



Largest Fresh Fruit Distribution Partner in India

Multi-Channel | Multi-Geo | Multi-Grade & Size





# Agenda

- 1. About Ninjacart & Ninja Global**
- 2. Our Supply Network**
- 3. Our Demand Network**
- 4. Our Success Stories**
- 5. What do we bring to the table?**
- 6. Proposed Way Forward**



## 1. About Ninjacart & Ninja Global!

# We are the pioneer in Indian Fresh Fruits & Vegetables distribution since 2015!

## DOMESTIC FARM TO RETAILER

50%

of Revenue

100,000+  
Indian Growers & Traders  
(Fresh Fruits & Vegetables)

## IMPORTS & EXPORTS

40%

of Revenue

40+ Exporters in  
14+countries  
(Fresh Fruits)

10%

of Revenue

20+  
Indian Processors  
(Spices)



1000+ MT per day

- Mobile App-based ordering
- Tech-enabled Supply Chain & Logistics



~700 Ocean Containers  
~1100 Air Pallets

### Quick Commerce

Blinkit, Zepto, Swiggy, Flipkart,  
Country Delight

5

### National Modern Retail

Lulu, KPN, Fresh2day, Namdhari,  
Ratnadeep, etc.

25+

### Institutions/ HoReCa

Compass, Sodexo, Marriott  
hotels, etc.

250+

### Wholesalers

74 of top 100 wholesalers in India

1000+

### Retailers & Local Modern Trade

Daily doorstep delivery

50000+

### Importers in SEA countries

Malaysia

50+

## Our Financial Position & Our Partners in the Journey!

Annual Revenue  
**~USD 300 mn.**

Valuation  
**~USD 900 mn.**

Funds Raised  
**~USD 350 mn.**

Employees  
**~1100+ Ninjas**

### Strategic Investors



### Top 3 Financial Investors

**TIGERGLOBAL**

**ACCEL PARTNERS**

**QUALCOMM VENTURES**

“Streamlining the agricultural sector using the latest technology and supply chain, benefits farmers with higher prices and consumers with lower costs.”

**Nandan Nilekani**  
Co-founder & Chairman, Infosys



“We have been very impressed by Ninjacart's success in developing a solution that provides improved market access to Indian farmers while at the same time delivering high quality practices across the farm to fork supply chain.”

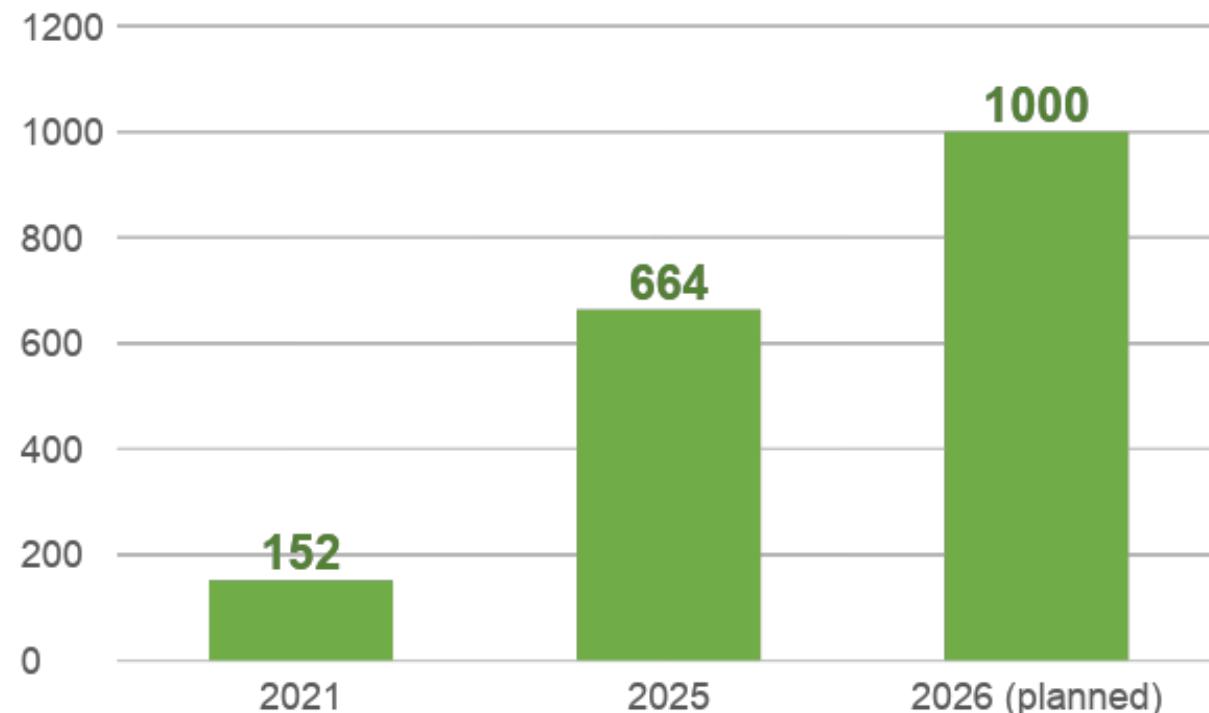
**Shubhang Shankar**  
Managing Director, Syngenta Group



