



Servewell®

The logo for Servewell features the word "Servewell" in a black, sans-serif font. A stylized orange swoosh arches over the letters "well". A small registered trademark symbol (®) is located at the bottom right of the word.



Factory in Rajkot, Gujarat, India

Our journey began a decades ago when we started on a small scale as manufacturers of household products and later ventured into distribution bringing some leading international brands to India.

Thereafter, capitalising on our experience in manufacturing & distribution we forayed into the melamine tableware market pioneering the launch of, first of its kind melamine tableware brand in India, Servewell. Usher-in the new era of serving with 100% food grade melamine.

In 2000 we set up India's first & most advanced melamine factory in Rajkot, Gujarat. Later we have ventured into manufacturing of PET Canisters & SS Vacuum flaks is the one of the recent add on to our portfolio.

Servewell

Leaders in Manufacturing 100%

Food Grade

Melamine Products

Over 20 years of global experience in manufacturing and design of tableware

A footprint across 45+ countries

Over 3000+ products delivered globally

3.5 lacs sq. ft of manufacturing facilities with state-of-the-art machineries and quality standards

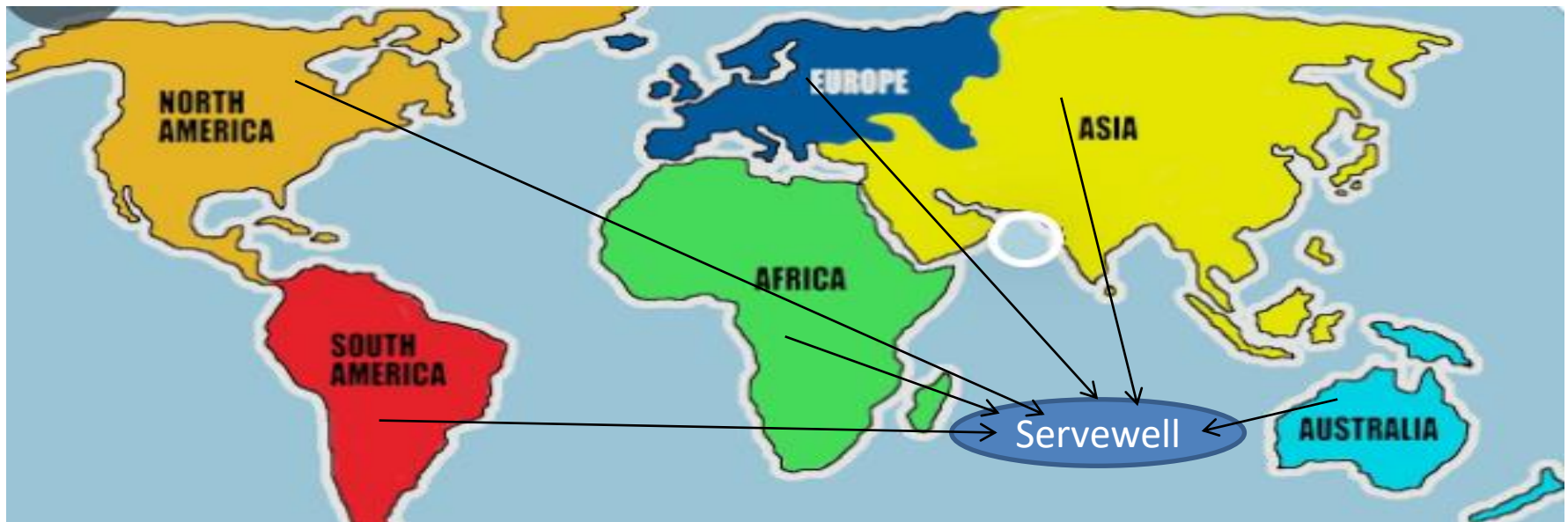
Capacity to produce over 2.5 million units every month

In-house research driven design capabilities

ServeWell is, one of the top five world leaders in the design and manufacture of melamine tableware and food display solutions. With over 20 years of experience we are constantly developing our product range by introducing new styles, shapes and finishes while ensuring the quality is paramount. Our products are used in food service, retail and merchandise sectors and our client base ranges from hotels to contract caterers, from supermarkets to fine dining and speciality department to mom & pop stores.

Our accreditations endorse our commitment to delivering excellent products supported by a world-class service. With an extensive distribution network and dedicated team in place we have not only managed to make waves in the Indian market but also made our presence felt in the global market.

We currently cater to regions including **EUROPE, MIDDLE EAST, SE ASIA, AFRICA, LATAM and the US.**



Manufacturing Capacity

Today our rich expertise & robust infrastructure facilities allow us to offer customization in shapes & designs helping us win the trust & confidence of several volume buyers & private labels who are our partners since years. Strictly maintaining all production elements in-house makes sure that quality is not compromised.

Tested and Certified by leading laboratories for social compliance, global safety standards and food grade quality. We employ over 1000 skilled workers including a dedicated manufacturing line that employs women & empowers them to lead a financially stable and independent life.

