



**Supple Tek**  
Industries Pvt. Ltd.

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**Serving Goodness with Purity**

**India's largest Exporter & Manufacturer of Basmati Rice**

# 500,000+

MT Yearly Exports

# 5,000+

MT Per Day Rice  
Processing & Packaging  
Capacity

Presence in

# 60+

Countries

# 250+

Happy Buyers Around  
the World

Distribution Through

# 100+

Major Retail Chains

A Team of

# 500+

People



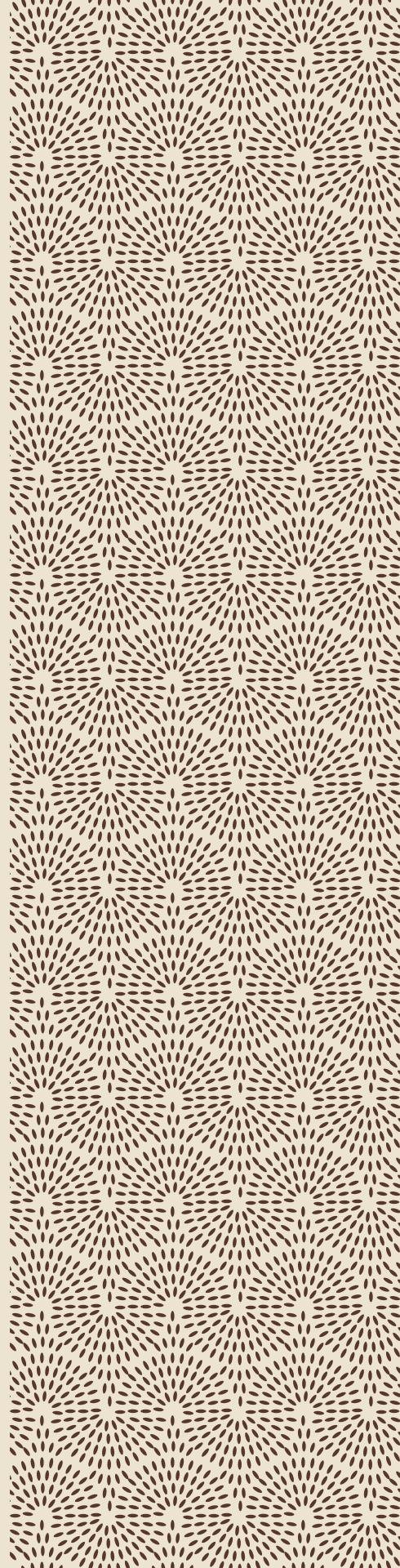
# Who We Are

## Largest Exporters of Basmati Rice

Supple Tek Industries Pvt. Ltd. is positioned in Amritsar, the heart of Punjab, famously known as the Rice Bowl of Indian Basmati. It is a burgeoning enterprise that has been crowned as the “Largest Exporter of Basmati Rice” by FIEO and APEDA, consecutively since 2012.

Driven by its belief and its conscious effort to promote the exquisite basmati pedigree across the world, Supple Tek has transformed into a market leader by exporting the largest share of basmati rice from India.

With an objective to serve the global taste palette and socio-cultural norms, Supple Tek continuously strives to bring new products and product diversity to serve the world platter. Supple Tek has been working endlessly to upscale product quality, widen its distribution networks and ensure a wide outreach to the global buyers and consumers.





# Where It Began

## Sh. Kawaljit Singh Arora

The story of Supple Tek Industries starts with Sh. Kawaljit Singh Arora, a self-taught enterprising man who dreamt of making his presence felt in the business of basmati rice. From a domestic sourcing agent, he became the man behind the company which is now the largest exporter of Basmati Rice from India.

His exemplary vision, hard work and marketing skills have been monumental in the foundation of Supple Tek. A man of few words, Sh. Kawaljit Singh Arora still carries the same zeal and talks with the same passion as he used to before the inception of the brand. Under his guidance, the company has been able to stay rooted in its principles of authenticity, lineage and unsurpassed quality.

He instilled the constitutional principles of trust, responsibility, assurance and business values that are the foundation to Supple Tek business operations. The legacy he has created is deep-rooted in the Basmati export industry and has become a synonym for quality.