## Growth trajectory and 2026 season plan for Ninja Global's Fruit Imports!

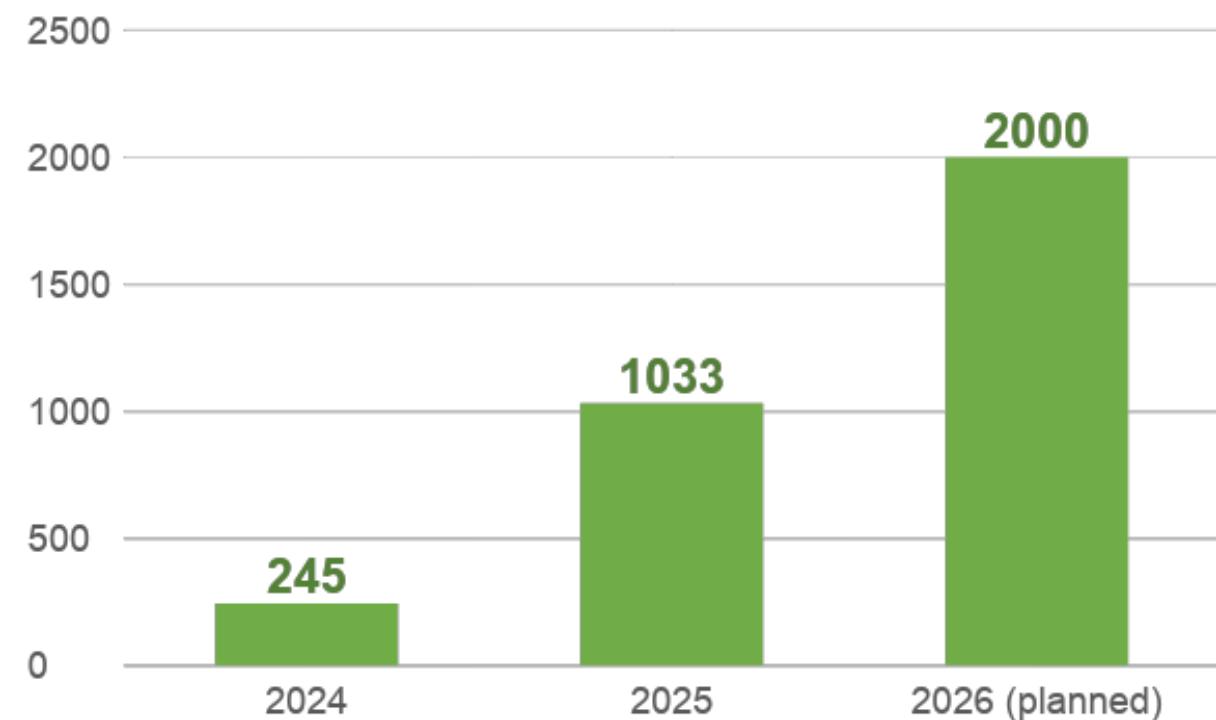
### Ocean Containers

Mass Consumption products - Apples, Valencia, Mandarin, Pear & Kiwi



### Air Pallets

Premium products - Blueberry, Avocado & Cherry & Plums



**Vision 2030: We aspire to be the largest Indian importer across all countries & products**



## 2. Ninja Global's Imported Fruits Supply network

**1. Multi Country - Across  
the year sourcing**  
Supplier-Customer stickiness

**3. Large volume off-take  
across the various sizes,  
grades & variants**  
Broader Portfolio offering for  
exporter

**2. Strategic Program Models and  
Joint investment opportunities**  
Strategic - NOT Transactional -  
partnership

**4. Grow beyond your existing  
buyer's demand potential. Indian  
market is growing but your  
buyers are NOT!**  
Grow faster with india's growing  
consumption

# We are one of the Top-15 Fruit Importers in India! - Within 5 years: Across 14 Countries and 9 Products

COUNTRY	OCEAN CONTAINERS	AIR PALLETS
RSA	153	
USA	83	
Turkey	81	
Egypt	67	
Poland	60	
UAE	47	17
Tanzania	47	42
Chile	43	
Italy	29	
New Zealand	27	
Peru	15	747
Greece	11	
Kenya	1	4
Netherlands		223
<b>Grand Total</b>	<b>664</b>	<b>1033</b>



