



Largest Fresh Fruit Distribution Partner in India

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





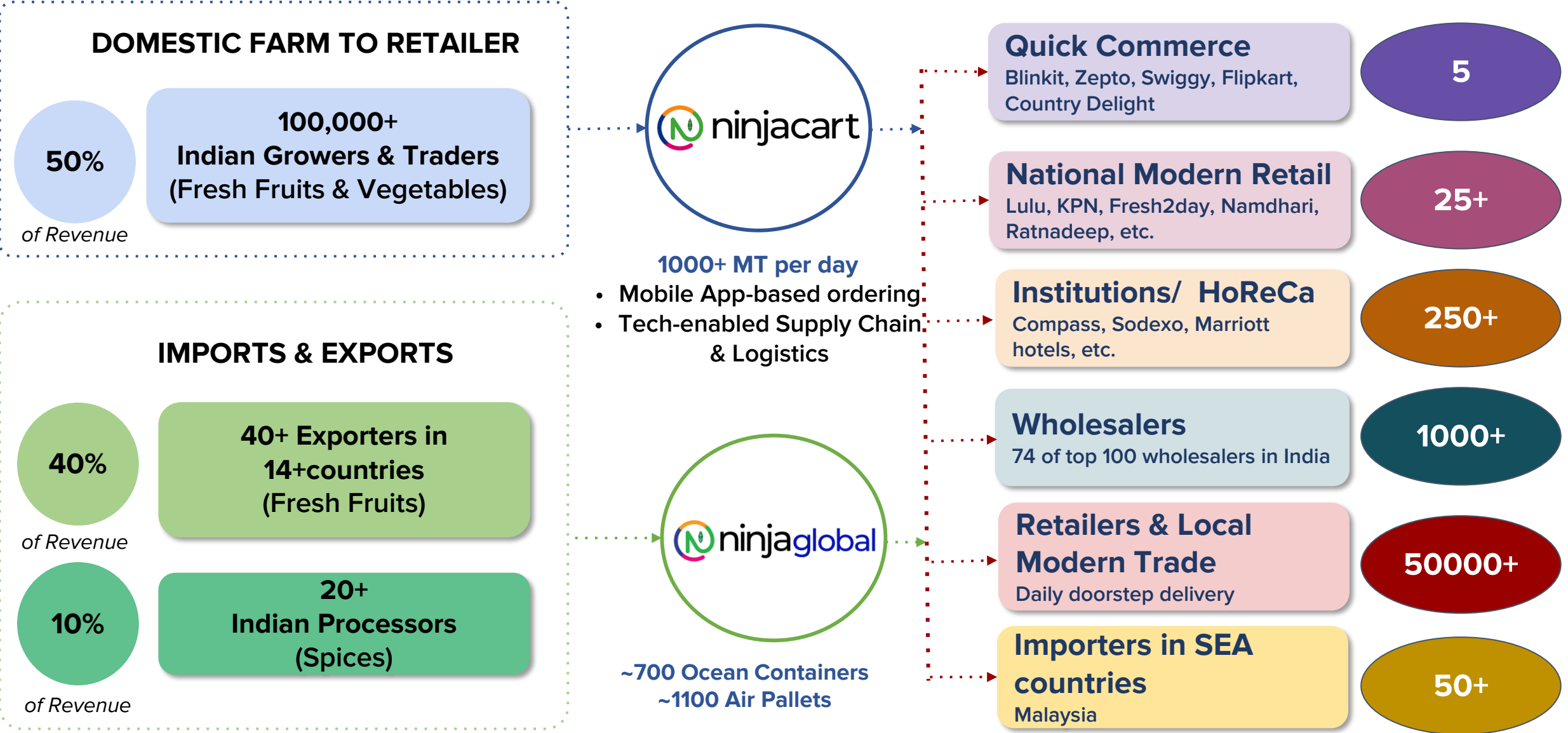
Agenda

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!



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



“

“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.”

