

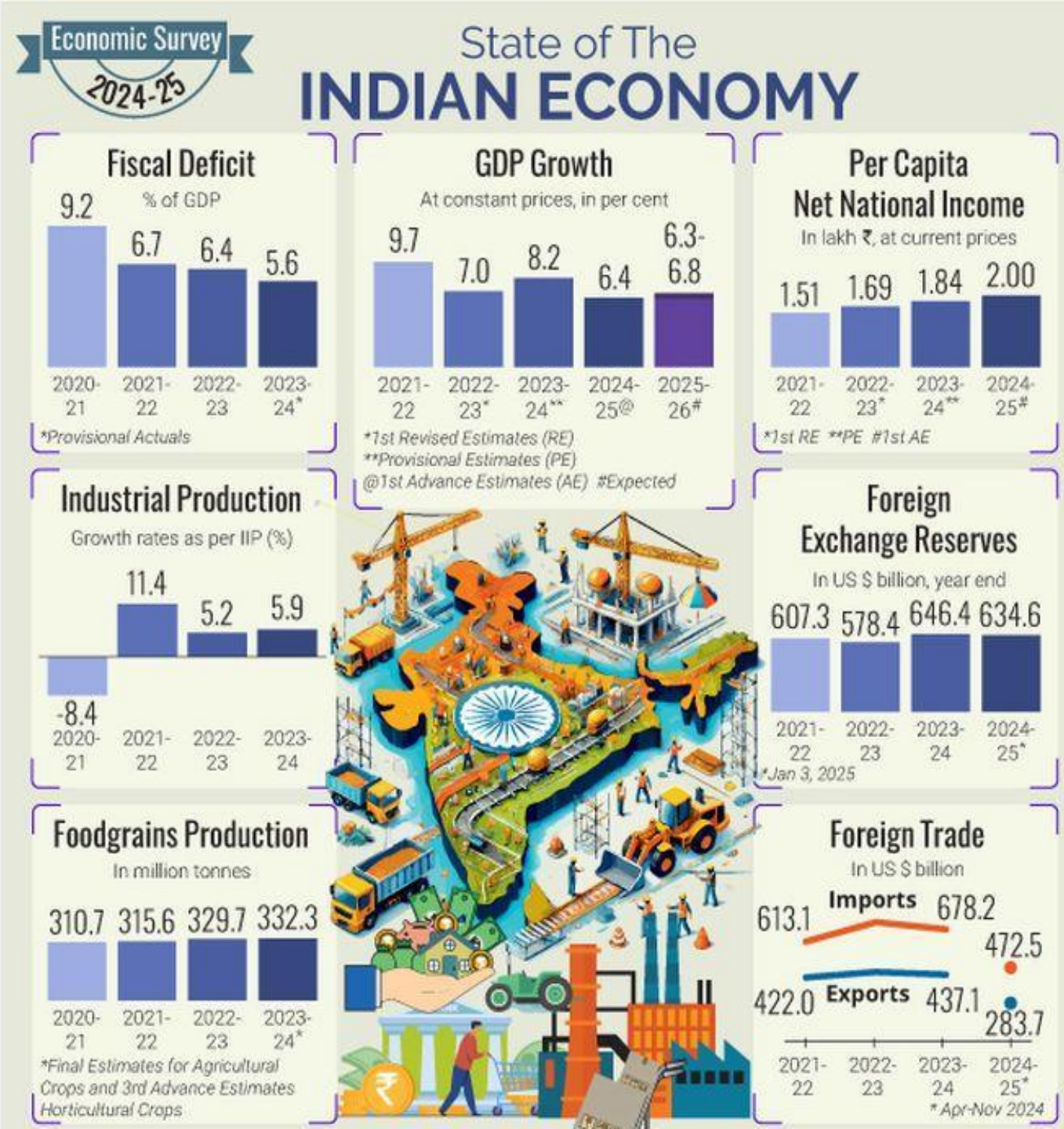
BLUEBERRY MARKET IN INDIA

Presented By



INDIA

- Fastest-growing consumer market with over 1.4 billion population.
 - GDP: Approx. \$3.7 trillion (2025 est.).
 - Per capita income: ~\$2,800 (2025 est.).**
 - India contributes ~15% to global growth (IMF, 2025).
 - Youth-majority demographic: 65% of population below age 35.
- Based on per capita income numbers, potential customers are about 35 Million people, with another 50 Million people, who we consider aspirational and are sporadic buyers



IMPORTED FRUIT MARKET IN INDIA

India's fresh fruit import volume: ~1.65 million MT in 2024 (DGCIS/APEDA).

Value of imported fresh fruits: US\$1.4 billion in 2024 (FAS USDA).

Premium fruits like apples, blueberries, kiwis, cherries, and avocados see strong growth.

Growing disposable incomes and health consciousness are spurring growth

Blueberries remain one of the fastest-growing imported fruits in Tier I and II cities.

Major Blueberry origins: Peru, Chile, and US.



PREMIUM FOOD & GROCERY RETAIL IN INDIA



India's F&V RETAIL MARKET
expected to reach US\$49B
in 2025, CAGR ~5.1%
through 2031.

