



BLUEBERRY GROUP

BELIEVE | INSPIRE | VALUE

"**Blueberry Group** is committed to realizing the customer satisfaction through change, innovation, challenge, passion, communication, and cooperation."



BELIEVE IN PEOPLE



**INSPIRE THEM
TO BE BETTER**



VALUE PEOPLE

Welcome Message

Since its foundation in 2013, Blueberry Group has held great pride in being recognized as a pioneer in the travel industry in Africa and has endeavored to become a leading company of change and development through continuous business innovation and technology development.

A blueberry group is basically **a group of companies implementing technology based on core competence**. Through its people-oriented management philosophy, the group and its employees have enacted and complied with the internal code of ethics and conduct for clear and transparent management that contributes to customers and local communities. Further, **Blueberry Group is committed to realizing customer satisfaction through change, innovation, challenge, passion, communication, and cooperation**.

Please read more on our website about the initiatives implemented in the organization to consolidate our leadership position. As a result, today we are a more dynamic and flexible company in closer contact with our consumers and operating within a framework of integrity, efficiency, and social responsibility. **The Blueberry group has set a benchmark in many service sectors for the last 10 years - facilitating the best-specialized services in the market. For all these years, we have set foot in sectors like tour and travel, home appliances, general trading, and fashion. We are conveying services in 30+ African, Asia, and Middle Eastern nations - covering significant world regions.**

At Blueberry, we share a business culture that focuses on satisfying our customers and consumers. Our ongoing objective is to offer the best product, services, and brand options at a fair price and with world-class service to continuously exceed the expectations of the over 1 million consumers we serve uninterrupted daily. We welcome ongoing transparency and effective communication with our communities. Here, we have for your valuable information about our company and its performance. Most importantly, feel free to use it as an open channel to give us your feedback and suggestions to enhance our everyday tasks.



2013 : A Startup...

Today : A Global Enterprise



The BLUEBERRY Story

From the inception to the envisioned future of Blueberry, this is how we evolved

Once Upon a time

Long back, in 2013; there came up an idea of bringing new innovations in the Travel and Tourism Industry. keeping this in mind, Blueberry opened the first Travel Agency in 2013 in Djibouti, bringing expertise in the same industry in Africa to the exposure. This was not stopped and just carried forward more and more...

...there was an idea.

Entering into the Travel tourism Industry was one of those amazing big-picture ideas made real: A mash-up of travel and technology blasted out. It was groundbreaking. It was liberating and empowering and thrilling. Through their expertise, creativity and boldness, they pushed the boundaries of what is possible even further.

As it turned out, the idea was a popular one

Today the dream which started with Travel and Tourism company has become Blueberry Group which now includes the fashion and Electronics sectors too. A wind of conquest still blows over Group which serves over 100000+ clients in over 25 countries. Proud heirs of the co-founders' vision, every day our talented team continues to invent tomorrow and bring to life their passion for the clients.

From idea to industry standard: The explosion of Brands

As with any good idea, once it gets a little traction, others get in the game. In the past ten years, the travel industry has exploded. We think that's great because our mission from the beginning has been to empower people. The more ways to do it, the better. The more people doing it, the better.

VISION

Blueberry aspires to be the global industry benchmark for Value Creation and Corporate Citizenship. We make a difference through: Our People, an innovative, entrepreneurial, and empowered team that constantly creates value and attains global benchmarks. We believe in fostering a culture of caring, trust, and continuous learning while meeting the expectations of employees, stakeholders, and society.

VALUES & PURPOSE

Our vision is to facilitate services that benefit every sector of society. We are reaching high to boost, satisfying each aspect of the client, financial backers or investors, and representatives' requirements. We esteem each individual in the association and have faith in fulfilling them. We are related to brands that will fascinate our clients with excellent services. Our group enthusiastically works for client fulfilment with a clear vision of growing more shortly. We will keep offering our travel family an incredible experience with the alluring portfolio of famous brand partners.

Management Philosophy

**Customer-oriented management,
securing global competitiveness,
performance management and
innovation.**

Mission Statement

**Work smart(diligence),
think deeply, research, and live
sincerely.**

Founders' Message

Blueberry Group will always -Believe, Inspire and Value you. If the last decade was about meeting human needs, the new millennium is about matching human aspirations. We live in a world where the young are reaching higher, dreaming more extensively and demanding more; a world that is challenging the limits of hope and possibility.