Ocean Containers

**664**

Apple RD 253

Valencia 147

Apple Gala 132

Avocado 38

Kiwi 30

Mandarin 25

Apple Granny 20

Pears 11

Blueberry 9

Air Pallets 1033

**2025 Volume : 664 Ocean Containers & 1033 Air Pallets**

# We work with the Top Growers/ Exporters across 14 countries and 9 products!





### **3. Ninja Global's Imported Fruits Demand network**

#### **1. Multi-Channel - Multi Geography - Multi Sizes**

Faster liquidation across all  
grades & sizes

#### **3. Country's Largest Direct Retail store delivery supply chain**

Higher margin

#### **2. Country's Largest FnV supply partner for Q-com industry**

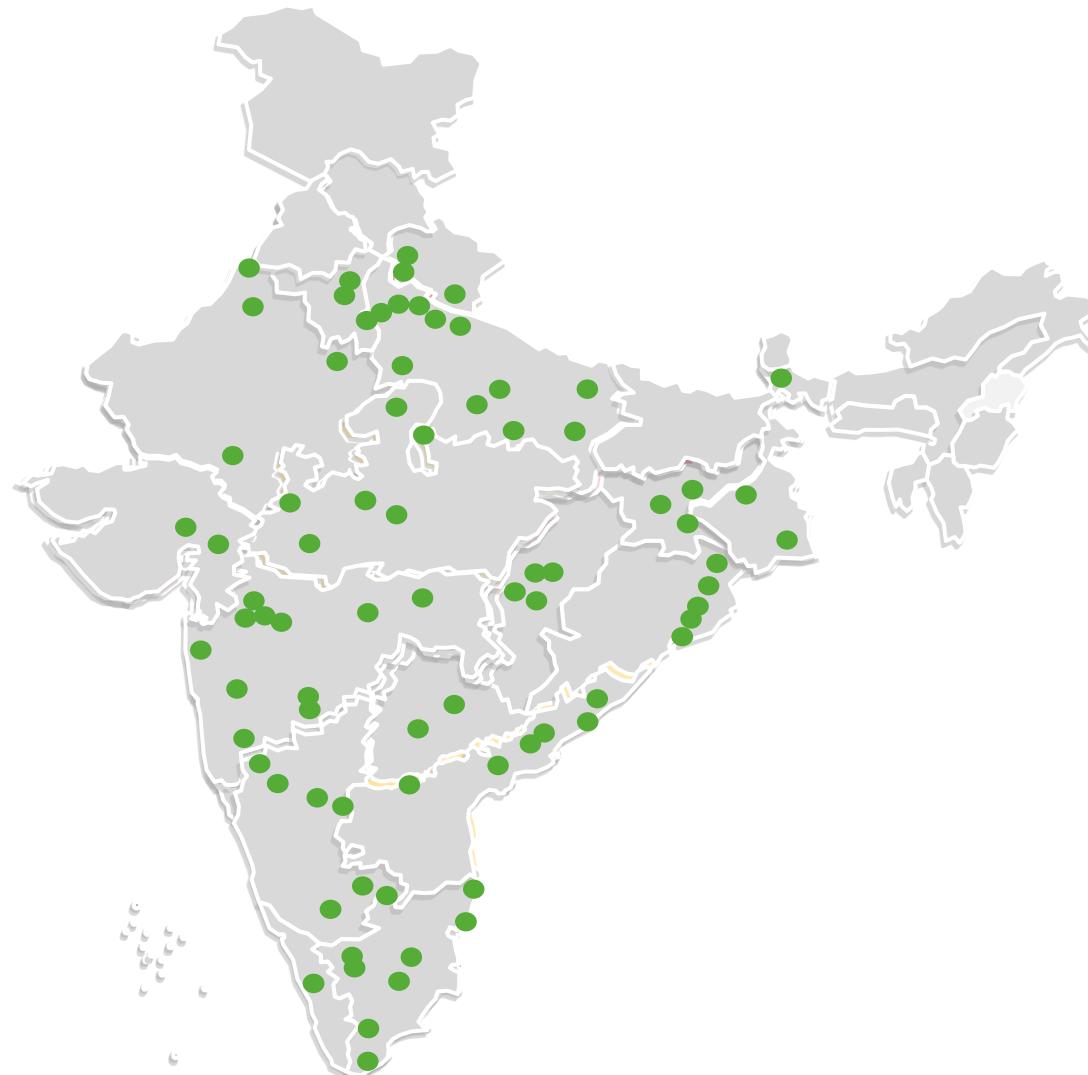
Access to Fastest growing channel &  
high per capita customers

#### **4. Direct Employees in 80+ markets**

Faster scale & Direct market  
intelligence

We are the only Indian Importer with presence across all Demand Channels in all Tiers of cities!

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**80+**  
City Presence

**5**  
Quick Commerce companies  
(Largest Q-com supplier in the  
country by Volume & Value)

**50,000+**  
Retailers & Local Modern Trade

**1000+**  
Wholesalers

**6**  
Wholesale Shops in Mandi  
– 3 in Tier-1 & 2 in Tier-2 cities

**25+**  
National Modern Trade

**250+**  
Hotels & Restaurants

**4**  
Fulfillment Centres/  
Repackaging Warehouses

# Multi Channel: We supply across customer segments with significant market share!

## Customer Segments

### Wholesalers - 1000+

74 of top 100 wholesalers in India

### Quick Commerce - 5

Blinkit, Zepto, Swiggy, Flipkart, Country Delight

### National Modern Retail - 25+

Lulu, KPN, Fresh2day, Namdhari, Ratnadeep, etc.

### Institutions/ HoReCa - 250+

Compass, Sodexo, Marriott hotels, etc.

