

Our Mango Story

The Organic Way



DEER VALLEY ESTATE

SINCE 2005



Aerial view of the Deer Valley Estate





Welcome!

We are delighted to share our premium, pesticide-free mangoes with you this season!

Deer Valley Estate is one of the oldest and largest mango farms in the Telugu states. The initial mango plantation was established between 2005 and 2010 across about 70 acres. The second phase of the plantation began in 2020 and was completed in 2025. Currently, the Estate spans about 120 acres, supported by a well-developed drip irrigation system and organic management practices.

At present, the Estate produces around 20 varieties of mangoes. Among them, four varieties are cultivated on a commercial scale: Banganapalli, Kesari, Dasherri, and Panduri. Other varieties include Peda Rasalu, Chinna Rasalu, Kothapalli Kobbari, and Himam Pasand. With the new plantations, the Estate is expected to produce close to 1,000 tons and grow more than 40 varieties by 2030–32.

Deer Valley Estate is located about an hour's drive from Hyderabad and half an hour from the Outer Ring Road on the Kompally/Medchal Highway. The Estate is surrounded

by 3,000 acres of reserve forest, along with a mountain range and lakes, and is home to abundant wildlife, including deer, wild boar, and occasional leopard sightings. The Estate also has a temple (Ramappa Temple) on its grounds.

Deer Valley Estate is uniquely situated on an “island” of agriculture, bordered by protected reserve forest. This proximity creates a natural bio-shield, where the air is filtered by ancient woodland and the soil remains untainted.

Our trees grow in virgin soil—land that was never subjected to intensive monoculture before 2005. This ensures a mineral-rich profile that directly enhances the fruit’s Brix (sugar) levels and aromatic depth.

The Curated Mango Orchard: A World Tour for the Senses

We don’t just grow trees; we curate a global library of flavors.

The International Gallery: From the ruby-skinned Miyazaki of Japan—the “Egg of the Sun”—to the silken Nam Doc Mai of Thailand and the regal Himam Pasand, our 120-acre Estate is a living museum.

The 2030 Vision: By the turn of the decade, our harvest will boast over 40 varieties, making Deer Valley the largest and most diverse organic mango sanctuary in the Telugu states.



Mango Orchid at Deer Valley Estate

Panduri Mango

“The sweetest, rarest mango in the world,
a seasonal luxury for connoisseurs.”

“A mango rarer than Champagne: inside
India’s secret orchard.”

“Not every mango is a memory.
Panduri, harvested once, savoured forever”

The Story of Panduri Mango (The Rare Vintage)

The Sweetness of Kings. The Secret of the Godavari.

If Alphonso is the “Merlot” of India—popular and reliable, the Panduri is the “Pinot Noir.”

The Panduri is the “Pétras” of the mango world—a variety so rare it was once a guarded treasure of the Vijayanagara lineage.

The Royal Lineage:

History suggests the Panduri was a staple in the royal orchards of Sri Krishnadevaraya. Legend tells of a fruit so



coveted that it was smuggled from the kingdom to the village of Velagadurru, where it was preserved in secrecy for centuries by local clans.

The Experience:

It is the only variety where sweetness is measured not just in flavor, but in density. On the Brix scale, a prime Panduri can reach a staggering 30 units—nearly double that of a standard commercial mango.

The Sensation:

Small, round, and evergreen in color even when ripe, its flesh has the silky consistency of whipped honey. To taste a Panduri is to understand why it was once reserved exclusively for royal orchards along the Godavari.

The Homecoming:

Once a “hidden gem” restricted to the Tanuku region, Deer Valley has reclaimed this lineage. What was once the privilege of ancient royals is now, for a few short weeks, available to connoisseurs in Hyderabad. Because it is difficult to grow at scale, it had nearly vanished from the commercial market. Deer Valley Estate has revived this variety, making it the premier destination for this rare “collector’s fruit.”

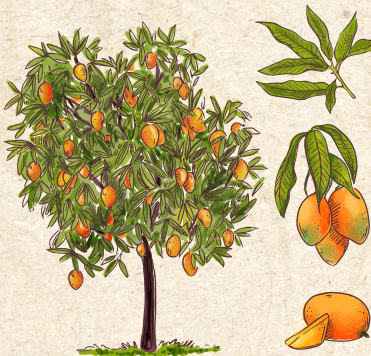




Vermicompost application

Sustainable and Organic Practices at Deer Valley Estate

At Deer Valley, our cultivation practices focus on soil health, natural pest control, and on-farm inputs, ensuring pesticide-free produce. The Estate emphasizes disease management using natural methods and a balanced agro-ecosystem.



The following practices are followed:

Pruning:

Annual pruning after harvest removes dead wood and cross-branches, ensuring sunlight reaches the inner canopy, which is vital for fruit quality.

Farmyard Manure:

Well-decomposed cow dung manure provides essential macro- and micronutrients. Deer Valley uses abundant farmyard manure annually.

Vermicompost:

Produced using earthworms, vermicompost improves soil aeration, structure, and water retention while supplying nutrients in a slow-release form.

Sanitation:

Regular removal of fallen, damaged, or infested fruits and plant debris helps control pests like fruit flies. Particular care is taken to maintain effective sanitation.

