



Chile will promote and sell its kiwifruit in India's e-commerce

In the framework of a strategy to expand the consumption and penetration of Chilean kiwis in India, the Kiwi Committee of Chile, ASOEX, ProChile, and a group of Indian importers are developing an intense promotional campaign, which this week included a well-attended press conference, point-of-sale actions in retail stores, and activities in the New Delhi wholesale market.

The Chilean kiwis marked a milestone by launching, for the first time, a Chilean fruit in BigBasket, the most important electronic commerce platform in India.

Based in Bengaluru, BigBasket was founded in 2011, for the sale of fruits, vegetables, meats, dairy products, and other food products in India. The company operates in more than 30 cities. In 2017 its customer base exceeded 6 million, becoming the largest online store in India.

The Chilean kiwi's great and aggressive campaign

The goal of the promotion is to increase the knowledge of Chilean kiwi, its availability and health benefits, and to increase its consumption; all of which would help promote greater exports of this fruit. "Last year we decided that, after increased consumer demand boosted kiwi exports, that we should invite the importers who were asking for more fruit, to join us with the campaign, together with Chilean kiwi exporters and ProChile," said Carlos Cruzat, the President of the Chilean Kiwi Committee.

Cruzat also highlighted the increase in shipments, "In the last 4 years, Chilean kiwi exports to India have gone from around 800 tons, to 3000 tons, then to 5000, and nowadays, even though the season hasn't ended, to more than 8 thousand tons. That is to say, the Indian market is becoming a very interesting market for our kiwis, and a market that, in general terms, is growing, therefore, it is a place where we should be."

Chile is the third largest exporter of kiwis in the world in terms of volume, with results that reached USD \$188 million in 2017.

In turn, Carolina Vasquez, the Commercial Attaché of Chile in India, said: "The Indian market is very important for Chile for many reasons. First, because of its large population size. Second, because it is a country with a growing economy and growing middle class; and third because Chile needs to diversify its exports to new markets, but mainly to those that offer potential, as is the case of India."



Vásquez also highlighted the importance of the fact that Chilean kiwis enter the Indian market with a lower tariff than the competition through this campaign. "Thanks to the signing of the extension of the Partial Scope Agreement (AAP) signed by Chile and India last year, our country enjoys a tariff advantage of 50 percent compared to other countries that export this exotic fruit to India."

Charif Christian Carvajal, the Marketing Director of ASOEX for Asia and Europe, said that in India consumer awareness about their health benefits was increasing. As a result, "The kiwi is becoming a very popular fruit, not only in large cities but also in smaller level 2 and 3 cities."

Other activities

Other actions were carried out this week in the wholesale market of Azadpur in the city of New Delhi. The action included a colorful presence, tastings, and the raffle of prizes among the retailers of the product. "These actions will be carried out every Friday, throughout this month of July in New Delhi," said Carvajal.

"This is a unique campaign. The efforts and contributions are the result of the union between importers from India, Chilean exporters of kiwi, and ProChile," the professional added.

The representative of ASOEX also said that Chile's supply was complementary to that of the northern hemisphere.

In addition, he also spoke about the success that the actions had in various retail outlets, which included colorful exhibitions that invited visitors to take the Chilean kiwi to their homes, which from now on will also be the home of this Chilean fruit.

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