



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

NOW THAT'S  
**BIG**



## 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 & Miller of Indian Basmati Rice** by APEDA and FIEO consecutively from last 8 years.



### OUR MISSION

To spread the Aroma of Indian Basmati Rice Across the World.



### 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.



### OUR PURPOSE

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





## OUR CORE VALUES



Quality  
& Trust



Growth &  
Innovation



Sustainable  
Future



Honesty &  
Integrity



Leadership &  
Collaboration



Responsibility  
& Ownership







## OUR TEAM

At Supple Tek, we believe that our success is a reflection of the earnest effort our team of driven individuals puts 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 LEADERS

### Founder

Mr. Kawaljit Singh



### Chairman & Managing Director

Mr. Ramneek Singh



### Chief Executive Officer

Mr. Jai Kumar Gupta





## OUR MILESTONES

Mr. Kawaljit Singh  
began as a Rice  
Sourcing Agent.

1977



Began as an  
International  
Exporter of  
Basmati Rice.

2008



2012  
-2013

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



2005  
-2007



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

2014

Established a  
**State-of-the-Art  
Milling Facility** at  
Amritsar, Punjab.



2016  
-2022



Maintained  
position as the  
**Largest Exporter  
& Miller** of Indian  
Basmati Rice.

2022  
-2024

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



NOW THAT'S  
**BiG**



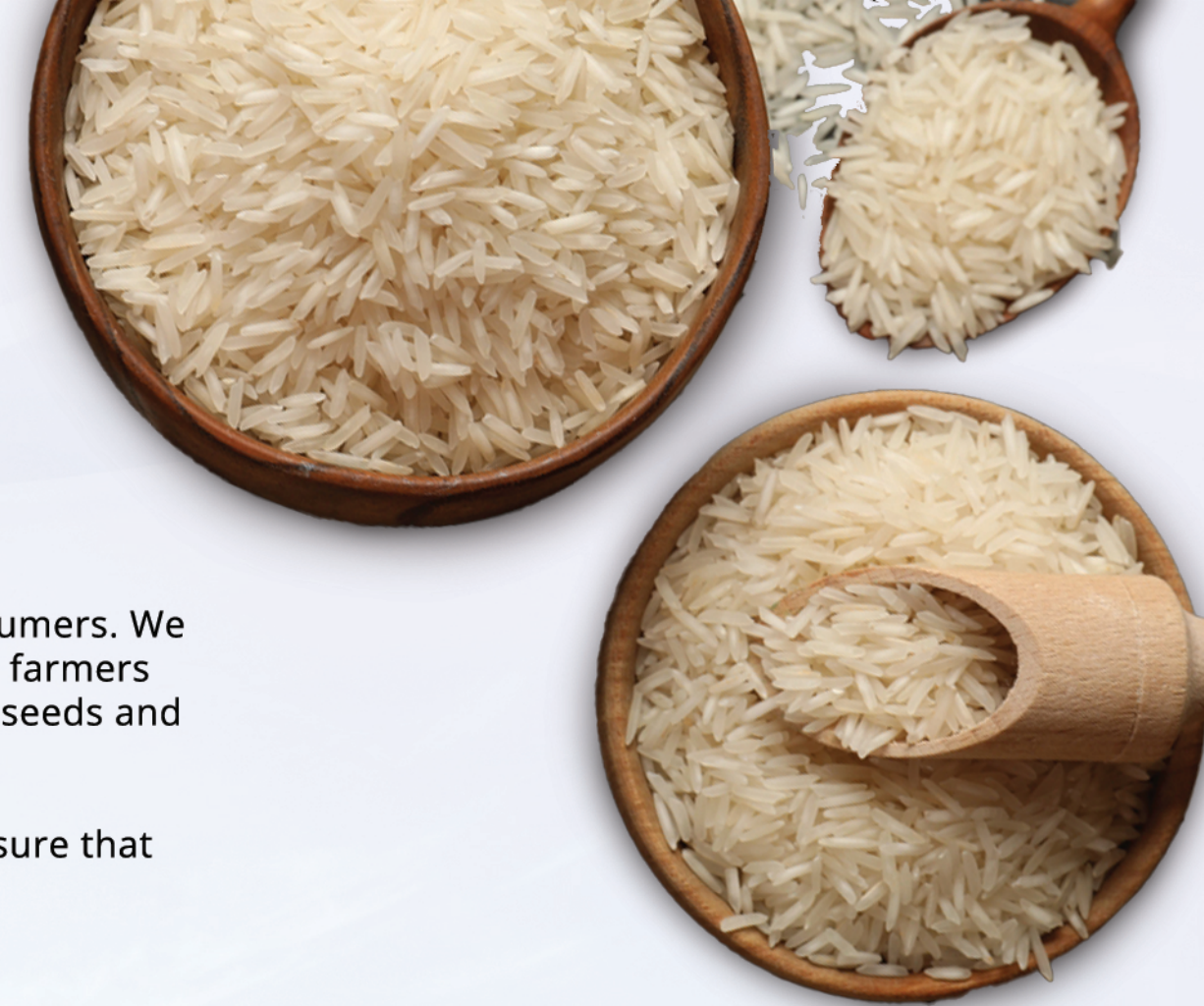


## HOW DO WE MAINTAIN OUR QUALITY?

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 PROCESS

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**



## OUR FARMERS

### Our Value Addition to Farmers

- Procure and distribute the **Right Quality Seeds** to our farmers from BEDF fields.
- **Equip Our Farmers** with new techniques to elevate the quality of their produce.
- Ensure that their crops are of **International Standards**.
- **Pay The Best Price** for the yield.