Pruning and Canopy

Management:

Removing dead or diseased branches and ensuring good airflow and sunlight penetration minimizes disease risk.

Neem-based Solutions:

Neem oil and neem kernel extracts act as natural insecticides and repellents against mango hoppers, mealybugs, and other pests.

Traps:

Pheromone traps (for fruit flies) are used for monitoring and mass trapping insects.



Traps for fruit flies

Fruit Bags



Trichogramma:

A genus of minute parasitic wasps, *Trichogramma* is a vital biological control agent for managing pests like the mango fruit borer and leaf webber.



Efficient Irrigation:

Drip irrigation conserves water and prevents overwatering, which can cause root rot.



Organic Certification:

Recently, the Department of Agriculture, Government of India, under a Participatory Guarantee Programme, issued a scope certificate for pesticide-free natural farming to the Estate (Individual Farmer: Chalapathi Raju Kalidindi, Certificate No.: 20260402101232).

Organic Advisor: M.S. Subrahmanyam Raju

Guest Faculty Member

Advisor, Organic Farming Practices

He has been advising Deer Valley on organic and natural farming protocols, following APEDA (Agricultural and Processed Food Products Export Development Authority) guidelines. He was trained at the National Institute of Plant Health Management and has served as a guest faculty member at several agricultural institutes in the Telugu states. He also advises many large farms across South India.

Organic Certification Visit



Harvesting: The Art of the “Clean Harvest”

Commercial mangoes are often chemically ripened using calcium carbide to meet shipping deadlines. At Deer Valley, we follow a biological calendar:

Natural Ripening:

Fruits are allowed to reach physiological maturity on the tree, ensuring full conversion of starches into sugars.

Bio-Defense:

A predator-prey strategy using *Trichogramma* and pheromone traps eliminates pests without synthetic pesticides.

Cold Chain:

Fruits are moved to climate-controlled environments within hours to preserve aroma and freshness.

Harvesting at the right stage of maturity is critical for aroma and taste. Fruits are hand-picked or harvested using aluminum poles with a cutting blade and collection net. The recommended harvesting time is between 6 AM and 10 AM.



Mango Packing and Delivery

Deer Valley mangoes are delivered directly from the farm and are handpicked based on orders. We do not source from other farms or traders. Packaging uses corrugated cardboard boxes with ventilation holes, moisture resistance, and sufficient strength to protect the fruit. Foam nets are also used to prevent bruising during transport.



“Hand-harvested at peak maturity”

“Carefully graded for size, aroma, and sweetness”

“From Orchard to You – Nothing in Between”

“Packed within hours of selection”

“No chemical ripening. No artificial enhancement”



Pristine Environs at Deer Valley Estate

Creator and Owner

Every great Estate has a “master vintner.” Deer Valley is the vision of **Mr. Chalapathi Raju Kalidindi**. After decades as an economist with the World Bank and the United Nations, working across 20 countries, he returned to apply global standards of precision to Indian agriculture.

His approach—“Renaissance Agriculture”—blends aesthetic grandeur with scientific precision. Under his stewardship, the farm has grown from a 70-acre pilot to a 120-acre biodiversity sanctuary.



A Visit to the Estate and Mango Tasting

A visit to the Estate is both educational and experiential. Familiarize yourself with different mango varieties—from Banganapalli to Panduri and Kesari—and understand the nuances that distinguish them.

Learn from farm experts and farmers how to identify varieties based on color and aroma. Reconnect with nature by understanding how to grow your own mango tree. Visitors can sample different varieties and appreciate the effort behind mango cultivation.

The visit also includes access to the temple, along with activities such as birdwatching and trekking.





Temple at Deer Valley Estate

Mango Production in India

India is the world's largest producer of mangoes, contributing about 40–45% of global output. With over 1,500 varieties, mangoes are a cornerstone of Indian horticulture.

Estimated production (2025): 25 million metric tonnes

Cultivation area: Over 50 lakh acres

Major producers: Uttar Pradesh, Andhra Pradesh, Karnataka, Bihar, Gujarat, and Telangana

Popular varieties include Alphonso, Kesar, Dasherri, Banganapalli, and Totapuri, along with regional favorites like Peda Rasalu, Chinna Rasalu, Panduri, and Kothapalli Kobbari.

- **Alphonso:** Considered the “King of Mangoes,” this premium variety is known for its sweet, creamy, and fiberless pulp and rich aroma. It is primarily grown in the Konkan region of Maharashtra.
- **Kesar:** Named for its saffron-colored pulp, this sweet and aromatic mango is a premium variety.
- **Banganapalli:** A large, fiberless, and sweet mid-season variety from Andhra Pradesh and Telangana
- **Dasherri:** A very popular and flavorful variety from Uttar Pradesh known for its fiberless and sweet pulp.

- **Totapuri:** Easily recognizable by its parrot-beak shape, this variety from South India is mildly sweet and tangy, and is often used for pickles and processing.
- **Mallika:** A hybrid of Neelum and Dashari, this variety has a distinctive citrus and melon flavor





Farm Address:

Ramanthapur Village, Masaipet Mandal,
Medak District - Telangana -502335

Office address:

Rajkamal Palace, Munirabad Village
on ORR, Medchal Highway

www.deervalleyestate.com

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