



**SUPPLE TEK**  
GRAINS OF HONESTY

[www.suppletek.com](http://www.suppletek.com)



## INTRODUCTION

Supple Tek is located in the heartlands of India in the city of Amritsar, Punjab. We are an honest Food & Agriculture company committed to delivering the finest quality pure Indian Basmati Rice with the use of technology for over four decades.

At Supple Tek, we've been awarded numerous accolades including being honoured as the World's Largest Exporter of Indian Basmati Rice by APEDA and FIEO consecutively from last 7 years.

“ World's Largest  
Exporter of Indian  
Basmati Rice.”

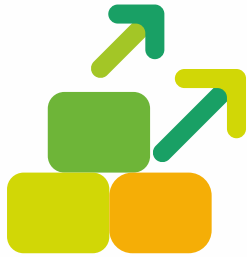


by APEDA and FIEO  
consecutively  
from last 7 years.





## SUPPLE TEK - AT A GLANCE



**900,000+ Metric Ton**  
of exports &  
growing annually

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**5,000+ Metric Ton**  
of rice processing &  
packaging capacity  
per day

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Presence across  
**5 continents,**  
in **72+ countries**  
globally

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## OUR VISION

To grow & establish Supple Tek as the premier supplier of finest Indian Basmati Rice in the world, through relentless pursuit of quality, while maintaining our uncompromising values.



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## OUR MISSION

To Spread the Aroma  
of Indian Basmati Rice  
across the World.

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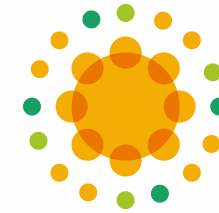
## OUR CORE VALUES



Quality  
& Trust



Growth &  
Innovation



Sustainable  
Future



Honesty &  
Integrity



Leadership &  
Collaboration



Responsibility &  
Ownership



## OUR PURPOSE

To create economic & social value for all our farmers & communities by associating with them in best practices, innovation and technology, for sustainable & environment-friendly food & agriculture industry delivering to the world healthy, nutritious, safe & affordable food from our country.







# OUR TEAM



## Our Family & Work Culture

At Supple Tek, we believe that our success is a reflection of the earnest effort our team of driven individuals put in. We believe that true power lies in a team that recognizes and benefits from collective strengths. We set high workplace standards and strive to cultivate a healthy & honest work culture where individuals feel encouraged and are recognized for their contributions.



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## OUR LEADERSHIP



**Founder**

Mr. Kawaljit Singh



**Chairman &  
Managing Director**

Mr. Ramneek Singh



**Chief Executive  
Officer**

Mr. Jai Kumar Gupta



## OUR MILESTONES

**1977**

Mr. Kawaljit Singh began as a Rice Sourcing Agent.

**2005-2007**

Mr. Ramneek Singh joined and explored new markets as an International Rice Sourcing Agent.

**2008**

Began as an International Exporter of Basmati Rice.

**2012-2013**

Received 1st APEDA Gold Trophy for being the Largest Exporter of Basmati Rice by Ministry of Commerce & Industry, Govt. of India.

**2014**

Established a State-of-the-Art milling facility at Amritsar, Punjab.

**2016-2022**

Maintained position as the Largest Exporter of Indian Basmati Rice.

**2022**

Accorded the status of 5-Star Export House by Ministry of Commerce & Industry, Govt. of India.





## OUR PROCESSES

Quality is at the heart of everything we do at Supple Tek. The big idea is to make cutting-edge technology & working very closely with farmers, the bedrock of an efficient and effective value chain from local farms to the global market.

### The best Indian Basmati Rice from paddy to plate



Research &  
Development



Responsibility  
& Ownership



Paddy  
Sourcing



Massive Storage  
Capacity



Advanced Processing  
& Milling



Quality  
Control



Packing



Distribution/  
Retail



## How do We Maintain Our Quality?

Embedded deep within our organization, is a culture of 'constant improvement'.

This culture is what drives us to understand, adopt and adapt to the growing needs of our consumers. We have taken every measure to ensure that farmlands are rich and healthy. We offer best rates to farmers for their yield, promote crop rotation, offer our expertise and knowledge for using the choicest seeds and latest agricultural practices.

Our stringent quality control measures and the most advanced & modern rice milling plants ensure that the finest quality is delivered consistently.





