

GURUKRUPA TRADERS & FOOD PRODUCTS

Brand · Green Mangoes

Established 1999 · Pune, Maharashtra, India

Gurukrupa Traders & Food Products is a Pune-based enterprise with more than two decades of commercial experience. The group began in 1999 as Gurukrupa Fireworks and Traders and, in 2012, established its food division under the brand Green Mangoes. The company is known for organically ripened mangoes, a pioneering mangoes-on-EMI programme, and one of Pune’s widest selections of imported chocolates and cold drinks.

1999	50+	10,000+	₹1–2 Cr
YEAR FOUNDED	FARMER PARTNERS	HAPPY CUSTOMERS	CURRENT TURNOVER

ABOUT THE COMPANY

The business was founded in 1999 under the name Gurukrupa Fireworks and Traders. Operations began with retail sales. In 2004, the firm expanded into both wholesale and retail, broadening its market presence and strengthening long-term customer relationships.

By 2012, the group had achieved a turnover of ₹70–90 lakh. That year, a new firm — Gurukrupa Traders and Food Products — was launched with the brand name Green Mangoes, marking the company’s entry into quality fruit distribution and, subsequently, a wider food and beverage assortment.

OUR JOURNEY

1999	Gurukrupa Fireworks and Traders is established. The business begins with retail sales.
2004	Operations expand into wholesale and retail, increasing scale and market reach.
2012	Turnover reaches ₹70–90 lakh. Gurukrupa Traders and Food Products is founded under the Green Mangoes brand, beginning mango sales.
2012–15	Within two to three years, the company connects with 30 to 50 farmers and begins supplying organically ripened mangoes directly to customers.
Today	The company serves 10,000+ customers, records a turnover of ₹1–2 crore, and offers one of the highest ranges of imported drinks and chocolates in Pune.

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THE GREEN MANGOES BRAND

Green Mangoes was created to bring orchard-fresh, organically ripened mangoes to customers without unnecessary intermediaries. Close working relationships with 30 to 50 farmers enable consistent quality, careful handling, and fruit that reflects the season at its best.

The brand is recognised as a pioneer of mangoes on EMI in India — a scheme introduced so that premium mangoes, including varieties such as Alphonso (Hapus), remain accessible to a wider public during the short annual season. The company today counts more than 10,000 satisfied customers.

MEDIA RECOGNITION

The Green Mangoes story and the company's work have been featured in a news interview on 28 News Channel and covered across 32 FM radio stations, extending awareness of the brand beyond its retail base in Pune.

PRODUCT PORTFOLIO

The company's core offering is premium mangoes, sourced from partner farms and ripened organically. Complementary food and beverage lines have been developed to serve the same customers with the same standard of selection.

Mangoes — Payari, Kesar, Alphonso (Hapus) and Small Alphonso, among other seasonal varieties, with pan-India despatch by rail where required.

Fresh beverages & desserts — juices, shakes, sodas, softy and natural ice cream, prepared and sold under the Green Mangoes banner.

Imported chocolates & cold drinks — an extended range introduced alongside mangoes. The firm now sells one of the highest ranges of imported drinks and chocolates in Pune.

FINANCIAL SNAPSHOT & OUTLOOK

The group recorded a turnover of ₹70–90 lakh in the period leading to the launch of its food division in 2012. Current turnover stands at ₹1 crore to ₹2 crore. Management is actively planning further expansion, building on farmer partnerships, the Green Mangoes brand, and the imported beverages and chocolate business in Pune.

REGISTERED PRESENCE & CONTACT

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