



SUPPLE TEK
GRAINS OF HONESTY

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 8 years.

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



by APEDA and FIEO
consecutively
from last 8 years.





SUPPLE TEK - AT A GLANCE



600,000+ Metric Tons
of Basmati Rice
exports and
growing annually



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



Presence across
5 continents,
in **73+ countries**
globally



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.



Grains of Honesty



OUR MISSION

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

Grains of Honesty





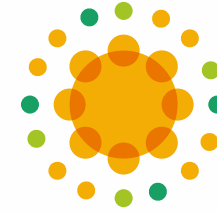
OUR CORE VALUES



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.



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.

2022-2023

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.

Grains of Honesty



**OUR FLAGSHIP
BRAND**

Zeeba®

World's Most *Beautiful* Basmati





OUR OTHER LEADING BRANDS

ملك البنجاب
PUNJAB
KINGG



لؤلؤه
Lolah
SELLA BASMATI RICE



آورا
Aura



Elate



جاذبة
JAZBAA



موفق
Moafaq





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

 UAE	 INSPIRE FOOD BUSINESS FRANCE	 GERMANY
 INDIA	 ISTANBUL	 FOOD & BEVERAGE SINGAPORE
 CAIRO EGYPT	 SPECIALTY FOOD ASSOCIATION EST. 1952 USA	 ALGERIA
 SAUDI	 FOOD & HOTEL INDONESIA	





OUR ACHIEVEMENTS

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

Category - Rice & Rice Products



Grains of Honesty



PRODUCT OF THE YEAR
CATEGORY - RICE & RICE PRODUCTS



OUR AWARDS

WINNERS OF 2 GOLD, 1 SILVER & 1 BRONZE AWARDED BY :
APEDA FOR HIGHEST BASMATI RICE EXPORTS

5-TIME GOLD AWARD WINNERS OF :
FIEO FOR EXCELLENCE IN BASMATI RICE EXPORTS

ECONOMIC TIMES :
GROWTH CHAMPIONS

CRISIL RATING :
A+/STABLE

MSME AWARD

**World's Largest Exporter of
Indian Basmati Rice**
consecutively from last 8 years - 2016-2024

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CERTIFICATIONS & ACCREDITATIONS

i. GFSI_BRC



ii. HACCP



iii. ISO 22000 - 2018

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

Supple Tek Industries Private Limited

Rating upgraded to 'CRISIL A+/Stable'

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



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