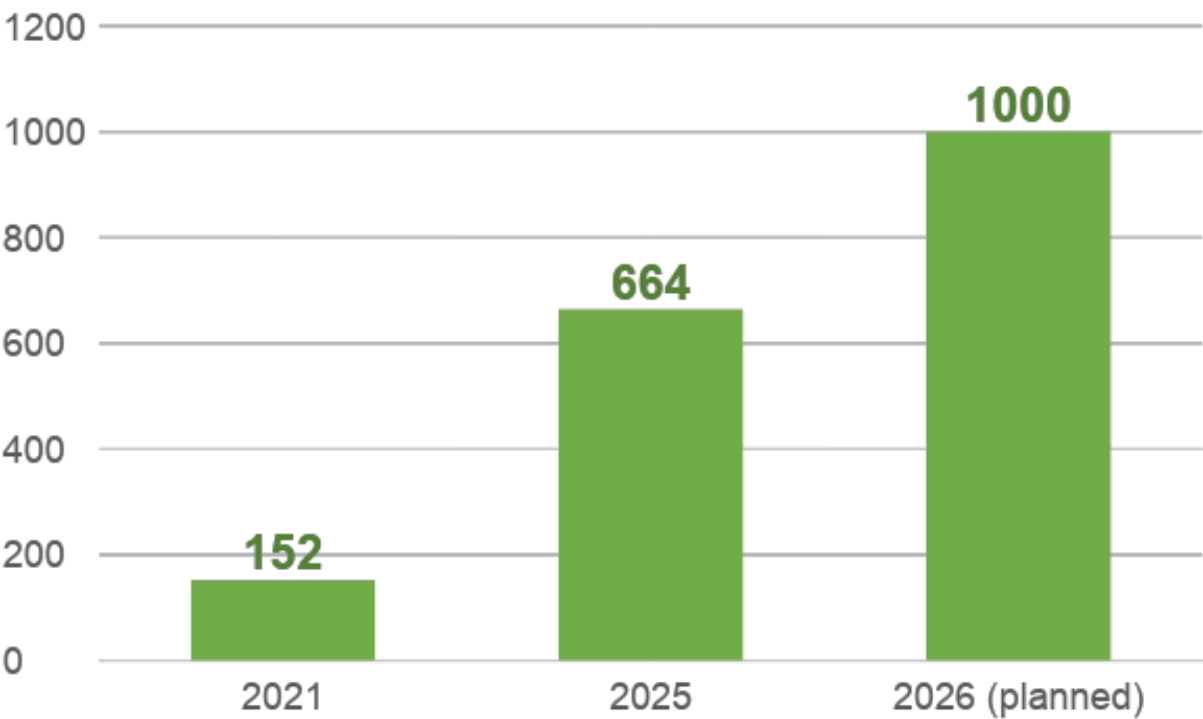
Shubhang Shankar
Managing Director, Syngenta Group