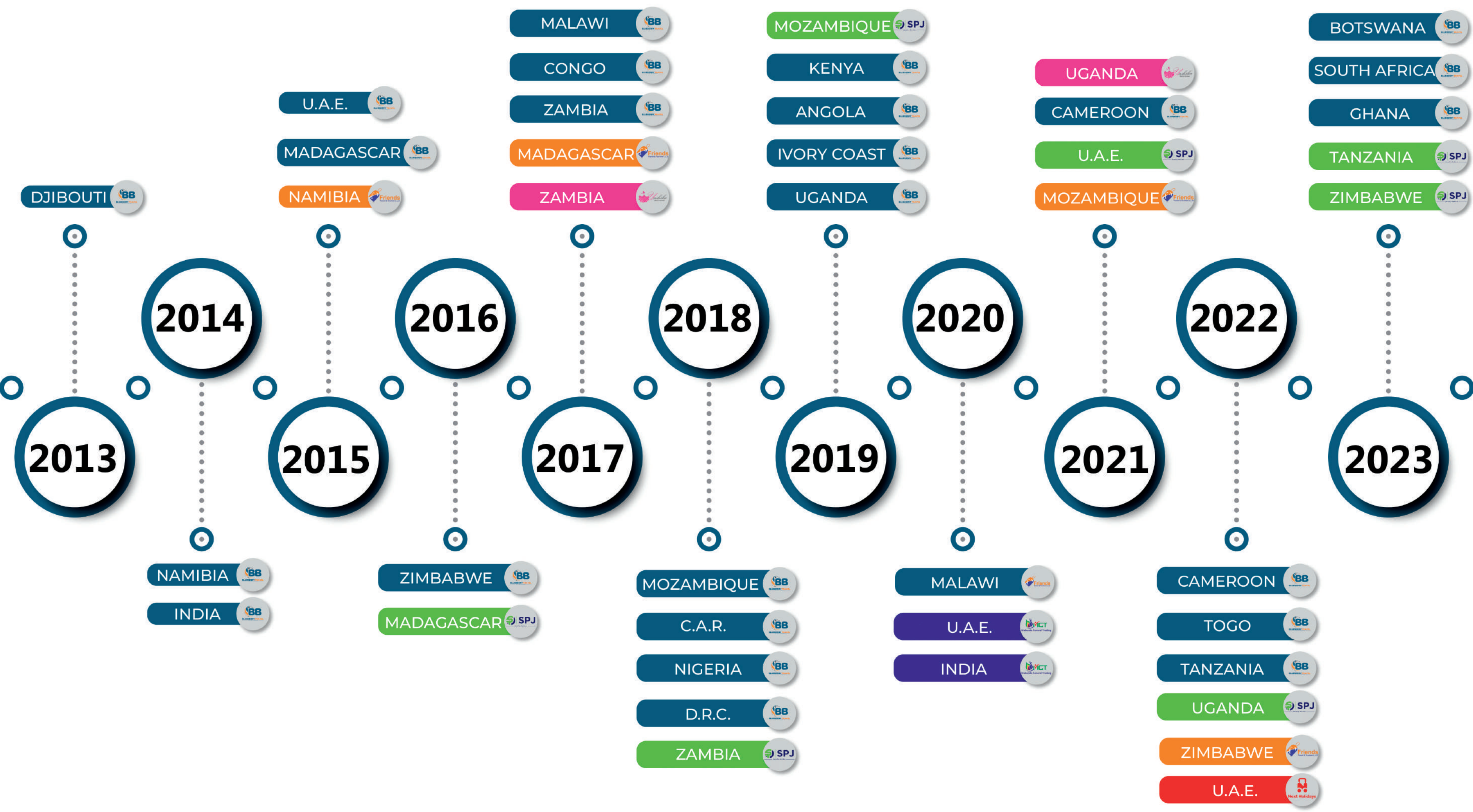
Blueberry shows the impatience of youth, the desire for natural and rapid change -- for a quality of life that is second to none. The Blueberry Group embodies the spirit of these new demands. **Our goal is not just to build an excellent enterprise for our stakeholders but, more importantly, to make a great future for all and the world at large, to give hundreds of millions of people the power to fulfil their dreams, shape their destinies, and the means to realize their true and diverse potential.**

We will work with commitment and resolve to create pathways that connect ambition to achievement, promise to performance, and potential to reality... We will bridge the gap between quantity and quality, leveraging our strength in managing large-scale operations even as we deliver best-of-class products and services to our consumers. Focussing on the burgeoning aspirations of our young consumers will remain one of our crucial driving values. We will rethink every business process, product and service from the consumer's standpoint – with a commitment to enhancing the experience at every touch point.

We always believe in "Think big. Think fast. Think Ahead." We will think it is more significant. We will think faster. But, most importantly, we will feel better about staying ahead of the competition and our times.

It was to be the start of one of the great stories of mutual respect and reciprocal gain in the market. Under extraordinary vision and leadership, **Blueberry scripts one of Africa's most important growth stories in corporate history.** Throughout this fantastic journey, **we always kept the interests of the ordinary people uppermost in mind, making the world a valuable family to live in.**





Ways to reach us...

