Partnership



Quality Assurance

Operations will be governed by stringent international standards: HACCP & ISO 22000.

Strategic Technology Collaboration

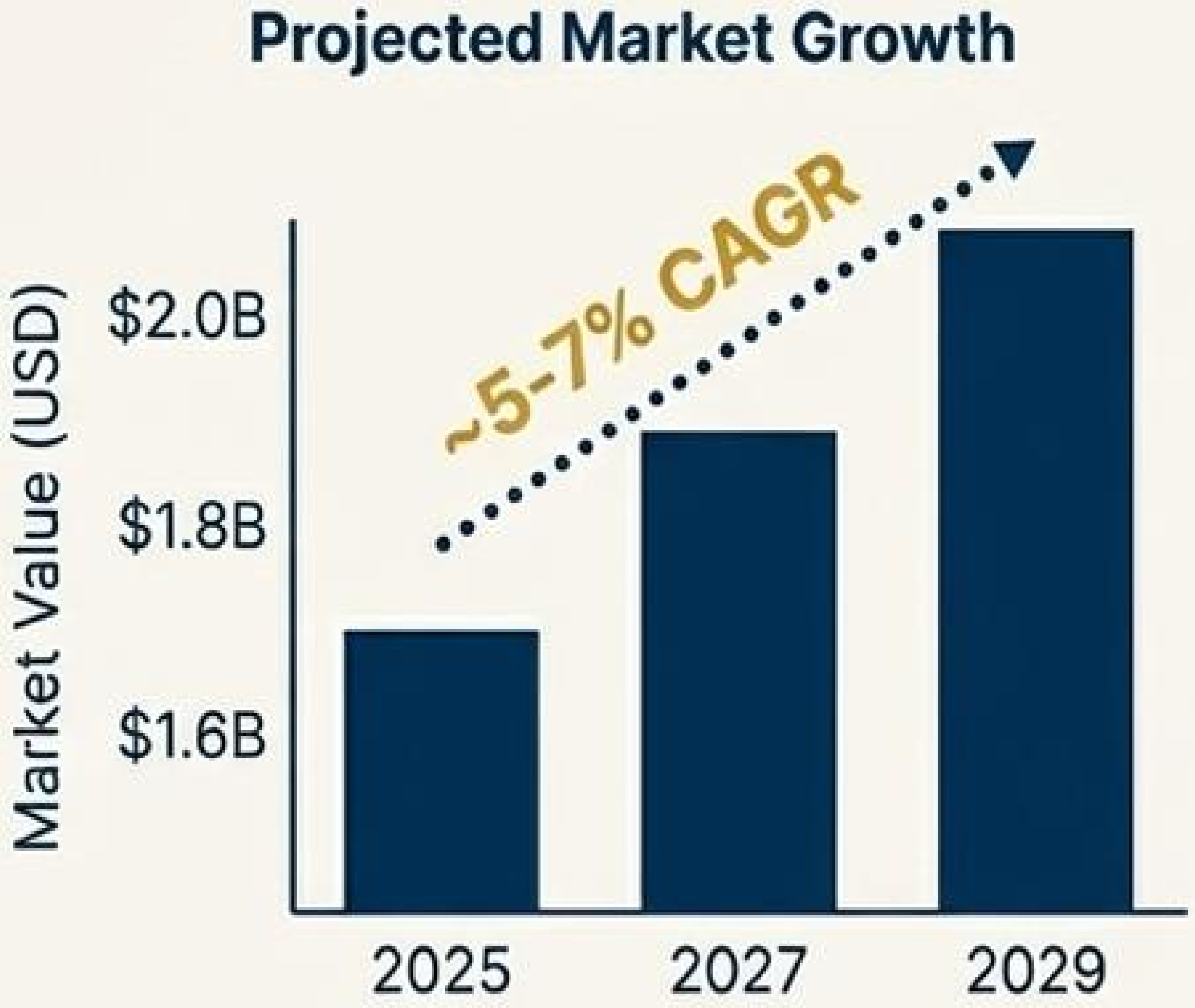
We seek Chinese partnership and expertise in critical areas:

- Advanced Cold Chain Logistics
- Aseptic Bag-in-Drum Processing Lines
- Automated Clean-in-Place (CIP) Systems
- Dust-Free Food Safety Lines

Sizing the Prize: The Large and Expanding Global Market for Mango Pulp

US$1.6 - $1.8 Billion

Projected global market value for mango pulp by 2025.