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

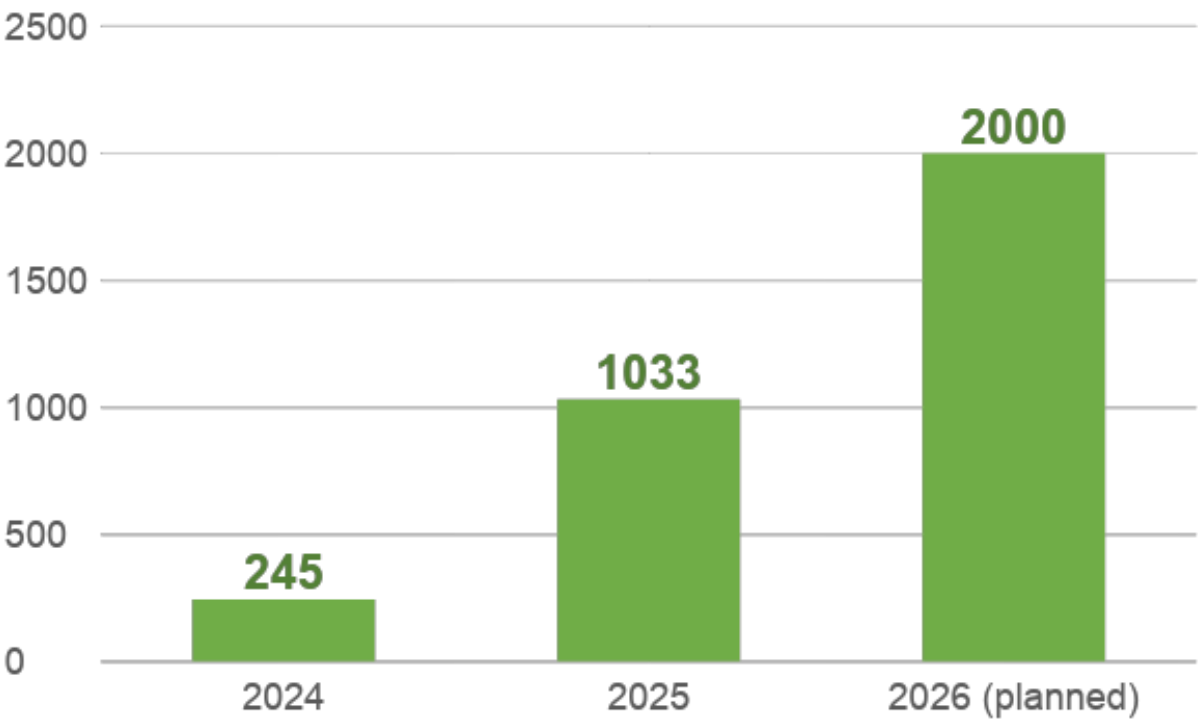
Ocean Containers

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

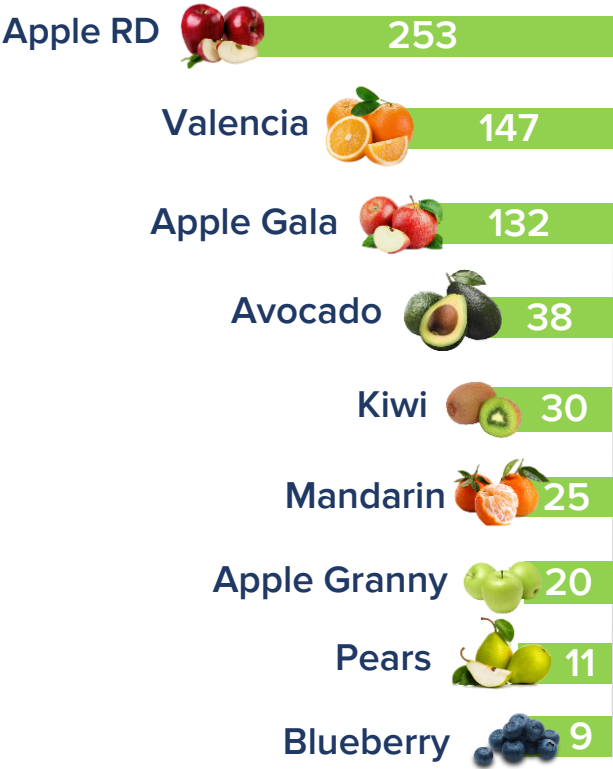
COUNTRY	OCEAN CONTAINERS	AIR PALLETS
RSA	153	
USA	83	
Turkey	81	
Egypt	67	
Poland	60	
UAE	47	17
Tanzania	47	42
Chile	43	
Italy	29	
New Zealand	27	
Peru	15	747
Greece	11	
Kenya	1	4
Netherlands		223
Grand Total	664	1033



Ocean Containers
664



Air Pallets
1033



46

987

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

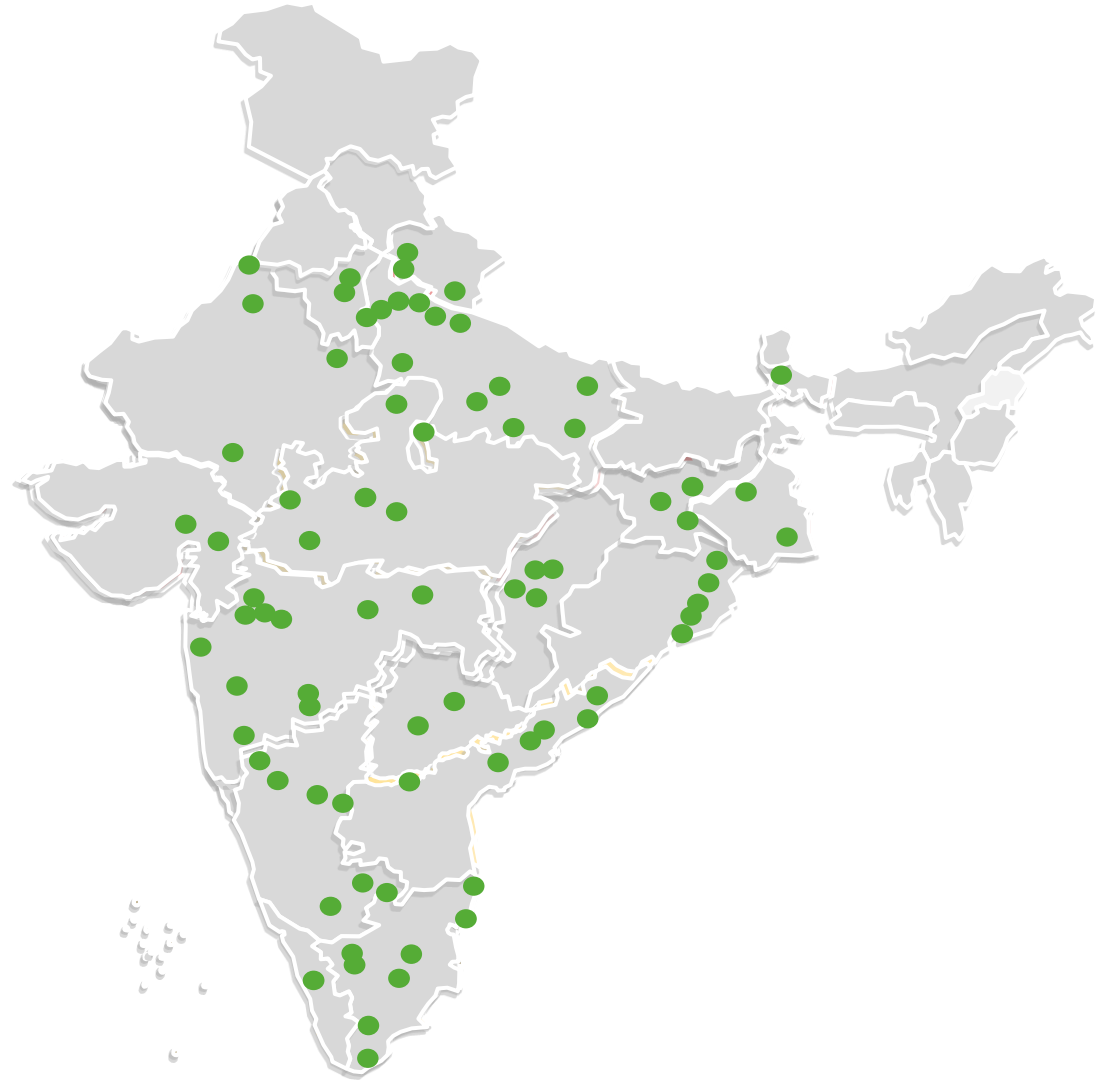
**2. Country's Largest FnV supply
partner for Q-com industry**