OUR BRANDS

OUR BRANDS

OUR BRANDS

OU

OUR BRANDS



NEXT HOLIDAYS



MUKUNDA TRADING



YASHIKA FASHION



BLUEBERRY TRAVEL



THE SPJ



FLIGHT TICKETS AND VISA



CAR RENTALS



AIRPORT TRANSFERS



ADVENTURES AND TOURS



VIP ASSISTANCE

BLUEBERRY TRAVEL was established in 2013 to provide travel management services to an increasing number of tourists all around the world. Today we are one of the leading TMCs in African Countries and continuing to the Middle East and Asian Regions. Africa is our home, with the Middle East as our base; we know first-hand the countries and cities we work in. We know our destinations, products, and activities and keep abreast of all new developments within our region so that we can offer our clients up-to-date information with excellence and the very best of services. We provide up-to-date information and complete travel management services on the ground in your chosen destination, from airport transfers to hotel reservations, tour bookings and dinner reservations, tailor-made experiences or holiday planning, to group activities and complete creative itineraries.

We are flexible and reliable and understand that the guest expects a competitively priced, value-for-money holiday of a lifetime, free of complications. We are available 24/7 to ensure guests are safe and happy and their expectations are met, if not exceeded, time after time. We know what it takes to put together a great travel experience because we are travellers ourselves. We have the knowledge, professionalism, expertise, people, and technology to ensure an enjoyable and unforgettable experience.















Established in 2013



OUR SERVICES

Explore the world with Blueberry

-  - Flight Reservations & Ticketing Services
-  - Accommodation
-  - Airport Services
-  - Car Rentals and Transfers
-  - Private Tours
-  - Global Visa Services
-  - Travel Insurance
-  - Meet and Assist
-  - Meeting Arrangements
-  - Adventures, Activities, Excursions and Sightseeing
-  - Hotel Representative Services
-  - VIP Services



TICKETING SERVICES

We are IATA certified air ticketing agent and cater to all ticketing needs. The ticketing model we've been describing refers to full-service which offers allocated seats, checked baggage, meals, and post-booking services like changes, cancellations or refunds.



ACCOMODATIONS

Personalize Your Hotel Booking with Us! Whether you're traveling on your own, as a couple, or with a family, Blueberry will cover all your needs! Choose from Luxury Hotels, Resorts, Apartment Hotels, Extended Stay Hotels, Pet-Friendly Accomodations & Many More.



AIRPORT SERVICES

Exclusive airport services including 'Meet & Greet services 'Airport Representatives' on demand, 'Group Escorts' for Group travel, etc. We escort passengers in and out of the airport. We stay with you every step of the way to ensure you are taken care of and your requirements met.



GLOBAL VISA SERVICES

We provide the best in class services for travel guidance and processing of all travel documents including global visas and other travel needs. We have gained accolades for providing aspirants with visa services, pre & post assistance, and visa consultancy service.



TRAVEL INSURANCE

We offer a full suite of Travel insurance products to meet your needs. Affordable Premium. Wide Range of Cover. Individual or family plans. Worldwide Coverage. Emergency Medical Expense. Worldwide Protection.



ADVENTURES AND EXCURSIONS

Provide the best Tours, Trekking, and Adventures with Hospitality and gentle care of the environment and our planet. We love helping you see the world your way, unlocking the finest sights and experiences the world has to offer.



PRIVATE TOURS

Discover your destination on an expert-guided day trip tour with transportation. Choose the best activities for your trip with must-see attractions. We connect travelers with local tour guides, worldwide. We're a marketplace for customizable private tours and shore excursions!



VIP SERVICES

VIP & Celebrity Travel. We specialize in providing highly-customized luxury travel services and unforgettable personal experiences. Discover a better way to travel, with hyper personalized offers and your own 'connected' travelstylist.

5000+
Travel Agents
Connections

20000+
Direct Client
Contracts

700+
Daily Travel
bookings

1000+
Worldwide
Suppliers

800000+
Hotel
Connections

500+
Airline
Worldwide



SPJ performing for a long with its never-ending saga of Innovation and Quality.SPJ brings you Home and Kitchen appliances and Entertainment Units with all comfort and quality that furthermore modernize your living. Thus, always leaving no stone unturned we try to bring the best comfort to your home. A healthy home is healthy us - SPJ taking this into mind, we always become better than what we were last. Built to perfection and designed to ensure efficiency, SPJ Electronics provides uncompromising safety in the electronics design. Keeping our customers at the heart and soul of our business, we will continue to constantly innovate to bring value-added benefits to our customers at every step. Always bringing the best BtoB solutions and Home Solutions to our Clients.