### Retailers & Local Modern

### Trade - 50000+

Daily doorstep delivery

## Our Right to Win

1. Fintech led Credit,
2. Low MOQ (with hub structure)
3. All country supply across the year

1. Multi-city Direct Dark Store Delivery
2. Green channel & Consumer packs
3. Tech integration

1. Multi-city Supply
2. Double Graded supply
3. All country supply across the year

1. Value Add: Cuts, Peels
2. Specific quality (Large size)
3. All country supply across the year

1. Mobile app ordering
2. 12 hour: order to doorstep delivery
3. 140+ SKUs

 **ninja global**  
- Imported Fruit  
Sales Channel Split

35%

15%

10%

10%

30%

 **ninjacart** - Imported + Domestic F&V

Channel's Market  
Share in India  
(Top 25 cities)

80%

24%

5%

8%

62%

Ninjacart's Market share  
in each Channel  
(Top 25 cities)

32%

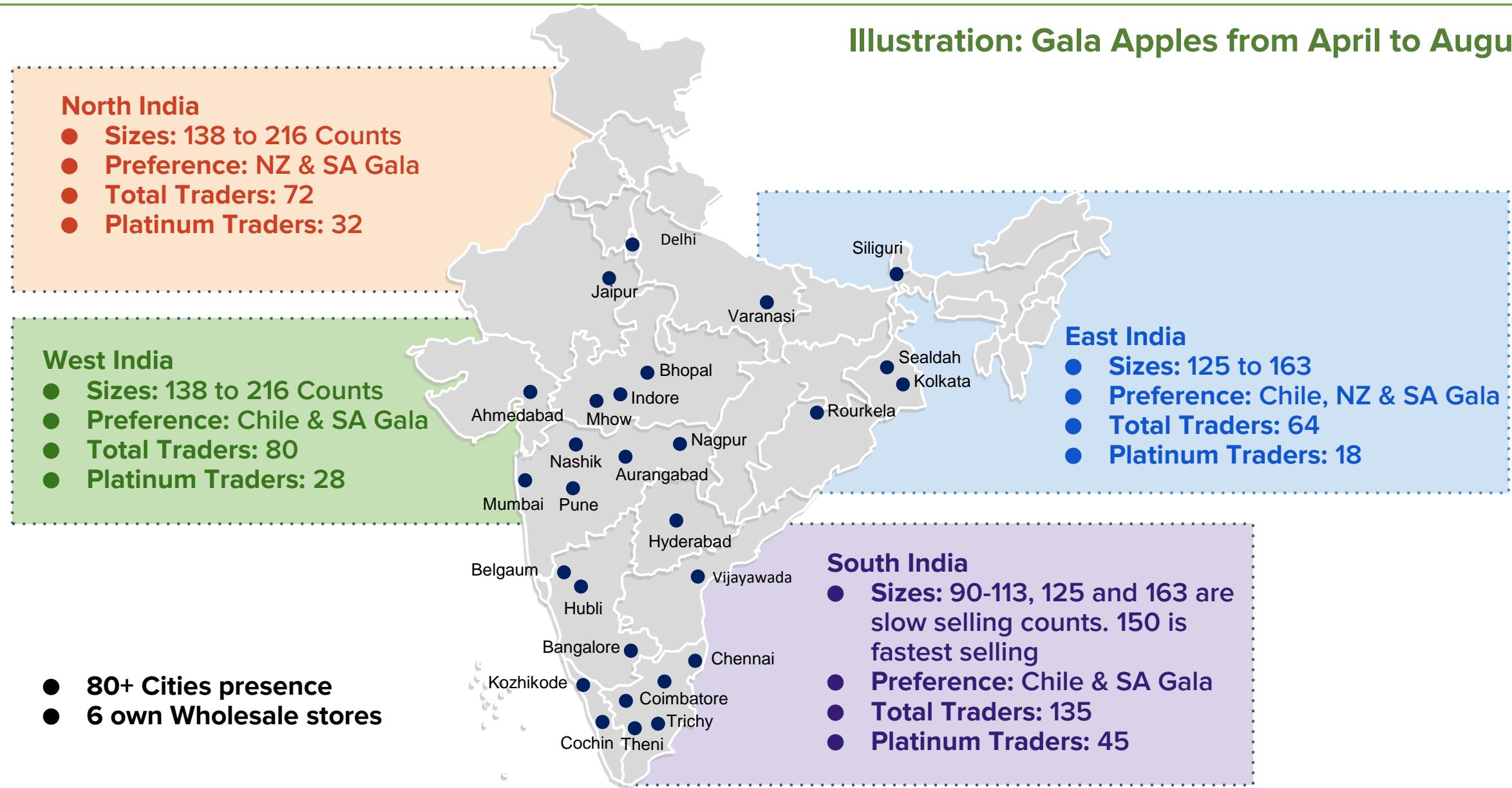
28%

20%

20%

30%

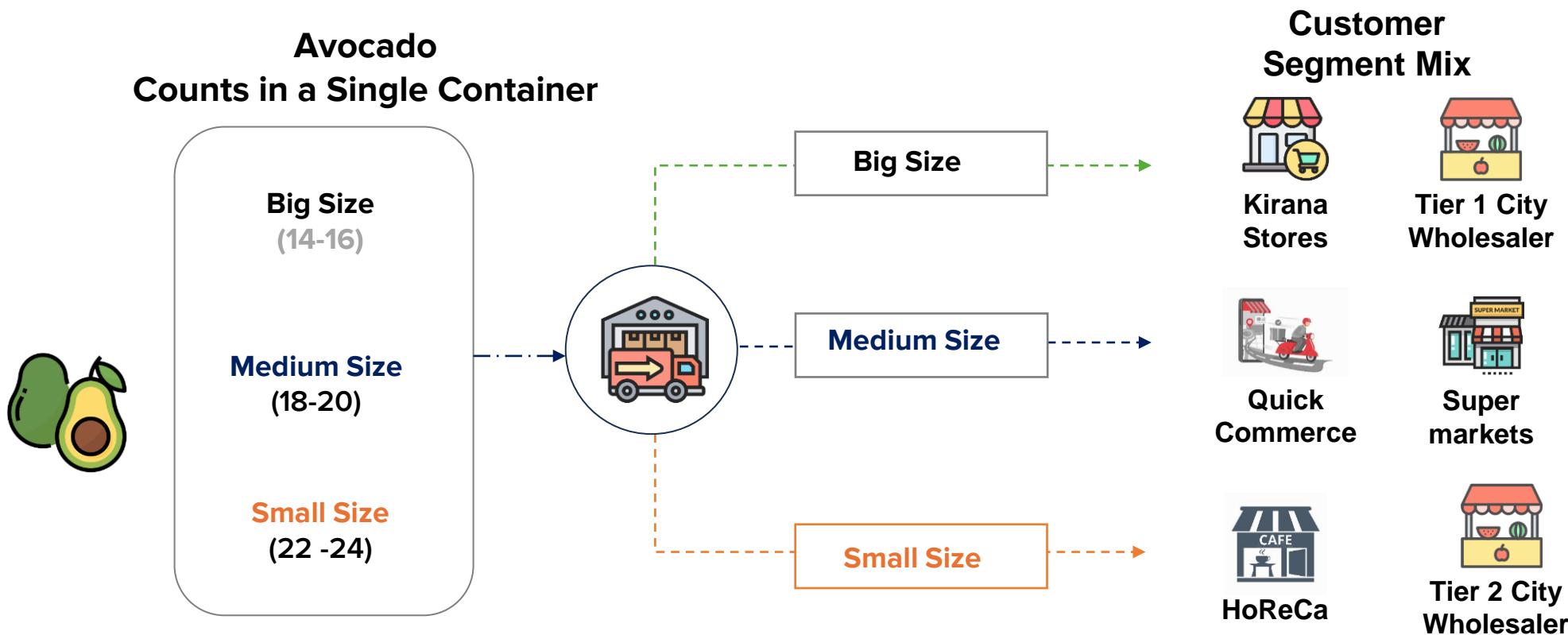
# Multi-City: Market for all variety and Faster Liquidation!



# Multi-Grade & Size: Omni Channel Imported Fruits Distribution!

## Illustration: Avocado

Serving multiple retail channels : Helps in liquidating all sizes



Our diverse retail channels (across different per capita) helps grower realize the best of scale and margins



## 4. Our Success Stories

- 1. Ninja Global scaled an exporter's brand 3X in a year!**
- 2. Ninjacart scaled an Indian Quick Commerce firm 100X in a year!**



Ricardo David Naranjo Fernández · ...

+ Follow

Chief Financial Officer / CFO / Corporate ...

6h ·

🌐 **Camposol S. A.** continues to expand its presence in India with the first seaborne shipment of blueberries from Peru 🇵🇪 🇮🇳 🇵🇪



We are pleased to share an important milestone for our company and for the Peruvian agro-export sector: we have completed our first sea shipment of fresh blueberries to India. This achievement reinforces our ability to bring high-quality fruit to new markets and strengthen our global presence.