# OUR FARMERS

## Our Value Addition to Farmers

- Procure and distribute the right quality seeds to our farmers from BEDF fields.
- Train our farmers on new techniques to elevate the quality of their produce.
- Ensure that their crops are of international standards.
- Pay the best price for the yield.

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# MOST ADVANCED RICE MILLING FACILITY

Innovation combined with technology is quintessence to our company's business.

- Overall milling & processing capacity 5000+ Metric Ton per day.
- Our fully-automated & sophisticated mills are designed by Satake (Japan) and Buhler (Germany) with a hi-tech amalgamation of technology from other world-leading companies.
- 3 mega rice processing and milling facilities are geographically spread across strategic locations in India - Punjab, Haryana & Gujarat to ensure uninterrupted supplies throughout the year.
- Presently, we are in the process of establishing a processing and milling plant in Haryana, India. This facility is expected to become operational by 2024.

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# OUR SUPPLY CHAIN

Our aim is to make the journey of all inputs and finished products from origin to end customer, more efficient and reliable, with reduced delivery times while ensuring highest customer satisfaction

## How our supply chain operations are best-in-class

- We have end-to-end technology based integration in our entire supply chain management system.
- Our qualified and trained team works closely with all our partners to ensure smooth storage and movement of goods from farms to mills to warehousing to shipments.
- Our partners are identified and selected based on pure merits of excellence in service.
- We understand the rules & regulations of various geographies & ensure the highest compliance.

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## OUR PRODUCTS



### BASMATI - THE QUEEN OF AROMA



Basmati is a variety of rice that translates to “the fragrant one”. It delivers white, separate, fluffy grains that elongate to over twice their original length and release an exquisite aroma.

As the World’s Largest Exporter of Indian Basmati Rice, we strive to deliver the true essence of Authentic Basmati. Our endeavour is to keep the methodology true to its roots and bring only the purest and finest of Basmati.

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## OUR FLAGSHIP BRAND

# Zeeba®

World's Most *Beautiful* Basmati





## OUR OTHER LEADING BRANDS





# OUR PRIVATE LABELING AND CUSTOMIZED PACKING SERVICES

Our private label program enables companies interested in venturing into the Rice industry a competitive edge with the highest quality of products and market insights to operate in different markets, globally.



Unmatched  
Quality



Product Marketing  
Insights



Expansion  
Assistance



Portfolio Diversification  
Support



Faster Turnaround  
Time



Low  
Minimums



Diverse Production  
Capabilities



Industry Trends  
Expertise



## OUR WORLDWIDE PRESENCE

We are present with top retail brands - Amazon, Costco, Lulu, Metro, Walmart and many more.



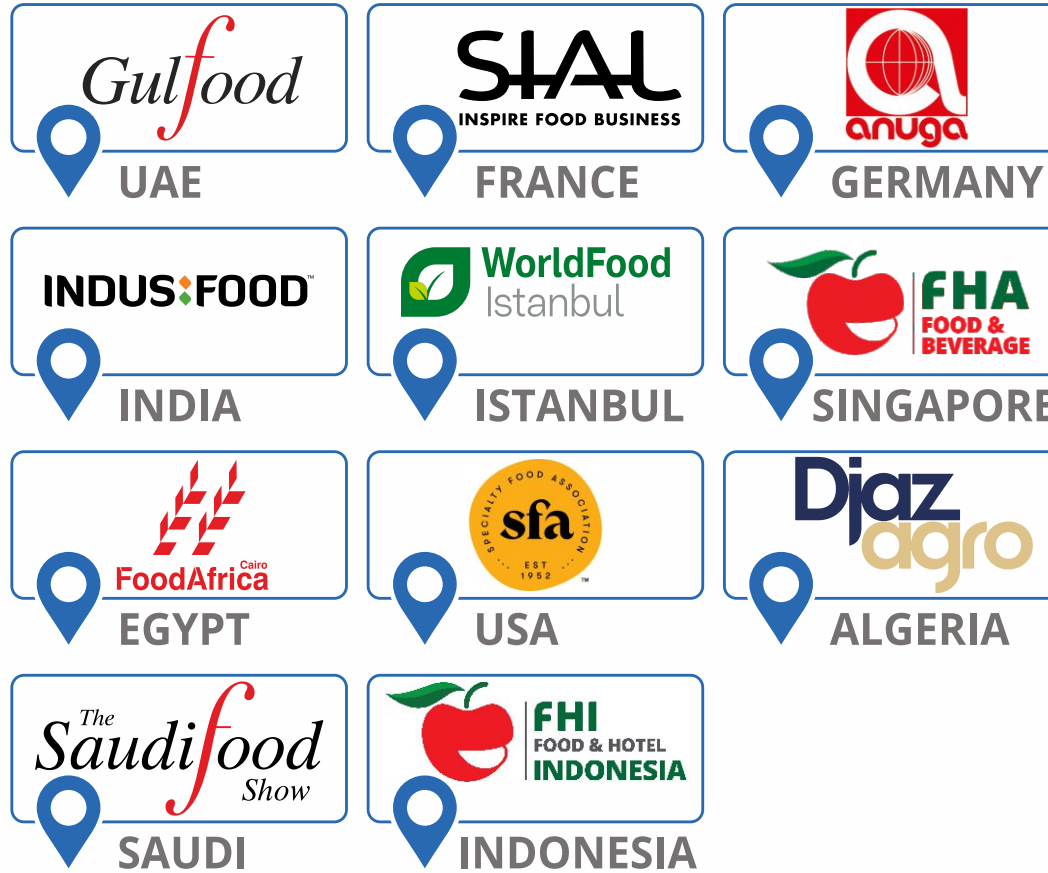
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# OUR PARTICIPATION