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!



80+

City Presence

6

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

5

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

25+

National Modern Trade

50,000+

Retailers & Local Modern Trade

250+

Hotels & Restaurants



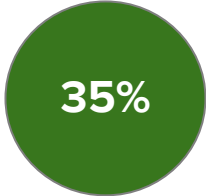


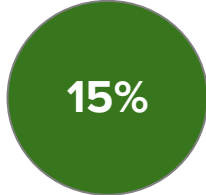



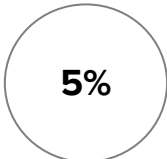





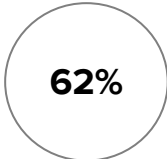

1000+

Wholesalers

4

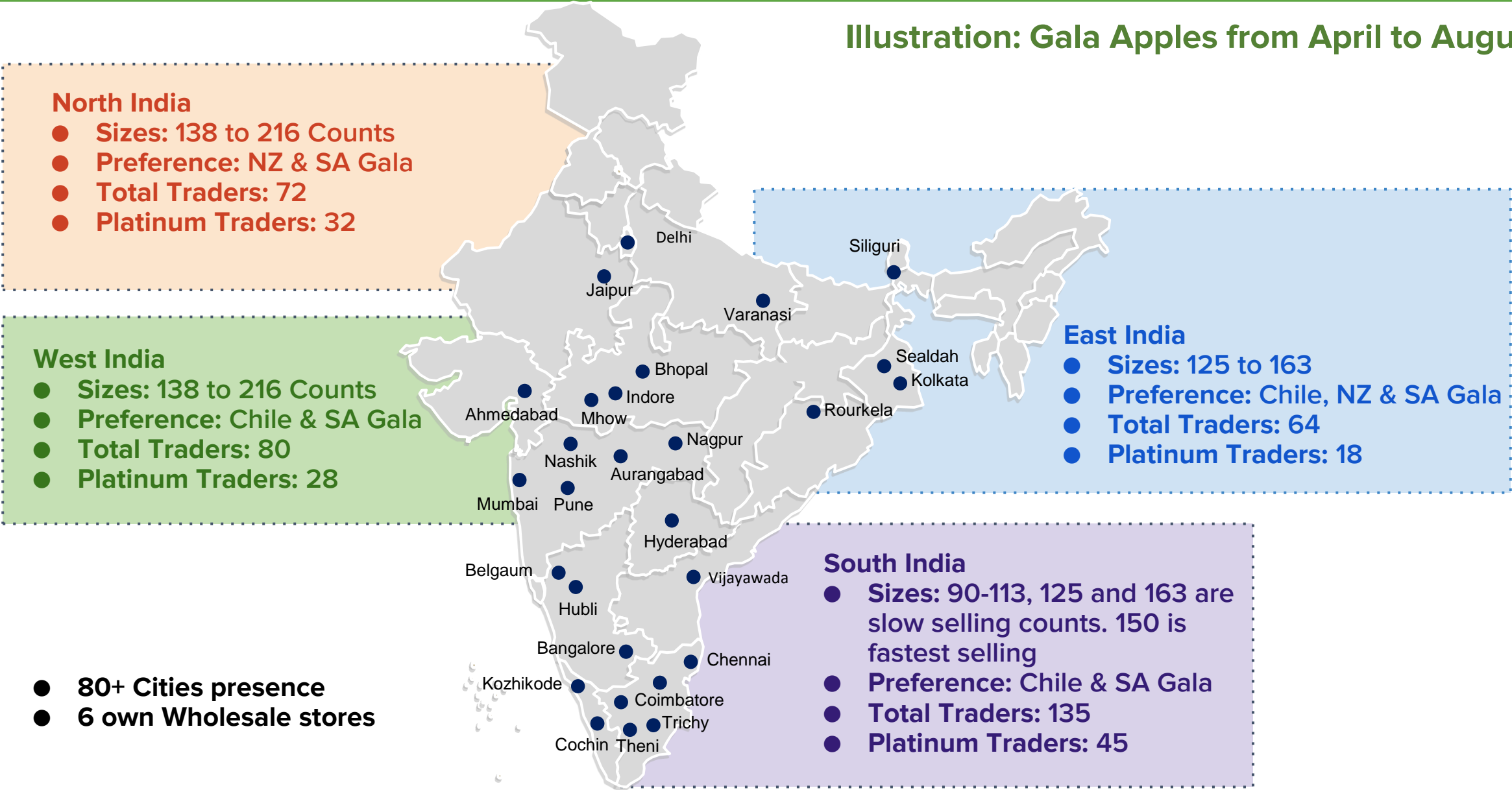
Fulfillment Centres/
Repackaging Warehouses