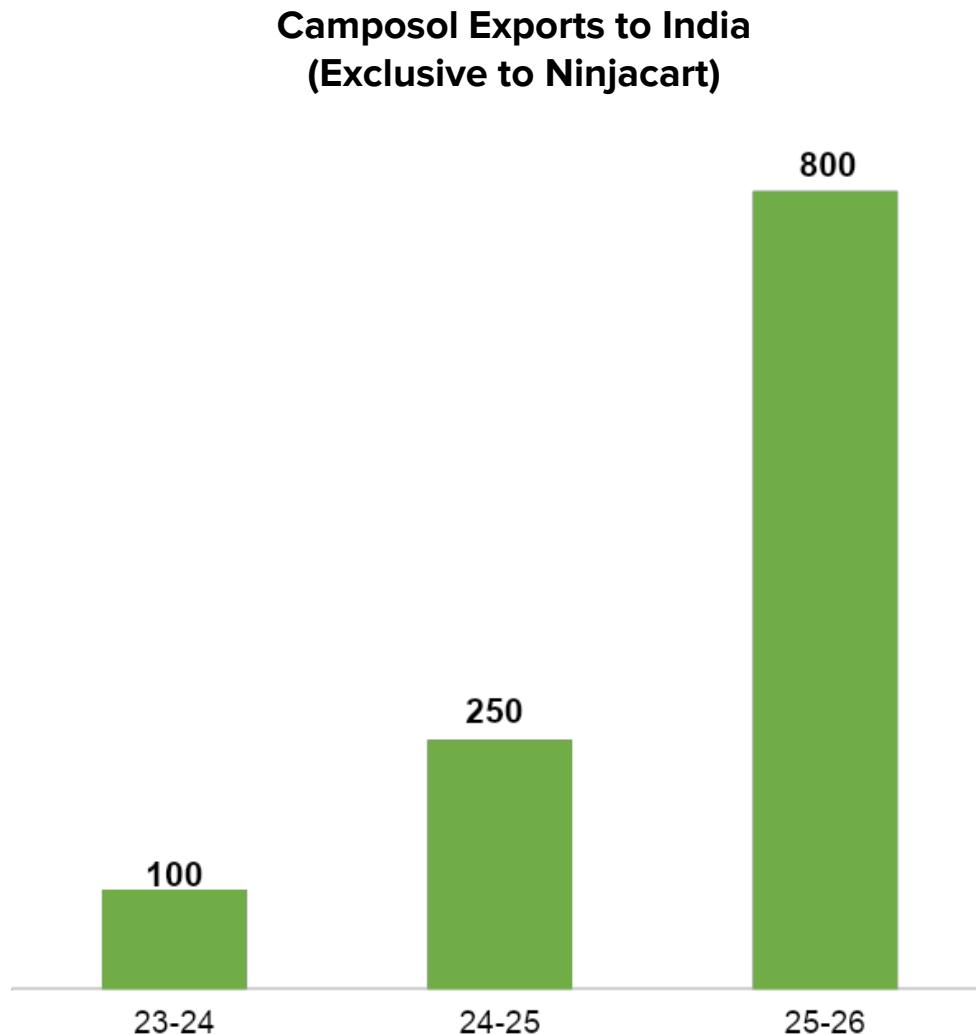
This breakthrough has been made possible by our partnership with **Ninjacart**, a strategic alliance that allows us to be a relevant player in the Indian market, facilitating consumer access to fresh and sustainable products. We thank the entire Ninjacart team for their trust and commitment to this joint journey.

We continue to bet on innovation, logistics efficiency and the development of new opportunities that allow us to bring the best of our countryside to more families in the world.

Sharath Loganathan | Keshav Vijay

**Ninja Global scaled  
an exporter's brand  
3X in a year!**

# Ninja Global scaled Camposol 3X to become the biggest exporter to India!

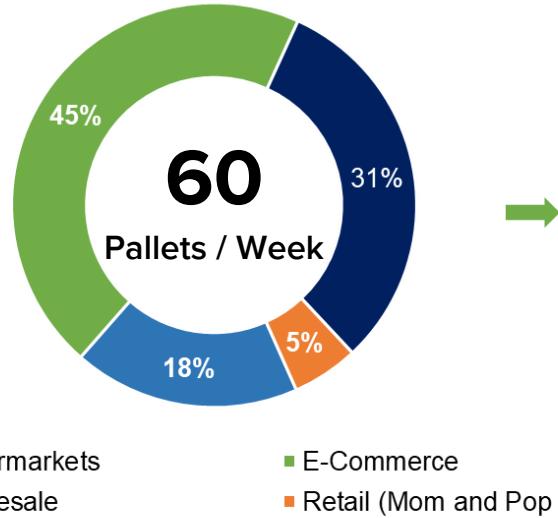


## Top Exporters and Importers (Aug 2025 to Oct 2025) - Blueberry from Peru

Exporters	Pallet Count	Market share
Camposol	348	16%
Misso	276	13%
NEW GREEN OVERSEAS B V	227	10%
Agrovision	201	9%
Prize	254	7%
Hortifruit	92	4%
Others	780	36%
<b>Total</b>	<b>2177</b>	

Importers	Pallet Count	Market share
DJ Exports	445	20%
<b>Ninjacart</b>	<b>397</b>	<b>18%</b>
Anusaya	371	17%
Gemtree	112	5%
Exotic Imports	93	4%
IG International	92	4%
NGK	81	4%
<b>Total</b>	<b>2177</b>	