Won hearts around the World



## OUR ACHIEVEMENTS

Product of the year is  
proudly presented to  
**Zeeba Classic Basmati Rice.**

Category - Rice & Rice Products



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## Zeeba Classic Basmati Rice

Zeeba Classic Basmati Rice has a pleasing texture, exquisite aroma, and delicious taste. Zeeba Basmati Rice production team adopts all standards of Health & Safety measures to ensure customer safety. Zeeba Classic Basmati Rice has extra long grain of this Basmati Rice has extra long grain length, which elongates to 2 times its size upon cooking and has a pleasant aroma and elongates 2 times its size.



Product of the year

#FMCGAwards #Awaros2



## OUR AWARDS

### APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
BRONZE TROPHY – YEAR: 2015-16

### APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
SILVER TROPHY – YEAR: 2014-15

### APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
GOLD TROPHY – YEAR: 2013-14

### APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
GOLD TROPHY – YEAR: 2012-13

### FIEO AWARD

FOR EXCELLENCE IN BASMATI RICE EXPORT  
GOLD TROPHY – YEAR: 2016-17

### FIEO AWARD

FOR EXCELLENCE IN BASMATI RICE EXPORT  
GOLD TROPHY – YEAR: 2015-16

### FIEO AWARD

FOR EXCELLENCE IN BASMATI RICE EXPORT  
GOLD TROPHY – YEAR: 2012-13

### ECONOMIC TIMES

GROWTH CHAMPIONS

### MSME AWARD

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**World's Largest Exporter of**  
**Indian Basmati Rice**  
consecutively from last 7 years - 2016-2023





# CERTIFICATIONS & ACCREDITATIONS



**GOVT. RECOGNIZED  
5 STAR EXPORT HOUSE**

We are the **only rice company**  
and one of the selected  
companies in the country to be  
honoured with **5-Star Export  
House** accolade by the Ministry of  
Commerce & Industry, Govt. of India.

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# CERTIFICATIONS & ACCREDITATIONS

## i. GFSI\_BRC



## ii. ISO 22000 - 2018



## iii. HACCP

## v. KOSHER

## vii. NPPO - USA

## ix. COSTCO - AUDIT

## iv. GMP

## vi. HALAL

## viii. NPPO - CHINA

## x. APEDA



## OUR RATINGS

# A/STABLE

credit rating appraised by **CRISIL**

**Rating**

**CRISIL**  
Ratings

**Rating Rationale**

December 07, 2022 | Mumbai

**Supple Tek Industries Private Limited**

*Rating upgraded to 'CRISIL A/Stable'; Rated amount enhanced*

**CRISIL** is an Indian analytical company providing ratings, research, risk and policy advisory services and is a subsidiary of American company S&P Global.



## WHERE TO FIND US

While we are spreading across the globe, we reside primarily in the hearts of our consumers. Our state-of-the-art rice milling and packing facilities are based in:

Amritsar, Punjab

Karnal, Haryana

Gandhidham, Gujarat



**SUPPLE TEK**  
GRAINS OF HONESTY



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Amritsar – 143001, Punjab (India)

Email : [contact@suppletek.in](mailto:contact@suppletek.in)

The golden rule for  
every business -  
“Put yourself in your  
customer’s place”