We work in cooperation with our customers and technology partners to acquire a deep understanding of critical product characteristics and use conditions. This background allows us to construct an in-depth prevention plan, which includes a similarity analysis and a full review of the products. Design controls, tests, and approvals are completed at each stage of product development to ensure the robustness and reliability of the product. Products are qualified after validation of final production and product configuration.

TECHNOLOGY + INNOVATION = TECHNOVATION - This is how we maintain our Quality and Keep Innovating.



Established in 2016



Air Conditioners and Fans

Air Conditioners (AC)

Fans

Cooking Appliances

HandBlender/Chopper

Kettle

Microwaves/Ovens

Rice Cookers

Standing Cookers/Hobs

Laundry

Washing Machines

Refrigeration

Chest Freezers

Refrigerators

Showcase Chiller

Tv and Audio Systems

Audio Systems and Speakers

Televisions

Other Appliances

Automatic Voltage Regulator

Water Dispenser

FOR ENHANCED LIVING

SPJ is a fast-growing consumer electronics company. And a leading player in the global TV industry, the company was founded in 2016 in Africa and operated its manufacturing and R&D centre worldwide. With products sold in more than 19 countries. SPJ specializes in researching, developing, and manufacturing consumer electronics products, including TVs, home appliances, and smart home products. Through the strategy of AI X IoT. SPJ strives to become a world-leading intelligent technology company. And helps its consumers lead smarter and healthier lives.

WHY US ?

OUR SUPPORT

Our team of professionals goes above and beyond to exceed our client's expectations every time. You can expect courteous, knowledgeable support from our highly skilled staff.

IN-HOUSE MANUFACTURING

Manufacturing in-house using hundreds of fully automatic equipment which high-quality parts. We control the production and provide service from prototyping to mass production.

GREAT VARIETY AT GOOD PRICE

If it's time for an upgrade and you are looking for a new device or accessory, you can choose from thousands of products and shop at your convenience.

QUALITY ASSURANCES

SPJ provides global standards; also, we are a factory that implements quality systems, with product liability insurance offering a safe environment and protecting our business.

NON-DISCLOSURE AGREEMENT

Many of our customers are industry leaders. We follow confidentiality agreements (NDA) to ensure their interests, this is one of the reasons why we keep the long-term partnership.

CUSTOMER SERVICE HELP CENTRES

Our success in this industry is directly related to our over-the-top customer service and attention to detail. We treat every client like family, whether you're new to us or have been working with us for years.