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

Customer Segments	Our Right to Win	 - Imported Fruit Sales Channel Split	 - Imported + Domestic F&V	
			Channel's Market Share in India (Top 25 cities)	Ninjacart's Market share in each Channel (Top 25 cities)
Wholesalers - 1000+ 74 of top 100 wholesalers in India	<ol style="list-style-type: none">1. Fintech led Credit,2. Low MOQ (with hub structure)3. All country supply across the year			
Quick Commerce - 5 Blinkit, Zepto, Swiggy, Flipkart, Country Delight	<ol style="list-style-type: none">1. Multi-city Direct Dark Store Delivery2. Green channel & Consumer packs3. Tech integration			
National Modern Retail - 25+ Lulu, KPN, Fresh2day, Namdhari, Ratnadeep, etc.	<ol style="list-style-type: none">1. Multi-city Supply2. Double Graded supply3. All country supply across the year			
Institutions/ HoReCa - 250+ Compass, Sodexo, Marriott hotels, etc.	<ol style="list-style-type: none">1. Value Add: Cuts, Peels2. Specific quality (Large size)3. All country supply across the year			
Retailers & Local Modern Trade - 50000+ Daily doorstep delivery	<ol style="list-style-type: none">1. Mobile app ordering2. 12 hour: order to doorstep delivery3. 140+ SKUs			

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

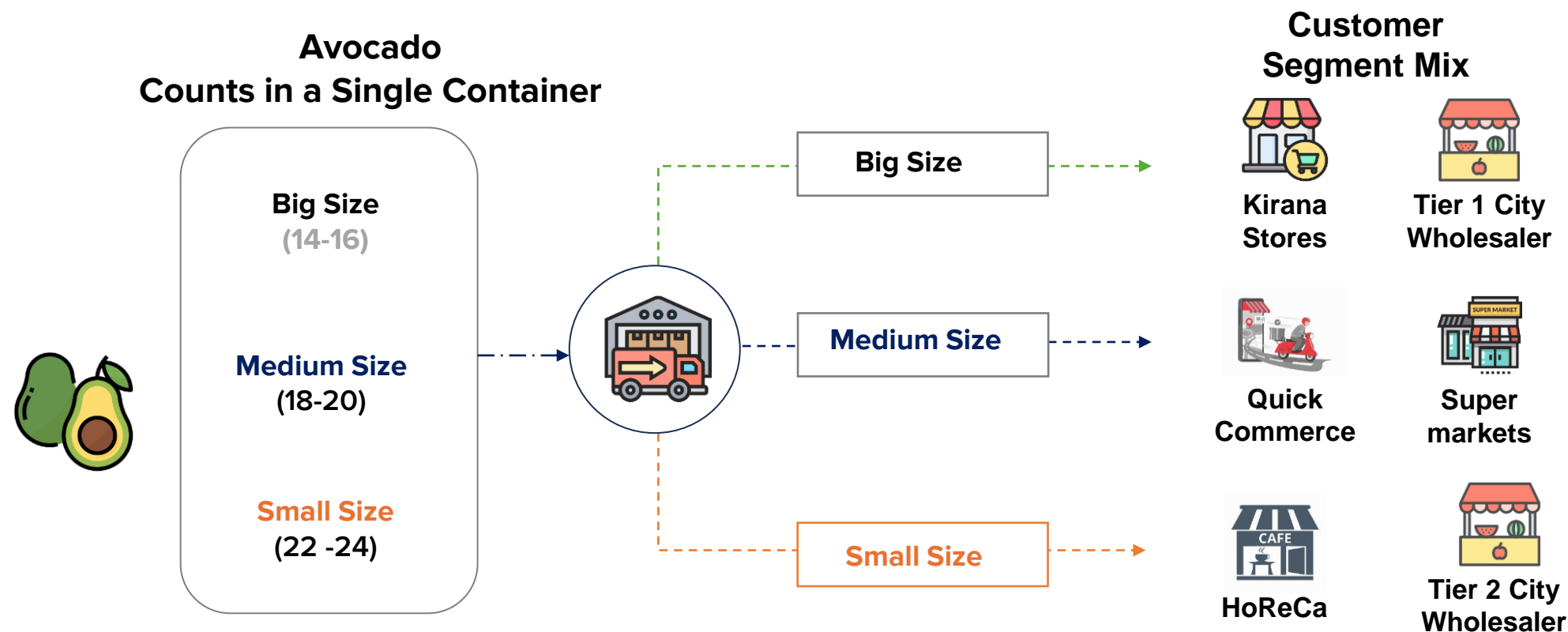
Illustration: Gala Apples from April to August