# Our Sales by Channel and Cities for Camposol!



## Sales across Channels

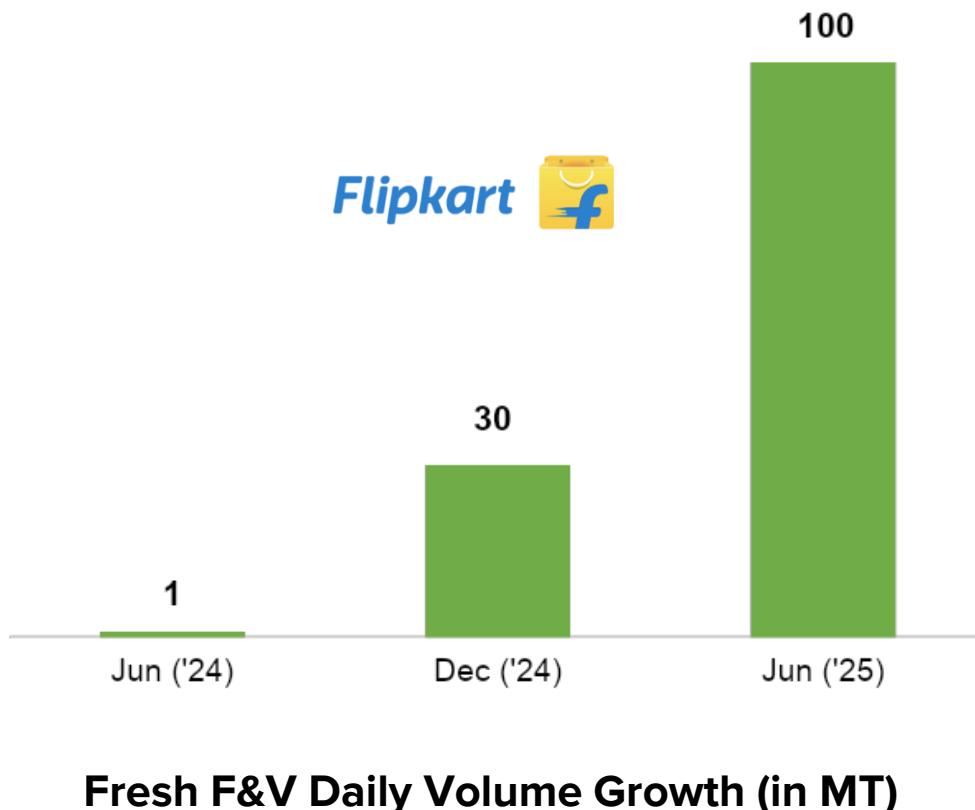
Channels	Tier 1	Tier 2	Tier 3+	Total
E-Commerce	19	4	4	27
Hypermarkets	9	1	1	11
Wholesale	15	3	1	19
Retail Delivery (Mom and Pop store)	3	0	0	3
<b>Total</b>	<b>46</b>	<b>8</b>	<b>6</b>	<b>60</b>

## Sales across City Tiers

Tier	City	Market Share
Tier 1	Bengaluru, Chennai, Delhi, Hyderabad, Mumbai, Kolkata	20% to 70%
Tier 2	Ahmedabad, Kochi, Dharwar, Madurai, Coimbatore, Jagraon, Jaipur, Jalandhar, Pune, Raigad, Siliguri, Vijayawada, Patna & Baroda	15-30%
Tier 3	Mangaluru, Sangli, Darbhanga, Kalyan, Panvel, Moga	20-30%

# Ninjacart scaled an Indian Quick Commerce major 100X in a year - Flipkart (acquired by Walmart)!

Ninjacart enabled E-Com/ Q-Com major Flipkart with robust procurement & end-to-end Supply chain services to scale from a daily demand of 1 MT to 100 MT of fruits (domestic & imported) and vegetables (domestic) in just 12 months