Key Insight: Demand is driven by the global beverage, dairy, and food ingredients industries, ensuring stable and diverse end-markets.

Mapping Our Path to Market: Targeting Key Export Destinations

Primary Target Markets

- 🇦🇪 Middle East: UAE, Saudi Arabia, Oman
- 🇨🇳 China: A key strategic growth market
- 🇪🇺 Europe: EU nations with high demand for exotic ingredients
- 🇺🇸 North America
- 🇱🇦 ASEAN Markets

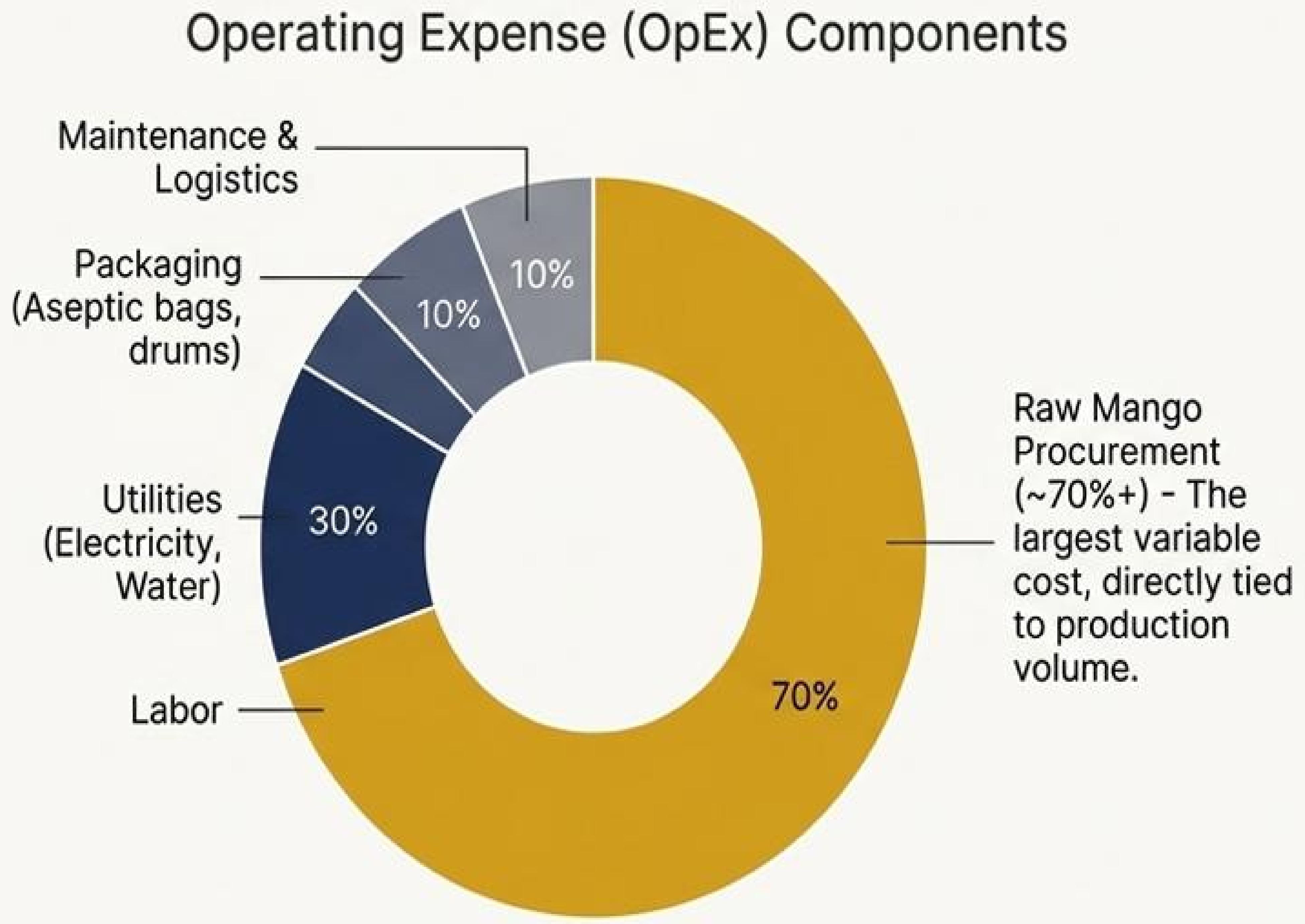
Competitive Positioning Statement

While India is a major supplier, Pakistan’s current low share of the value-added market presents a significant opportunity for growth. Premium Pakistani varieties like Chaunsa offer a distinct quality advantage to capture market share.

The Financial Blueprint: A Phased ~$5M Capital Expenditure Plan

Footnote: Investment scale is dependent on final capacity (20,000-50,000+ t/year) and level of automation. This represents a large industrial facility.

The Engine of Profitability: An Efficient Operating Model



Significant Value Uplift

The export price for aseptic mango pulp significantly exceeds the net revenue from raw fresh fruit, creating a strong core margin for the business.

The Investment Case: Delivering Strong, Double-Digit Returns

Internal Rate of Return (IRR)

Double-Digit

A robust IRR is projected, driven by strong export focus and value-added margins.

Payback Period

4–7 Years

A clear timeline to recoup initial capital investment, dependent on final CapEx structure and international pricing.

Net Present Value (NPV)

Highly Attractive

The project’s NPV is compelling, supported by sustained growth in target export markets (Middle East, EU, China).

A Strategic Partnership to Harvest Untapped Potential

The establishment of this facility is more than an investment in processing; it is an investment in a sustainable and profitable agricultural future. With Chinese technology and market linkage, we can transform Pakistan's natural advantage into a global success story.

Economic

Significantly increase export value and generate foreign exchange.

Agricultural

Reduce fruit wastage by up to 40% and stabilize farmer incomes.