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!

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



Ricardo David Naranjo Fernández · ...

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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.

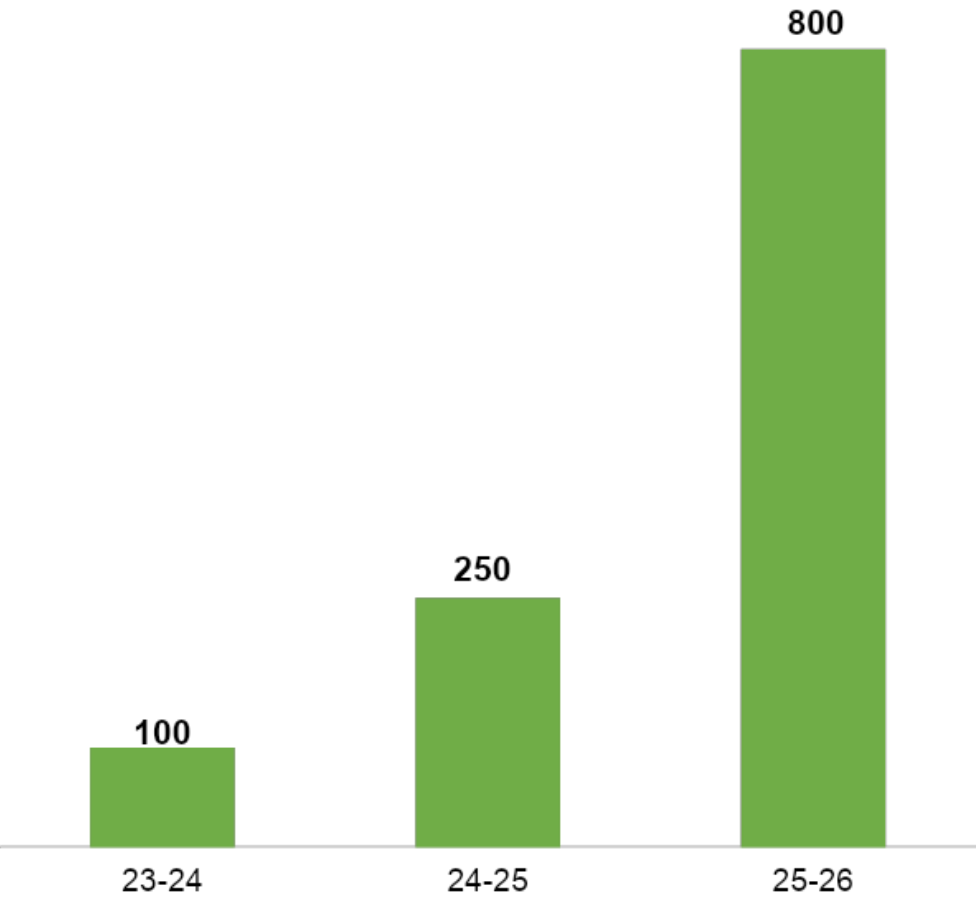
This breakthrough has been made possible by our partnership with **Ninjacart**, a strategic alliance that allows us to be a relevant player in the Indian market, facilitating consumer access to fresh and sustainable products. We thank the entire Ninjacart team for their trust and commitment to this joint 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 Camposol 3X to become the biggest exporter to India!