# Where We've Been

## ● 1977 to 2004

- From a domestic rice sourcing business in 1977, Sh. Kawaljit Singh Arora established its presence in the Indian market as a brand that is centred around providing the highest standards of quality.

## ● 2005 to 2007

- At a young age of 29, Ramneek Singh, the present CMD of Supple Tek, joined the company. He joined hands with Sh. Kawaljit Singh Arora in 2005 and aspired to make a difference in the business of rice exports. Charismatic, energetic, aggressive & compelling, Ramneek Singh made significant contributions in taking the rice sourcing business to an international level.
- Ramneek Singh started exploring new markets and paved the way for the export of Basmati rice with the shipments under the name/title of rice suppliers.

## ● 2008 to 2012

- Fuelled by the desire to conduct business under one name, 'K.S. Agro Exports' was formed in May 2008. In the years that followed, the entire business was shifted under K.S. Agro Exports, enabling the company to start exporting rice directly to the overseas buyers.
- The company achieved its first milestone during the same period, when it was awarded the Gold Trophy by APEDA for the year 2012-13, acknowledging its contribution as the highest export of basmati rice.

## ● 2013 to 2016

- The year 2013 started with the incorporation of Supple Tek Industries Private Limited, that enabled the company to conduct trading and manufacturing operations under one umbrella.
- The milestone was followed by the foundation of the state of the art, advanced rice manufacturing plant in Amritsar, which started production in October 2014.

## ● 2017 to present

- Looking at expanding its distribution network, in the midst of 2017, Supple Tek ventured into the branded business segment in domestic & international markets.
- In 2018, the company entered the B2C market with its flagship brand, Zeeba. The Zeeba range of Basmati Rice is available on major e-commerce platforms such as Flipkart and Amazon etc.
- Today, with a state-of-the-art milling plant spread across 40-acres in Amritsar, Punjab, Supple Tek is a miller, brand owner, market leader & the largest exporter of Basmati rice. With a global presence in 60+ countries, our brands available for purchase in popular retail stores like Walmart, Carrefour, Lulu, Metro, Ramez Shopping and many more.



# What We Believe In



## Vision

To be the most aspired company in the global rice industry that is centered around Quality, Purity, Commitment and Customer Satisfaction.



## Mission

To become a well-admired brand in the branded rice segment, and to emerge as the largest exporter of rice in the Basmati and non-Basmati category.

## Core Values

- Integrity
- Excellence
- Accountability
- Team Work
- Customer Satisfaction



# The Best Basmati, from farm to plate.



As a company, we pay a lot of emphasis on precision to quality. We believe in delivering the best quality of Basmati, from farms to your plate. Our focus is to keep our methodology true to its roots. We source Basmati from the foothills of the Himalayas, which is known to be the original source of authentic Basmati. Each grain possesses a unique, special taste and cooking properties.

We work closely with farmers whose yield and agricultural practices are of superior quality. Our infrastructure is well-equipped with a structured research & development department that works in tandem with our sales & marketing team to ensure that we promote the best quality crops in our brands.

Nothing from our factory leaves with even a tint of doubt about the quality of the crop that we are marketing. We maintain 100% transparency, communicating the right product details on the packaging.

# A Word From Mr. Ramneek Singh

(CMD, Supple Tek Industries)

Positioned in Amritsar, Punjab, famously known as the ‘Rice Bowl of Indian Basmati’, Supple Tek Industries Pvt. Ltd. is driven by its commitment to providing only the highest quality of basmati to its consumers.

I believe it is this conscious effort to promote the exquisite basmati pedigree across the world that has transformed Supple Tek into a market leader and become recognized as the “Largest Exporter of Basmati Rice” by FIEO and APEDA, consecutively since 2012 till 2020.

Our core strength lies in our ability map business opportunities with our growth plans. This is how we were able to expand our presence from a meagre 5 countries to more than 60 countries worldwide, in a short span of time.

At Supple Tek, consumer faith is of the utmost importance to us and that’s why we work endlessly to upscale our product quality and provide labels that are honestly priced and offer authentic information.