QUALITY MATTERS



INDIAN WEARS



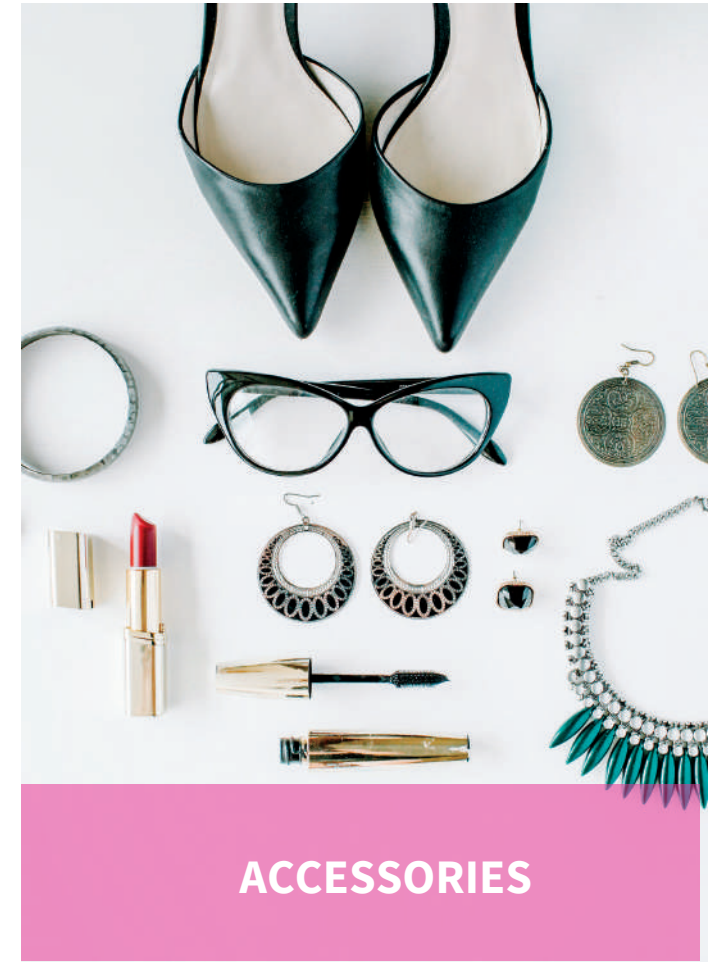
CASUAL WEARS



KIDS WEARS



FORMAL WEARS



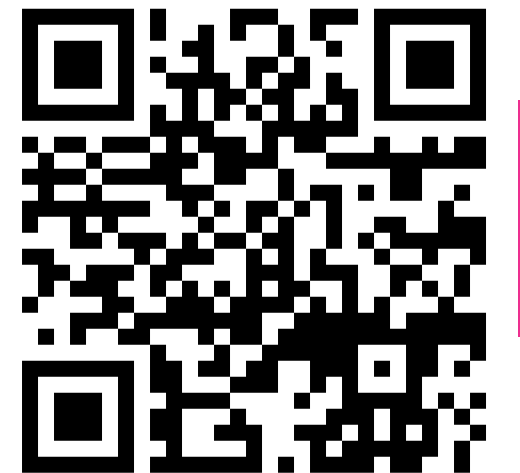
ACCESSORIES

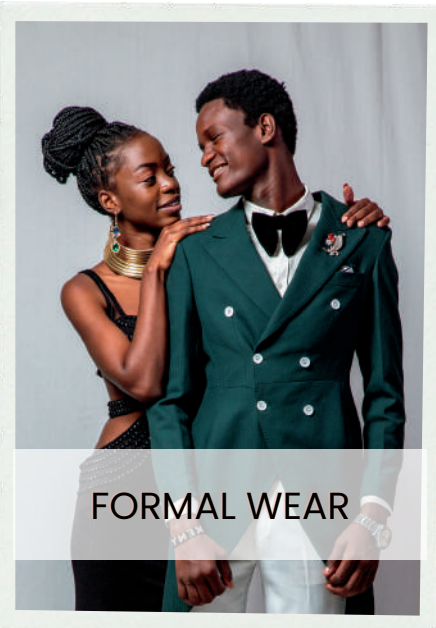
Yashika is the next-generation fashion retailer for Millennial and Generation Z consumers. As a trusted, premium lifestyle brand, and a go-to fashion source for discovery and inspiration, we deliver an engaging customer experience from a vast yet curated offering of apparel, footwear, accessories and beauty styles. Our dynamic platform connects a deeply engaged community of millions of consumers, thousands of global fashion influencers, and more than 1,000 emerging, established and owned brands.

Through 7 years of continued investment in technology, data analytics, and innovative marketing and merchandising strategies, we have built a powerful platform and brand that we believe is connecting with the next generation of consumers and is redefining fashion retail for the 21st century.