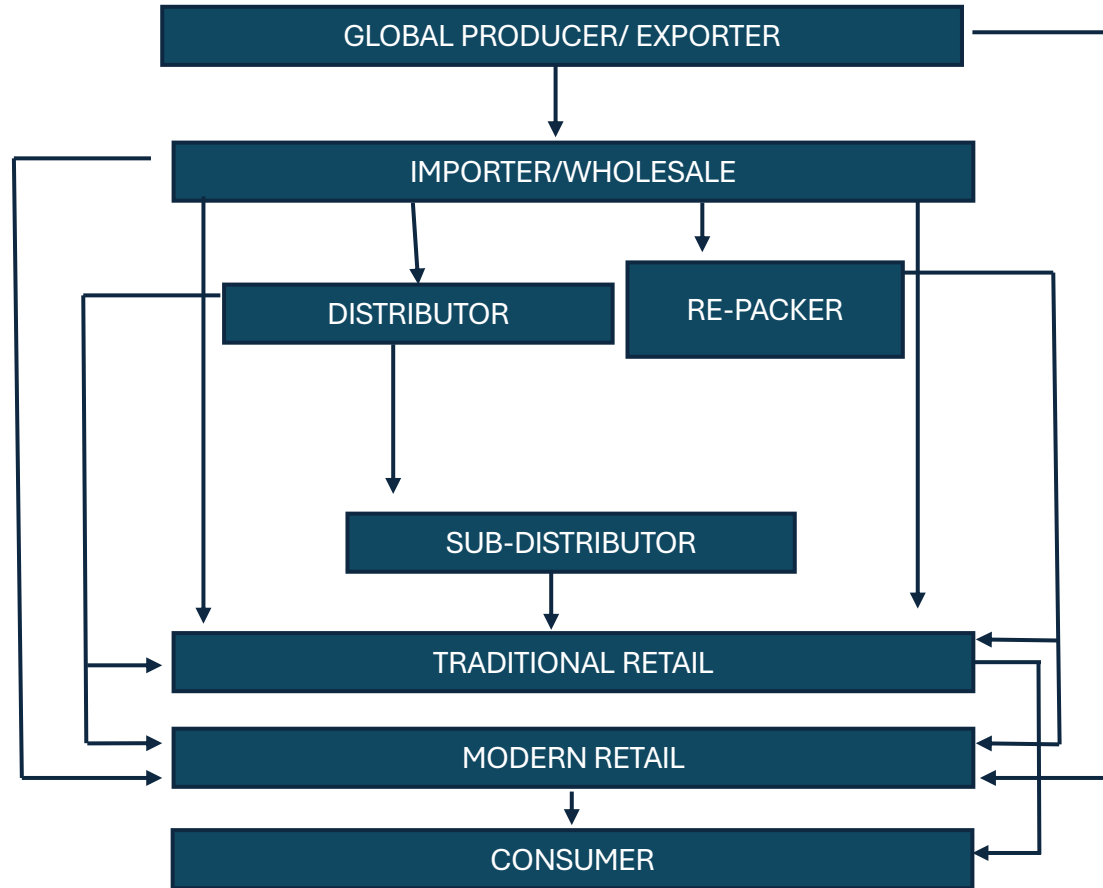


Brick & Mortar Stores–
Traditional and Modern trade
key to organized distribution
and imported food visibility in
Tier I & II cities



Pushcart vendors in smallest
of cities, move substantial
volumes of premium and
exotic produce including
Blueberries and Avocados

FRESH IMPORTED BLUEBERRY DISTRIBUTION IN INDIA



F&V distribution network in India is multidimensional

Combination of importers, wholesalers, consolidators, distributors, modern and traditional retail all working in SYNC

Cold-chain has been improving with sufficient reach in Tier-I cities and rapid expansion in Tier-II cities

Having the right partner committed to building and promoting your brand in this complex market is key

WHY INDIA FOR BLUEBERRIES

- Blueberry demand in India projected to grow at 18% CAGR through 2028, driven by health-conscious consumers in tier-I cities
- Applications across multiple sectors – retail, D2C, HoReCa, processing
- Domestic production estimated at 1,000 MT (2025) including top genetics; imports to bridge demand-supply gap due to seasonality



BLUEBERRIES MARKET OVERVIEW - INDIA

- **Blueberry consumption rising exponentially, especially fresh blueberries**
 - Blueberry imports at around 3,000 MT/year
- Dropping of import duties from 33% to 10% acted as a catalyst for stupendous growth and will continue to push growth
- Newer genetics with the right flavor profile and larger sizes have been a game changer
- Online deliveries has been a key driver of growth in tier-I cities
- Traditional distribution channels have joined the bandwagon and made it accessible across the country with great response from consumers
- However, high airfreight costs and long ocean transits currently act as impediments to mass accessibility



HoReCa SEGMENT IN INDIA – OPPORTUNITIES

- Hotels, restaurants & catering contribute ~10% to India's foodservice market, worth over \$70B (2024).
- Demand growing for differentiated, health-centric ingredients like blueberries and avocados.
- Blueberries used in upscale cafés, leading hotels, and regional food joints.
- Frozen Blueberries ideal due to year-round supply and cost-efficiency.
- Bulk packs (1–5 kg) commonly preferred by institutional buyers.