# The Supple Tek Family

"Whatever success and growth we have had in business has been a result of the earnest efforts put in by the team. We believe that no one can whistle a symphony, it takes an orchestra to play it. The people at Supple Tek are more than just the workforce of the company. We are like one big family. And the success story of Supple Tek lies in the fact that this family beats one heart."

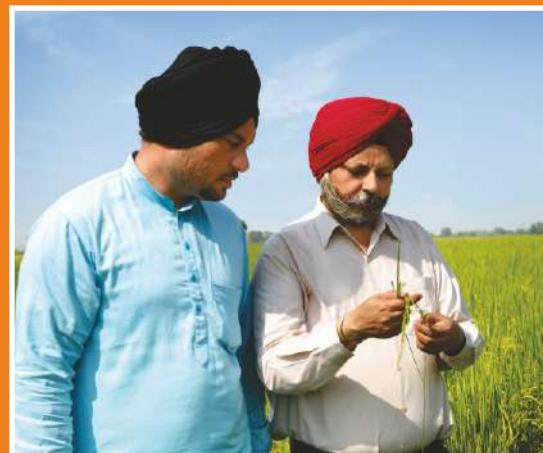
- Jai Kumar Gupta, CEO



# Farmer Community

At Supple Tek, we believe a brand is made of everyone that associates with it in one way or another, that not only includes our workforce but also the farmers who have contributed tremendously to our success.

- From offering the best rates for their yield to promoting crop rotation and offering our expertise wherever required, we take every measure to ensure our farmer community and their farmlands are rich and healthy.
- Our quality team works with the farm community, guiding them with sustainable farming methods to ensure high crop yield without damaging the environment. And we make sure that our they understand their role in saving the environment from climate change.
- Our Farmers Help Desk is a support line that offers information on crop protection and yield-related issues during the growing season. The management team also undertakes various initiatives on a personal level to help the farmer community.



# Infrastructure

At Supple Tek, we believe a balance of technology and innovation is a necessity to keep up with the incessant need for constant quality assurance. Thus, our state-of-the-art production facilities feature an advanced amalgamation of technology and our company values that drive innovation. We constantly introduce and upgrade our production, harvesting, primary & secondary processing, manufacturing & distribution units to set new quality measures and meet the growing demands of the market.



# Manufacturing Facility

State-of-the-art manufacturing facilities based in

- Amritsar, Punjab.
- Karnal, Haryana.
- Gandhidham, Gujarat.



## Process & Packaging

- Top-of-the-line processing facility that boasts a hi-tech amalgamation of technology from Germany, Japan & USA.
- The facility in Amritsar (Punjab) is designed by Satake Japan & Buhler Germany.
- We mention the exact product details on the packaging.



## Quality Control

- Stringent quality check parameters
- Grains are examined at every stage
- Accredited with reputed Quality Certifications: BRC, US-FDA, ISO 9001, KOSHER certificate, HACCP, and GMP.
- Frequent Quality Audits by recognized institutes/ agencies



## Channel Distribution

- Modern Trade: High street retailers, hyper & supermarkets, cash & carry
- Traditional Trade: Kirana stores, wholesale dealers, and distributors
- Horeca: Hotels, restaurants and caterers

# Our Brands

We bring products from our established system that comes with values & attributes of taste, quality, hygiene and assurance. Being a well-established brand, we bring to the table an experience that indeed is rewarding.





# Zeeba®



Zeeba Basmati Rice is the flagship brand of Supple Tek Industries and has an established global presence. Zeeba is known for its long kernels, authenticity and the taste. The Basmati grains are nurtured in the lush green paddy fields, located in the foothills of Himalayas - the original source of real Basmati.

Authentic Basmati

Long Kernels

Food - Grade Packaging

Soft Texture

Savoury Taste

From the foothills of the Himalayas

Exotic Aroma

Suitable for all occasions

Hygienically Processed

# The Zeeba Basmati Range

## Basmati Golden Sella Rice

Widely used for the preparation of Arabic style rice dishes like - Machboos and Kabuli Pulao.

Primarily consumed in the HORECA market globally.

## Premium Basmati Rice

Bold and Healthy grains which lend an extraordinary beauty to your plate.

