



## Meghalaya Pineapples Enter Quick-Commerce Market

**Meghalaya's premium pineapples** have entered the **quick-commerce** market in **Bengaluru**, with produce sourced directly from the **Jirang Organic Farmer Producer Company** and air-freighted to urban consumers through online grocery delivery platforms.

The pineapples are renowned for their **high Brix value**, indicating superior sweetness and aroma. **Brix** measures the concentration of dissolved sugars in a solution, with a higher Brix value reflecting a sweeter fruit, enhancing its market and export potential.

**APSC Relevance:** Agriculture; Economy.