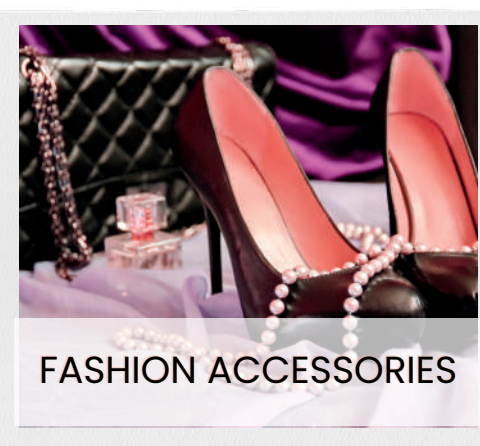


Established in 2016





FORMAL WEAR



FASHION ACCESSORIES



INDIAN WOMEN WEAR



LUGGAGE BAGS



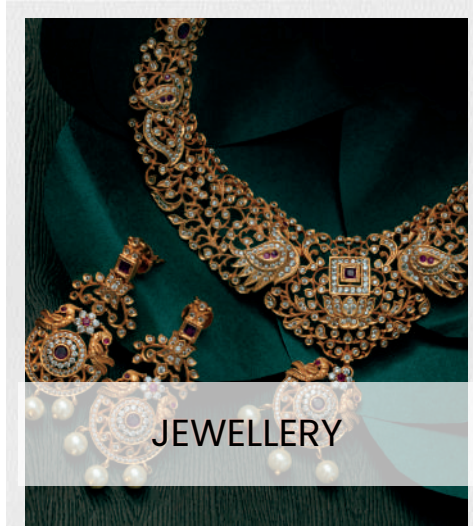
SHOES



HAND BAGS



KIDS WEAR



JEWELLERY



HOME ESSENTIALS



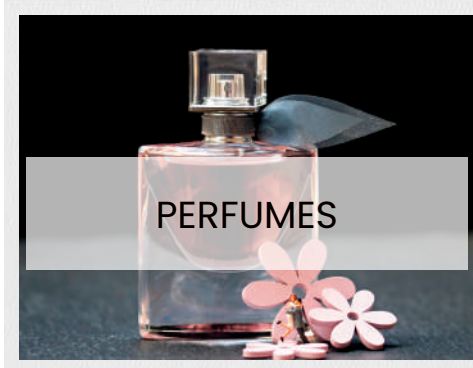
INDIAN MEN WEAR



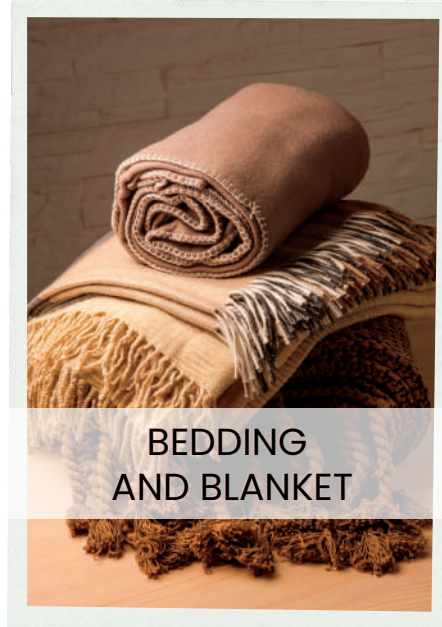
INDIAN WEDDING WEAR



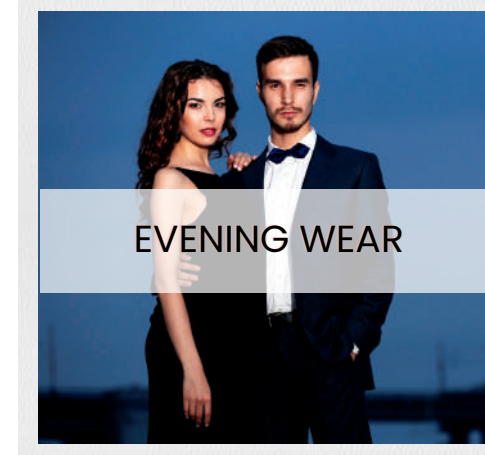
WESTERN WEAR



PERFUMES



BEDDING AND BLANKET



EVENING WEAR

High Standards
fair prices

high quality

Uniqueness
principles
wide range

Great Variety

High End
fashion
Premium Material

Our Philosophy is customer-based and points to customer satisfaction in every aspect. According to this philosophy the design of successful collections, the organized production process, and the professional customer services are equally important components of our business. Our collections' high standards and quality control is significant in every stage of our business in order to obtain a high-end set product that meets our client's taste, and will always do. In conclusion, we value quality as our main principle and we always aim to improve it.



IMPORT AND EXPORT



PROCUREMENT



E COMMERCE



LOGISTICS



SHIPPING

Mukunda General Trading is a wholesale trading company in UAE and India. We manufacture and distribute a huge variety of wholesale products for the best price in Uae, Africa and Asia. We have developed a reputation as the region's specialist in wholesale import and export of business and consumer products to clients across Africa, Asia, Europe, and the Middle East. We build commercial flows, import and export commodities, organizing and supervise international projects with our collaborators. Assisted our network, we can incorporate all these purposes with our product experience. Our various competencies permit us to acknowledge the necessities of industries peering for a new market.

Mukunda Trading Company was ascertained to deliver Global Procurement and Logistical support services to local and international organizations and institutes. Our professional team of young and dynamic specialists works for various sectors such as electronics equipment, computers, and hardware, mobile offices, home furniture, auto parts, etc. As a trading Company, Mukunda imports and exports goods and commodities by serving global tenders and bids and engages in different relevant services such as home furniture, etc. MUKUNDA GENERAL TRADING retain the prosperity of information and has created adequate channels and connections with international manufacturers, thus strengthening our procurement and purchasing vitality to a category envied.