## 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 Bühler (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. Phase I of which is now functional, and the facility will be fully operational by 2025.







## HOW OUR SUPPLY CHAIN OPERATIONS ARE BEST-IN-CLASS?

### 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.



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.



# NOW THAT'S BIG

**5000+ MT**  
Daily Processing Capacity

**600,000+ MT**  
Yearly Exports

**89+ Countries**  
Presence



## 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 & Miller 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 to bring only the purest and finest of Basmati.

## 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



## KNOW YOUR BASMATI

### 1121 (Raw) Classic

Average  
Uncooked length  
8.45 - 8.50 mm

### 1121 (Steam) Premium

Average  
Uncooked length  
8.40 - 8.45 mm

### 1121 (Sella) Creamy Sella

Average  
Uncooked length  
8.30-8.40 mm

### MEASURE YOUR GRAIN HERE

### 1121 (Sella) Golden Sella

Average  
Uncooked length  
8.15 - 8.25 mm

### 1401 (Steam) Super

Average  
Uncooked length  
7.7 - 7.9 mm

## OUR WORLDWIDE PRESENCE

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

amazon

Nature's Basket

JioMart

spencer's

zomato

Walmart

COSTCO  
WHOLESALE

Flipkart

METRO

zepto







## OUR AWARDS

**World's Largest Exporter & Miller of Indian Basmati Rice**  
Consecutively from Last 8 years - 2016-2024



### APEDA Award

Winner of 2 Gold  
Awards for Highest  
Basmati Rice Exports

**APEDA Award**  
Winner of 1 Silver and  
1 Bronze Awards for  
Highest Basmati Rice  
Exports



### FIEO Award

5 Time Gold Awards  
Winner for Excellence in  
Basmati Rice Exports

## OUR RATINGS

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

# A+/STABLE

CREDIT RATING APPRAISED BY **CRISIL**

Rating

**CRISIL**  
Ratings

Rating Rationale

**Supple Tek Industries Private Limited**  
Rating upgraded to 'CRISIL A+/Stable'

NOW THAT'S  
**BIG**



# CERTIFICATIONS & ACCREDITATIONS



We are the **only rice company** and one of the selected companies in the country to be honoured with

**5-Star Export House**

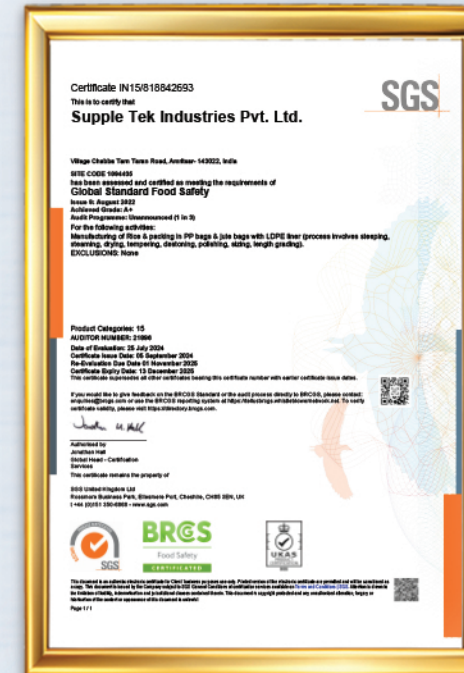
accolade by the Ministry of Commerce & Industry, Govt. of India.



Other Certifications & Accreditations

**KOSHER, NPPO - USA, COSTCO - AUDIT, GMP, NPPO - CHINA, APEDA**

**GFSI\_BRC**



**HACCP**



**ISO 22000 - 2018**



**FSSC-22000**







# OUR PARTICIPATION

WON HEARTS AROUND THE WORLD



*Gulfood*



*The Saudifood Show*







# World's Largest Exporter & Miller

of Indian Basmati Rice Consecutively  
from Last 8 years - **2016-2024**



**5,000+ MT**

PER DAY RICE PROCESSING AND PACKING CAPACITY

**650,000+ MT**

OF YEARLY EXPORTS

**93+ Countries**

PRESENCE AROUND THE WORLD







The Golden Rule for every business-

**“PUT YOURSELF IN YOUR  
CUSTOMERS PLACE.”**



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