Camposol Exports to India
(Exclusive to Ninjacart)

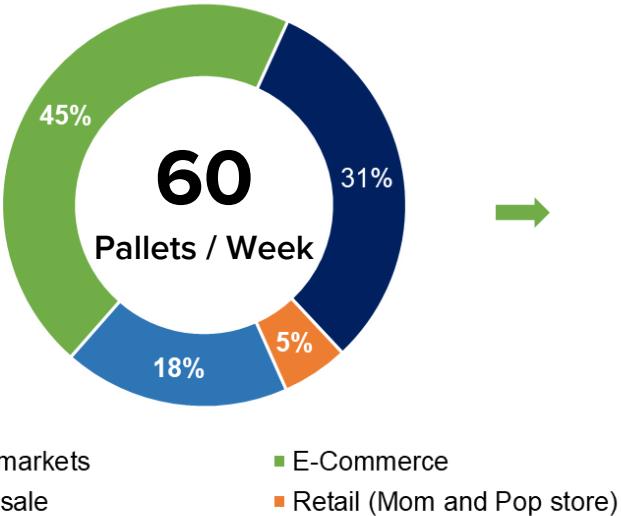


Top Exporters and Importers (Aug 2025 to Oct 2025)
- Blueberry from Peru

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%
Total	2177	

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

Our Sales by Channel and Cities for Camposol!



Sales across Channels

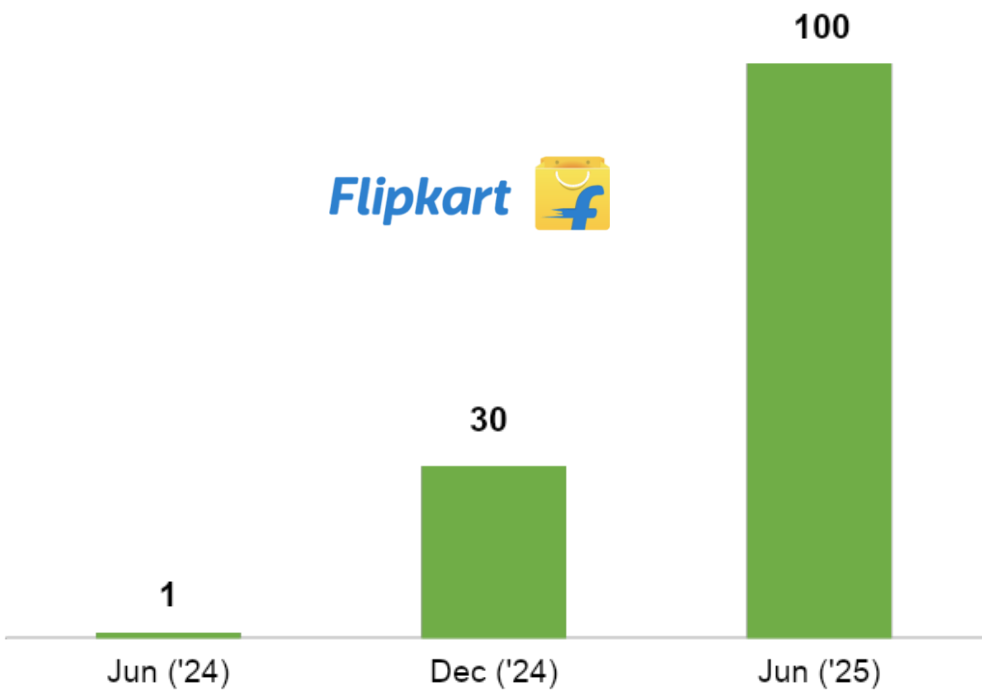
Channels	Tier 1	Tier 2	Tier 3+	Total
E-Commerce	19	4	4	27
Hypermarkets	9	1	1	11
Wholesale	15	3	1	19
Retail Delivery (Mom and Pop store)	3	0	0	3
Total	46	8	6	60

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



Fresh F&V Daily Volume Growth (in MT)