Established in 2020





Tools and Home Improvement

Medical and Surgical Items

Office Equipment Items

Industrial and Scientific Items

Hospitality and Hotel Items

Home and Kitchen Items

Health and Household Items

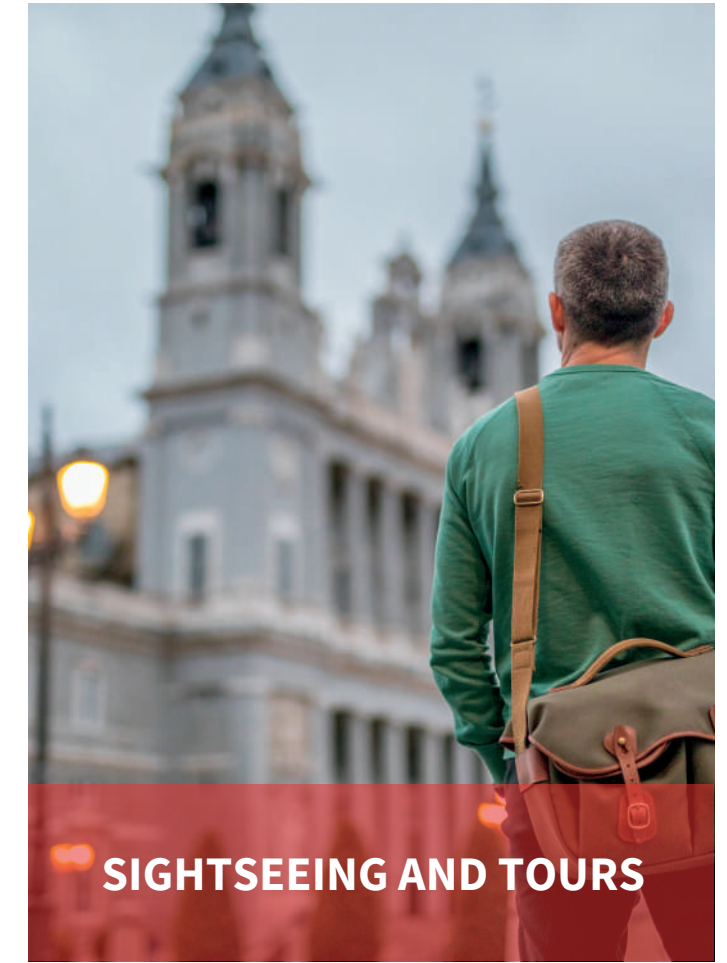
FMCG Items

Building Materials

Beauty and Personal care

Automobile and Accessories

Arts and Crafts Items



Founded in 2022, Next Holidays is UAE based online Destination Management Company, a part of Blueberry Group delivering an array of exemplary Tour packages, Adventures Activities, Visas, and Transfers in GCC and other tourists Destinations like Singapore, Goa, Thailand, and more. Backed by experienced professionals in the tourism industry; we at NEXT Holidays, render B2C travel services for easy and quick live bookings on customers' end at the quality and affordable prices.

Since our inception in 2013, as Blueberry travels more than 1 Million customers have used one or more of our comprehensive travel-related services, including domestic and international air ticketing, hotel bookings, homestays, holiday packages, bus tickets ticketing, rail ticketing, activities, and ancillary services. Customers can book their preferred service worldwide through our online portal. All our services are designed for every traveler's comfort and ease.



Next Holidays

Established in 2020



Why NEXT ?

Here are some of the key differences that enables us to offer our clients an excellent experience across the globe.



Travel Services across the Globe



Renowned Group



Quality Partnership



Competitive Prices



Multilingual Staff



365/24/7 Service



Bring happiness and holidays together



Organize perfect events



Innovation and improvisation



Delivery Quality and Trust

OVERVIEW

10+
YEARS

A decade of
experience
making
customers
succeed

TURNOVER

Year 2022-2023

281M \$



25+ COUNTRIES

Establishing a reputation as a leading expert in Africa, Asia and the Middle East in Travel and Tour Services, E-Commerce, and Home Appliances Division, and as a Fashion Brand. The Blueberry Group is setting new benchmarks in the travel sector while providing savvy clients from more than 25 countries.

100,000+ CLIENTS

A wind of conquest still blows over Group which serves over 100000+ clients in 25+ countries. Proud heirs of the co-founders' vision, every day our talented team continues to invent tomorrow and bring to life their passion for the clients.



1000+ TEAM MEMBERS

We have over 1000 colleagues working across design, logistics, sales, marketing, technology, and other functions. We employ committed and ambitious colleagues with a positive mindset who push the boundaries of what is possible ever further through their expertise, creativity, and boldness.

OUR COMPANY FOCUS

The art of value has no bounds. It extends beyond walls, to spark inspired experiences everywhere. Our values are the beliefs, philosophies, and principles that drive our business. We believe values that we deliver impact the relationship we develop with your customers, partners, and shareholders. We believe these values are our company's DNA that differentiate us from the competition.

We are shaping a future where tourism industry unlocks exceptional experiences and value, talent, and passion delivering a welcoming human touch. The future belongs to those who design it with values and commitment, Blueberry Group admires both.

[MORE INFORMATION](#)

Next generation Business

Accelerate the launch of the Next-generation Business and improve our business portfolio. Continuous focus on the financial strength of the group.

Effective Collaborations

Collaborate with other companies and create new opportunities to help drive the business forward. Effective collaboration in the industry will lead to increased success, innovative ideas, more efficient workflows, and improved internal and external communication too.

Digital Innovation of the group

Improve Productivity through Digital Innovation in the Business. Transfer the use of technology and work smarter and enhance what we do.

Integrity and Passion

Integrity is the hallmark of our moral values and conduct, passion is the scale on which our productivity depends. Workplace happiness and well-being are important parts of our overall workplace ecosystem and we continue our efforts to make it better.

Pursuit of Excellence

We believe “whatever is worth doing is worth doing right.” Delivering High quality affordable and accessible products and services to our clients will always be our first target to work on.