RETAIL & DIRECT 2 CONSUMER – OPPORTUNITIES


- Fresh Produce has close to 10% share in the Q-commerce grocery market in India.
- Blueberries are widely available across all modern retail, q-com, traditional retail and even push-cart vendors.
- Q-Com works on repeat orders and smaller packs can be introduced for repeat sales and price sensitivity
- Q-Com targets the mass segment, moving volumes; while traditional segment can take premium varieties and specialty produce.
- Blueberries now form a part of daily diet for several Indian families owing to familiarity and health benefits

PROTOCOLS & LABELING

- Plant Quarantine (Regulations of Import into India) Order:

- Blueberries need to meet specified "pest-free" requirements, which can involve specific treatments or certifications before export
- Blueberry imports at present are allowed from Canada, Chile, Australia, Georgia, Poland, Peru, Thailand and the USA.
- Methyl Bromide fumigation mandatory for several sources, however, it can be replaced by pre-shipment and in-transit cold treatment for some origins

- Food Safety and Standards Authority of India (FSSAI) has strict packaging and labeling regulations for packaged products

Marketed by: Ozblu Marketing Packed by: AGRICOLA ANDREA S.A.C. - PLANTA CALIFORNIA FND. CALIFORNIA S/N. ALT. VIALOS LIBERTADORES KM 22 HUNAY PISCO, ICA PERU Exported by: LARAMA BERRIES S.A.C. AV. LOS CONQUISTADORES NRO. 638 INT. 201 LIMA-LIMA-SAN ISIDRO FDA: 18580990572 GGN: 4063061045386	
FRESH BLUEBERRIES/EB 9-2 (OZBLU Mágica) OZM_1 50CO_C44_+19_U_NN_S/B_IND_A 1.50 Kg 3.31 Lbs OZBLU JUMBO GOLD Produce of Peru PISCO-ICA - PERU Autorización Sanitaria N° 000110-MINAGRI-SENASA-ICA Código de Planta N° 016-00103-PE	
CLP: 016-40364-03 CAT 1	Pack Date 252 Code +19 35 24
EXPORT TO INDIA 	
EXPORTER NAME AND ADDRESS : LARAMA BERRIES S.A.C. AV. LOS CONQUISTADORES NRO. 638 INT. 201, LIMA-LIMA-SAN ISIDRO PACKER NAME AND ADDRESS : AGRICOLA ANDREA S.A.C. FND. CALIFORNIA S/N. ALT. VIALOS LIBERTADORES KM 22 HUNAY, PISCO, ICA PERU IMPORTER NAME AND ADDRESS : NGK TRADING CO PVT LTD, A 340, New Subz Mandi, Azadpur, New Delhi, India COUNTRY OF ORIGIN : PERU COUNTRY OF IMPORT : INDIA COMMODITY NAME : BLUEBERRY VARIETY : NS 9-2 (OZBLU Mágica) GRADE : CATEGORY 1 NET WEIGHT : 1.50 KG PACKING DATE : 09/2025 BEST BEFORE : 08/2026 WAX COATING YES OR NO : NO BATCH NUMBER / LOT NUMBER : 016-40364-03 CUSTOMER HELPLINE : ngkcustomercare@gmail.com Tel: 0124-4054105	
fssai Food Safety and Standards Authority of India FSSAI LICENSE NUMBER : 10015011003057 100% VEG	

EXPORTER NAME AND ADDRESS	: EXPORTADORA EL PARQUE SAC / Av. Emilio Cavenecia Nro. 151 (Torre Cavenecia OF 701) Lima - Lima - Miraflores - Perú
PACKER NAME AND ADDRESS	: El Parque Alaya Packing SAC / Olmos - Lambayeque - Lambayeque
IMPORTER NAME AND ADDRESS	: NGK TRADING CO PVT LTD, A 340, New Subz Mandi, Azadpur, New Delhi, India
COUNTRY OF ORIGIN	: PERU
COUNTRY OF IMPORT	: INDIA
COMMODITY NAME	: BLUEBERRY
VARIETY	: EB 9-2
GRADE	: CLASS 1
NET WIGHT	: 1.5 kg
PACKING DATE	: 08/2025
BEST BEFORE	: 02/2026
WAX COATING YES OR NO	: NO
BATCH NUMBER / LOT NUMBER	: 0191
CUSTOMER HELPLINE	: ngkcustomercare@gmail.com Tel: 0124-4054105
FSSAI LICENCE NUMBER	: 10015011003057
fssai Food Safety and Standards Authority of India 100% VEG	

STRATEGIC MARKET ENTRY RECOMMENDATIONS

Focus on	Focus on finding the right partner for your brand
Familiarize	Familiarize yourself with the market and business environment
Retail	Tailored Packs: Retail vs HoReCa
Leverage	Leverage the size and diversity of our country
Explore	Explore Value-Added Local Processing



THANK YOU

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