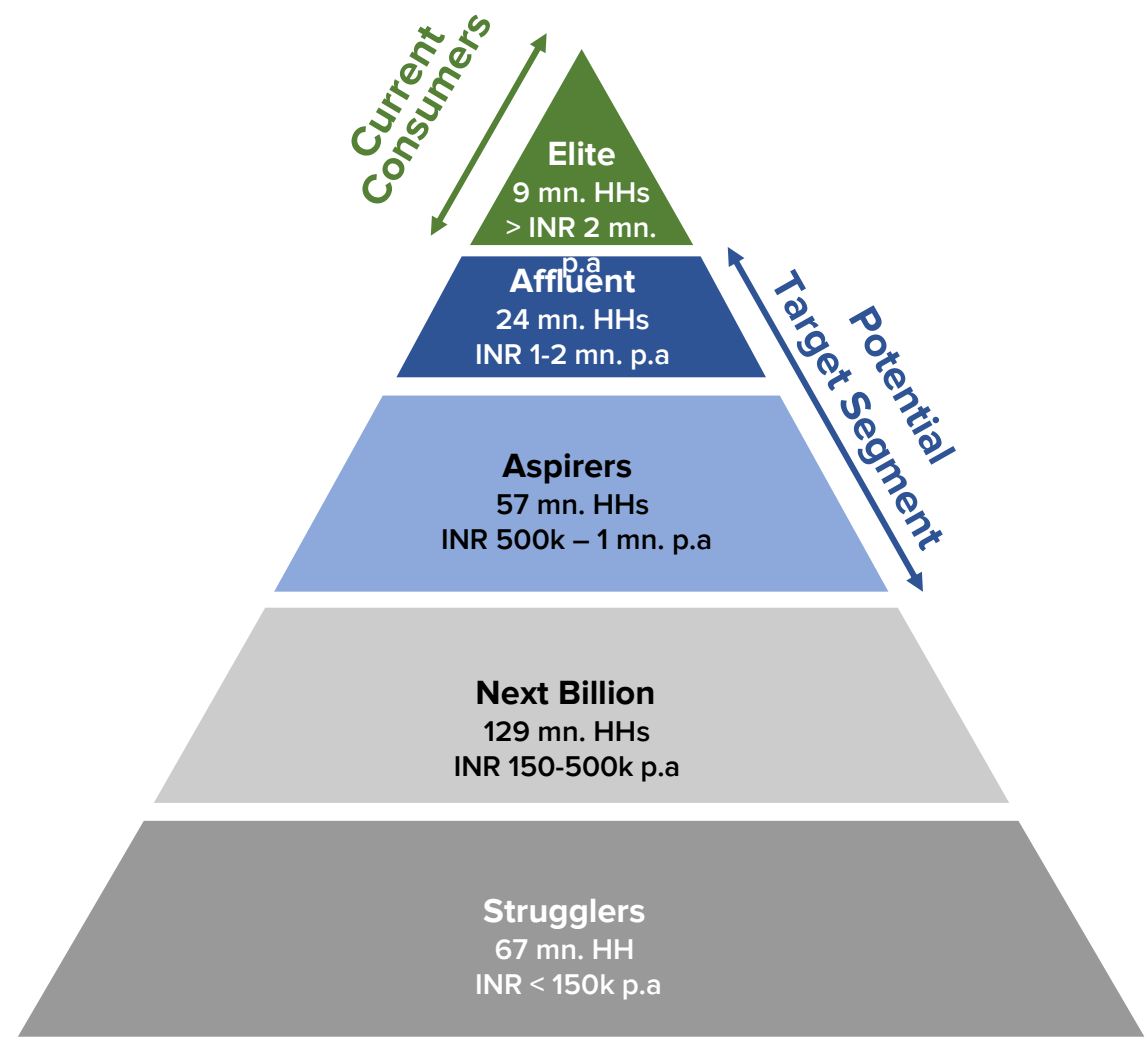
Our Quick Commerce Clientele



Our National Modern Trade Clientele



Increasing aspiring population driving Fruit Consumption through Q-Com!



Potential Customer Base - 90M Households

“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”

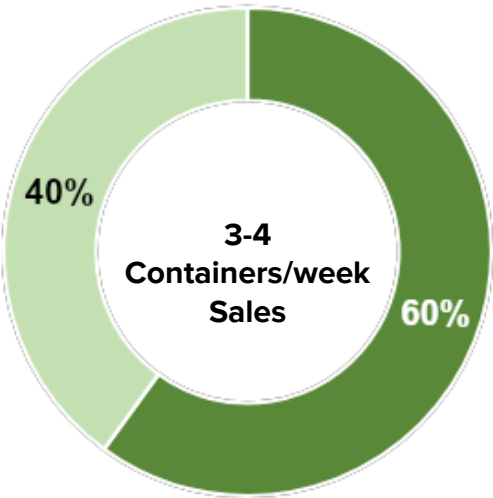
\$100B Fresh Fruit Market Size	\$1B Imported Fruit Market Size
\$10T+ Spending Potential By 2030	5 Years India Trails China’s Trajectory

HH – Household, mn. – million, p.a – per annum

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**