Satisfied Clients



"For always trust us and being a valued client to us"

Incredibly grateful to the clients we work with.....Thank you for putting your trust and confidence in our company. We won't settle for less than the best for you!

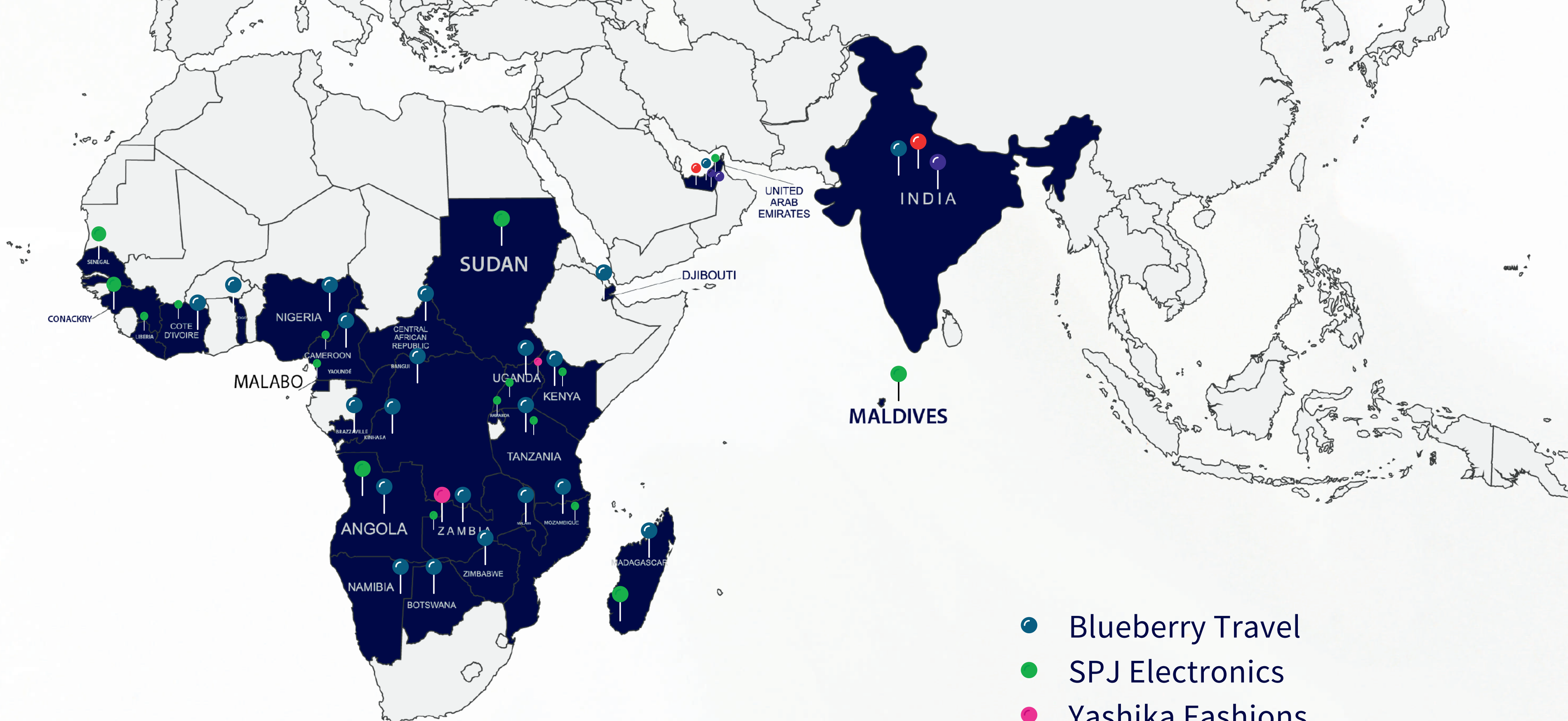
For more visit blueberrygroup.co

Premium Suppliers



" Not a single step was possible with out you"

Without your continuous support and generosity, It would not have been possible. We will continue to have this opportunity and we promise to warrant your faith in us for last long relationship.



- Blueberry Travel
- SPJ Electronics
- Yashika Fashions
- Mukunda General Trading
- Next Holidays



We Believe in Leadership with Trust

We have a dedicated and passionate group of leaders who not only drive our strategy and business operations, but who help to inspire our global team to think about big about the possibilities of being a good human.

[Learn More....](#)

BELIEVE | INSPIRE | VALUE
#EXPERIENCEBBG

Because we take care of each of our clients to the best of our ability and where every action counts to maximize our efforts, we strive to make a positive impact locally and globally, to ensure you the best benefits not only the few but all.

We're everywhere!

We're everywhere!

We're everywhere!

We're everywhere!

