

“We’ve launched the first import of South African seedless lemons”

"In a significant development for the Indian citrus industry, we've now introduced seedless lemons from South Africa for the first time in the country, in collaboration with SanLucar. This is the first time India is receiving seedless lemons via sea container, and the market response has been overwhelmingly positive," said Dinesh Shinde, CEO of fresh produce importer Anusaya Fresh. "These lemons are a premium product, but because they are shipped in bulk by sea, we're able to offer them at economical pricing, making them both high-quality and affordable for Indian consumers."

Shinde emphasizes that lemons are used a lot in dishes that are cooked in the average Indian household, and Anusaya has aimed to make their product as convenient as possible. "In Indian cuisine, lemon is a core ingredient. Seedless lemons offer a premium, clean, and convenient alternative to conventional lemons that chefs are excited to use. Recognizing the increase in online grocery shopping, we've also launched small-sized packs, tailored for e-commerce platforms, as customer demand is growing rapidly. Consumers love convenience, and our packaging makes it accessible for every household."



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According to Shinde, lemons in general are gaining more popularity recently, catching up to already established citrus products: "India's citrus market is expanding quickly. While oranges and sweet limes are already popular, lemons, especially seedless ones, occupy a premium niche that is now catching on with urban customers."

In order to make seedless lemons available to a broader audience among consumers in India, Anusaya has made it a mission to find ways to make the import of these lemons cheaper, Shinde explains. "Thanks to bulk shipping via sea containers, we have been able to maintain competitive and affordable pricing, even for a premium product like seedless lemons. We've broken the myth that premium means expensive," said Mr. Shinde. "Our seedless lemons are priced right, and customers across supermarkets and online platforms are happy with the value. This pricing strategy is also aimed at democratizing access, reaching both premium hotel kitchens and everyday Indian households."



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That's not to say that importing these lemons has been an easy task, especially when it came to transit: "Importing seedless lemons from South Africa came with logistical and regulatory hurdles, but we have successfully overcome these challenges through robust cold-chain infrastructure and proactive engagement with authorities. Now, with product quality confirmed and demand rising, we are planning year-round availability to meet customer expectations."

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