Best for Kabsa and Chicken Khuzi preparations.

## Classic Basmati Rice

Extra-long aged grains of Basmati Rice with its characteristic aroma and delightful taste is the best choice for a Fine Dining Menu.

## Super Basmati Rice

Aromatic, long and slender grains

Known for its soft texture, non-sticky and fluffy looks

## Basmati Creamy Sella Rice

Mild and nutty texture

Preferred choice of commercial kitchens

Primarily consumed in Middle Eastern countries.



# ملك البنجاب

# PUNJAB KING



لولوه  
*Loloh*  
BASMATI RICE CLASSIC





# aura



**بوكيت**  
Bouquet



**جَذْبَة**  
JAZBAÀ



**جو فيال**  
JOVIAL



**رِيس**  
RAEES



**قلب الأسد**  
LION HEART

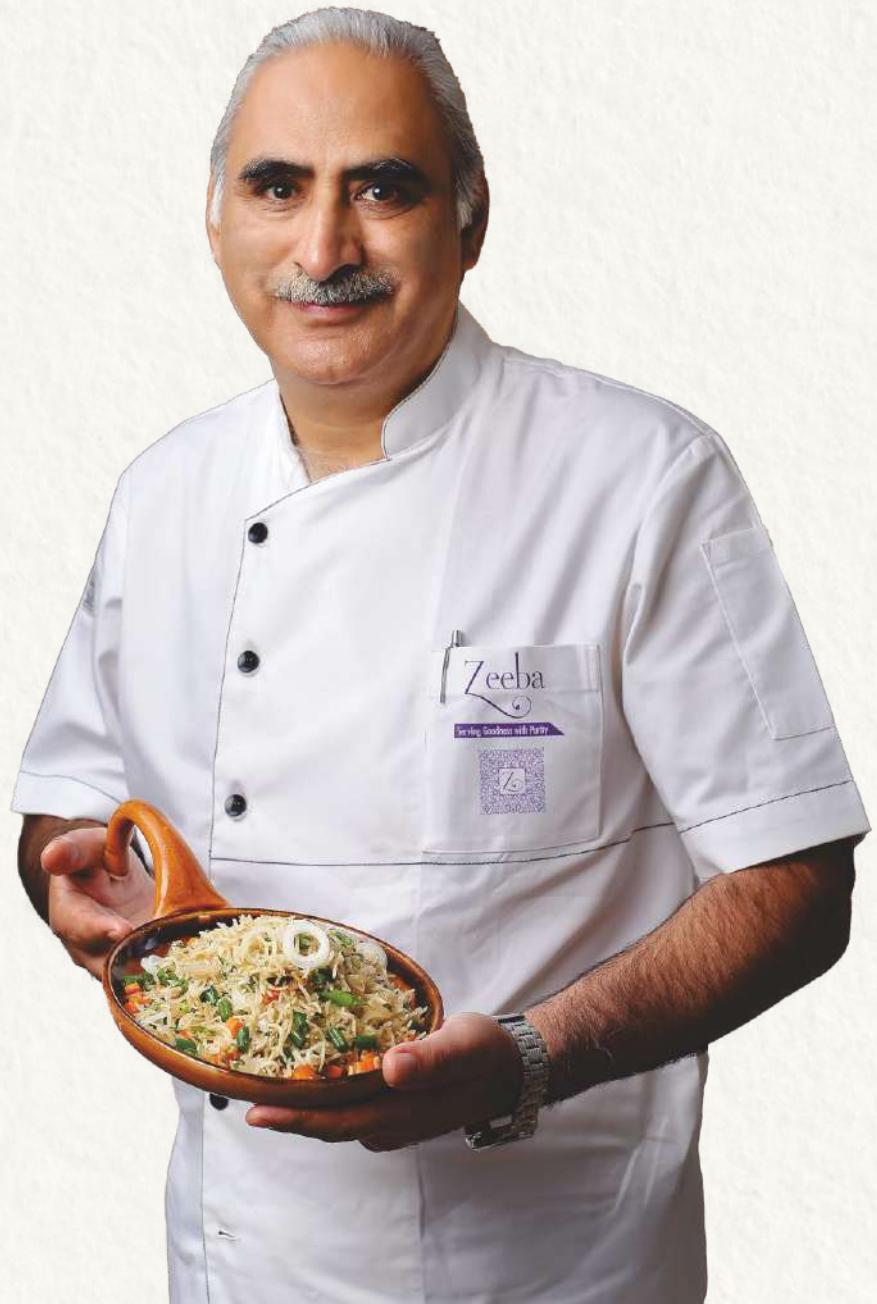


# Chef's Favorite

Celebrity Chef Umesh Mattoo recommends

**Supple Tek Basmati Rice**

“  
**A Recipe has no soul..  
unless the ingredient  
is pure Like Supple Tek  
Basmati Rice which is  
genuine & pure from  
foothills of Himalayas”**



# Our Worldwide Presence

Supple Tek has established a strong foothold in the Middle East & GCC countries and is making deeper roots in Asia-Pacific, Eastern Asia, USA & European markets. Our brands are available in popular stores like Walmart, Carrefour, Lulu, Metro, Ramez Shopping and many more.

We have also launched a new brand - Zeeba, in the Indian market, now available across the length & breadth of the country at modern retail & e-commerce online stores.



# Our Rice, Your Brand

We at Supple Tek believe in quality, customer service & food safety. Our private label program enables individuals interested in venturing into the Basmati Rice industry to ensure a competitive edge with the highest quality of products, and market insights to operate in different markets.



Unmatched quality

Product marketing insights

Assistance in expanding

Support in diversification of product portfolio

Fast turnaround time

Low minimums

Diverse food production capabilities

Understanding of flavour and packaging trends

# Awards & Accolades

**"Mind-set is what separates best from the rest"**

At Supple Tek, the pinnacle of success is not determined by a single step, it's a culmination of a series of steps taken together. Our achievements stand tall on the foundation of each one's integrity, compassion and unwavering determination.