## Our Quick Commerce Clientele



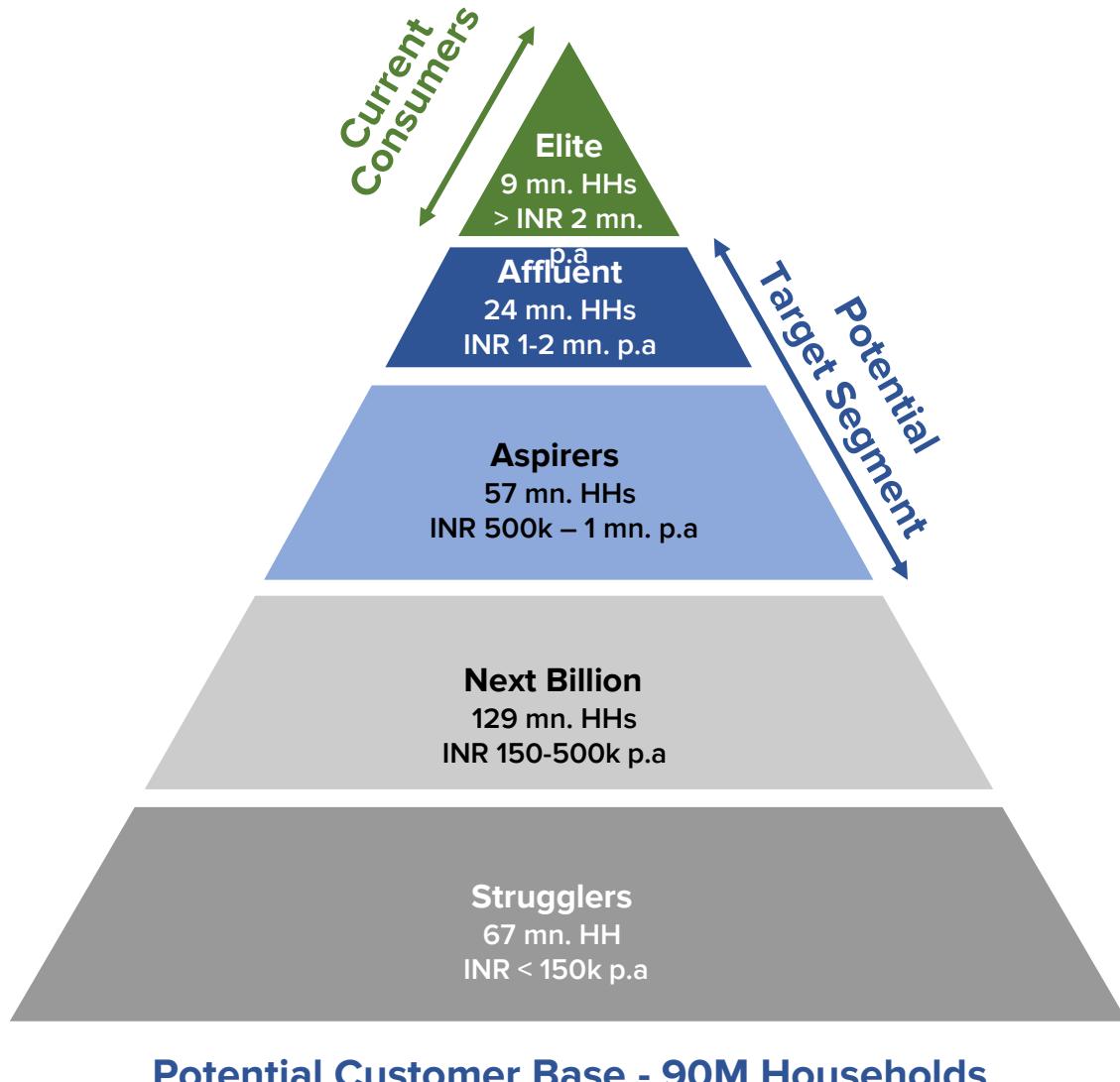
## Our National Modern Trade Clientele



Namdhari's  
Fresh

RATNADEEP  
RETAILING SINCE 1987

# Increasing aspiring population driving Fruit Consumption through Q-Com!



*“The next set of Growth in India is driven by the Aspirers which consist of **new gen working professional (primarily q-comm users)** and **Tier 2+ families**; These segment is ready to pay premium for **better quality and convenience**. This is validated by the 2X growth in avocado and Blueberry for the last 2 years”*

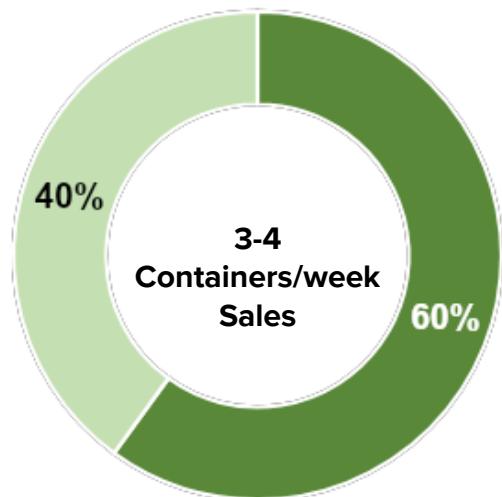


# Sales Insights from the Top Q-commerce Company In India – Tier 2 cities commanding 40% share

## Tier 1 vs Tier 2+ Sales

(In Containers)

- The biggest Q-Comm in India has a demand of 3-4 Containers/week;
- 60% Demand driven by Tier 1 Cities & 40% demand driven by Tier 2 Cities



Tier 1

Tier 2+



Cities	% Sales
Pune	6%
Ahmedabad	5%
Kolkata	5%
Ludhiana	3%
Noida	3%
Lucknow	3%
Jaipur	2%
Indore	2%

## Sales of Imported Apples by Variety - Origin

(In Containers)

- Red delicious and Royal gala dominate similar sales share of 40%
- 80% of the Royal Gala consumed by the platform are of Chile / Italy origin

Variety – Origin	% Sales
Royal Gala Apple - Chile/ South Africa	34%
Red Delicious Apple - Italy	21%
Washington Red Delicious Apple	20%
New Zealand Royal Gala Apple	7%
Granny Smith Apple - USA	4%
Fuji Apple - Imported	3%
Pink Lady	3%
Others	7%



## 5. What do we bring to the table?

Gateway to 4th largest GDP, fastest growing per capita income and 100M customers who behave like USA

- 1. Unmatched Distribution capability across different customer segments**
- 2. Large volume off-take across different sizes and variety**
- 3. Access to Fast growing Quick commerce industry for high per capita consumers**
- 4. Best in class payment terms and Joint investment opportunities**



## 6. Proposed Way Forward

**50 Container Program Engagement  
in upcoming season - 2026**