Social

Create skilled, year-round employment in the processing sector.

Strategic

Become a marquee agro-industrial partnership, tapping into growing international demand.

Potential Private Partners

Company Name	Core Business / Capability	Why They're a Strong Partner
Mitchell's Fruit Farms Ltd	Mango pulp, jam, juice, sauces	One of Pakistan's largest fruit processors with established mango pulp production and export markets.
Hi-Tech Foods (National Foods / Shan Foods)	Large food processing	Strong processing infrastructure; potential to scale mango pulp lines and packaging
Nutri Food Products (Pvt) Ltd	Fruit juice & pulp	Produces fruit juices & pulps, suitable base for expanding mango pulp operations.
Iqbal International (Food Division)	Food processing & packaging	Processing capability and distribution networks for value-added mango products.
Treet Corporation Ltd (Food Division)	Food processing & canning	Established canning and packaging infrastructure for fruit pulps.
Pakistan Canning Company (Pvt) Ltd	Canned and processed fruits	Vacancies for fruit pulp and concentrate expansion — suitable partner for mango pulp.
Golden Foods (Pvt) Ltd	Fruit processing	Involved in pulp and food processing, can add volume for mango pulp.
Green Valley Food Products	Vegetable & fruit pulp	Processes vegetable/fruit pulps and concentrates — can expand to mango pulp.
Minoo International (Food Division)	Export-oriented food processor	Export network plus processing base — good for global mango pulp markets.
Sana Foods (Pvt) Ltd	Fruit & vegetable processing	Experience with pulps and purees; scalable for mango.
Shafi Fruit & Vegetable Processors	Fruit pulp & puree	Focus on fruit pulps — can integrate mango pulp line.
World's Best Foods (Pvt) Ltd	Fruit concentrate & pulp	Existing fruit pulp/concentrate line with potential to expand mango pulp.
Qaiser Group / Qaiser Foods	Fruit products	Regional processor that could be brought into larger scale processing.
Aslam Fruit & Vegetable Processors	Fruit pulp processing	SME food processor experienced with pulp products.

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