As we express our gratitude, we would like to thank each one who has been part of our journey in making us the Largest Exporter of Basmati Rice.



## APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
GOLD TROPHY - YEAR: 2012-2013

## FIEO AWARD

FOR EXCELLENCE IN BASMATI RICE EXPORT  
GOLD TROPHY - YEAR: 2012-2013

## APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
GOLD TROPHY - YEAR: 2013-2014

## APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
SILVER TROPHY - YEAR: 2014-2015

## APEDA AWARD

FOR HIGHEST BASMATI RICE EXPORT  
BRONZE TROPHY - YEAR: 2015-2016

Winner for the years 2012 to 2020 for achieving highest volumes in Basmati Rice exports (APEDA & FIEO).



# Setting Quality Standards

**“Quality is remembered long after the price is forgotten”**

The process of testing and examining the grains is very stringent. The grains are examined at every stage till the shipment is loaded. The collaborated teamwork of the Quality Control and Logistics & Export Documentation departments strive to ensure that every pack of Basmati that leaves our factory is as good as the product marketed by the brand.

- We have been accredited with the highest quality certifications like GFSI - BRC, FSSC -22000, ISO 22000 - 2018, HACCP, GMP, KOSHER, HALAL to name a few.
- We also hold Government Compliances from NPPO - USA, NPPO - CHINA and APEDA.
- We invite recognized institutes to conduct quality audits at our plant.

It is our endeavour to keep upgrading technology and setting up new quality measure lines to meet the growing demands of the market.



## Certifications & Accreditations

- |                            |                    |                    |
|----------------------------|--------------------|--------------------|
| i. GFSI - BRC, FSSC -22000 | v. KOSHER          | ix. COSTCO - AUDIT |
| ii. ISO 22000 - 2018       | vi. HALAL          | x. APEDA           |
| iii. HACCP                 | vii. NPPO - USA    |                    |
| iv. GMP                    | viii. NPPO - CHINA |                    |



In just 8 years, Supple Tek has built its presence in 60+ countries across the world.

**“Taking the aroma & flavour of basmati rice to the world”**

**Mr. Ramneek Singh**  
(CMD, Supple Tek Industries)





Supple Tek  
Industries Pvt. Ltd.



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