

## Shreenal Ruparelia appointed new MD of Jumia Food

NAIROBI, Kenya - Online food delivery company, Jumia Food, has appointed Shreenal Ruparelia as its new managing director. She takes over from Duncan Muchangi who joins Jumia Pay.



Shreenal Ruparelia

Jumia Food Kenya has a listing of over 200 restaurants in Nairobi and Mombasa. Including Kenya, the Jumia Food service is present in eleven countries in Africa including Nigeria, Morocco and Uganda.

Ruparelia brings on years of experience with a background in management consulting, startups and e-commerce gained across Australia, Asia and East Africa. Her appointment and transition comes as a milestone in a succession plan rolling out after the larger company, Jumia Group rebranded to consolidate all its ventures under one umbrella.

"I am excited to join the Jumia Food team at a time when e-commerce is experiencing unprecedented growth in the country and in the African continent at large," says Ruparelia.

In this new role, she cites customer experience as a core priority. "The online marketplace highly depends on the execution offered by operational support throughout the customer journey. With a growing listing of restaurants, a strong customer base and a rapidly expanding technology-oriented marketplace, we are focusing on creating more strategic partnerships as well as investing in more online innovation aimed at driving efficiency." The new managing director also expressed her

focus on the company's alcohol delivery subsidiary, Jumia Party.

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