Ministry of Commerce & Industry

APEDA Facilitates First-Ever Export of Biscuits from Varanasi to Madagascar

India’s Biscuit Exports Reach ₹3,642 Crore, with ₹7.60 Crore in Exports to Madagascar in FY 2025–26

Posted On: 17 NOV 2026 8:10PM by PIB Delhi

The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, Government of India, facilitated the flag-off of the first-ever export consignment of biscuits from Varanasi, Uttar Pradesh, to Madagascar. The initiative marks a step towards promoting the region’s food-processing industry and expanding the global reach of India’s processed food products.

The total trade of APEDA-scheduled products between India and Madagascar stood at approximately ₹990 crore. The contribution of Uttar Pradesh highlights the untapped potential for expanding the state's agricultural and processed food exports to Madagascar. The export consignment was transported by road from Varanasi to Nhava Sheva (JNPT), Maharashtra, and subsequently shipped by sea to Tamatave Port, Madagascar.

India's exports of biscuits under cereal preparations stood at approximately ₹3,642 crore during FY 2025–26. During the same period, India's biscuit exports to Madagascar were valued at approximately ₹7.60 crore, indicating opportunities for further expansion in this market.

The first-ever export of biscuits from Varanasi marks an important development for the region's food-processing sector and demonstrates the growing export potential of emerging processed food clusters in Uttar Pradesh. The initiative is expected to create new opportunities for regional manufacturers and exporters while strengthening the state's participation in international trade.

The first export consignment is being undertaken by M/s Shree Tirupati Balaji Industries Private Limited, a manufacturer-exporter based in Varanasi, Uttar Pradesh. This initiative marks a significant step towards integrating the region's food-processing industry with international markets and creating new export opportunities for locally manufactured products.

APEDA has been supporting the exporter through various export promotion initiatives, including facilitating participation in prominent domestic and international trade fairs such as AAHAR 2026 and Gulfood 2026. These platforms have helped enhance the international visibility of products manufactured in the Varanasi region and create opportunities for market access and international business linkages.

Through market access facilitation, exporter engagement, participation in international trade fairs and the development of global trade linkages, APEDA continues to support India's agricultural and processed food exports. Such initiatives seek to strengthen the international presence of Indian processed food products and help regional exporters explore new markets and expand their export opportunities.

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