Our focus on consistent quality & innovation in terms of shapes and designs from our in-house design team have earned us recognition in varied industries especially the hotel and retail industry.



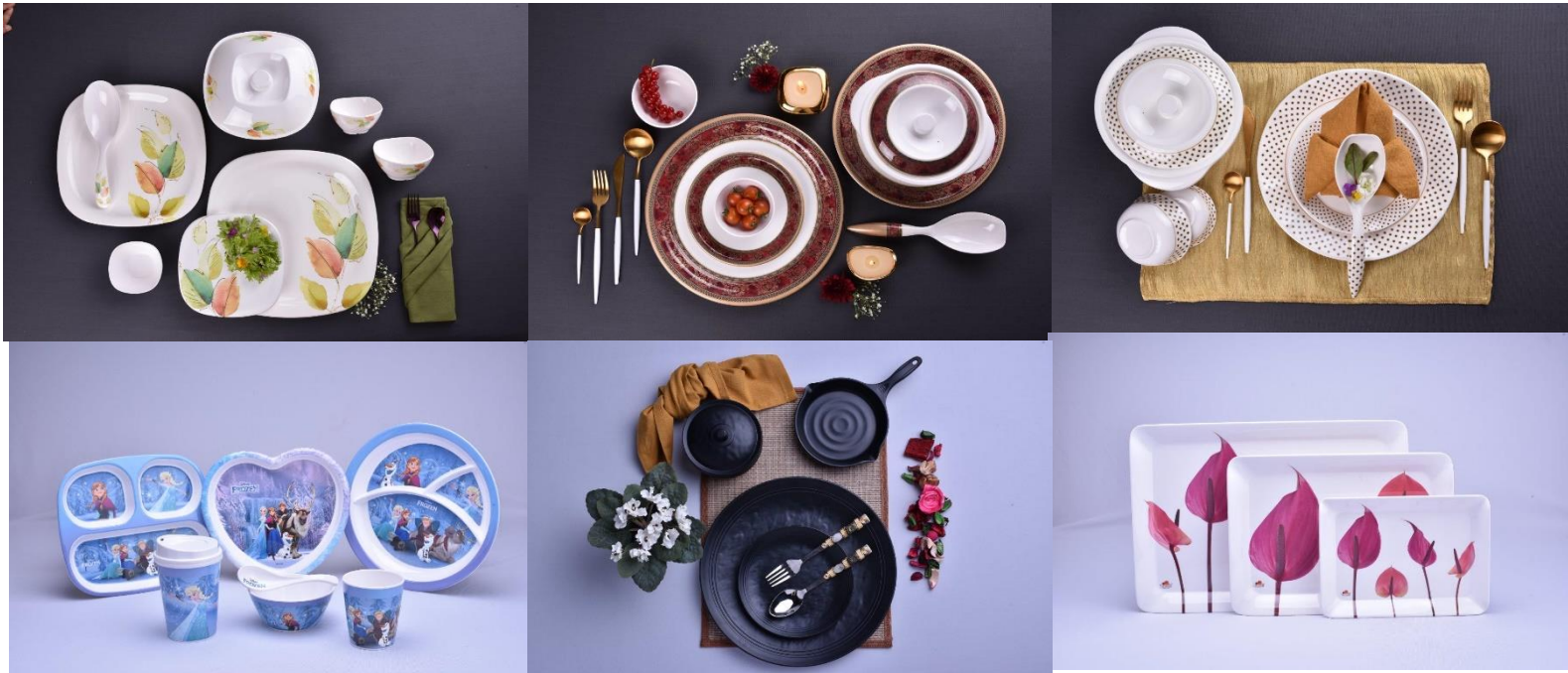
Shapes & designs

Our in-house team of designers help create unique & exclusive shapes & designs.

We create designs based on specific brief for the particular market and also improvise on samples provided.

Customised prints ensure exclusive product category for each retailer.

Tailor made range of products, colors stories, print collections to provide effective solutions for the specific market



Test & Certificates

All raw material used is independently verified by laboratory testing on a regular basis and is aligned with local standard guidelines adhered in every region across our global customer base.

- Tested for FDA, SASO & BPA free
- Certified for BRC by SGS & Intertek
- Socially Compliant to SA 8000, BSCI & Sedex

The tests & certifications are a mandatory and is required to allow goods to be imported, exported & sold locally.



Care & features

- Servewell products are chip and stain resistant
- Heavy weight
- Dishwasher safe and can handle hot and cold food
- Freezer Safe
- Easy in cleaning & maintenance
- Oil & Turmeric stain free
- Our products are well accepted by renowned hotels, restaurants, food service operators, supermarkets and caterers to enhance their offering and customer experience.
- Our wide range of products adds flexibility to operators working in challenging environments and caters to most cuisines.



100%
Food Grade



Break
Resistant



Resist Upto
140°C



Dish Washer
Safe



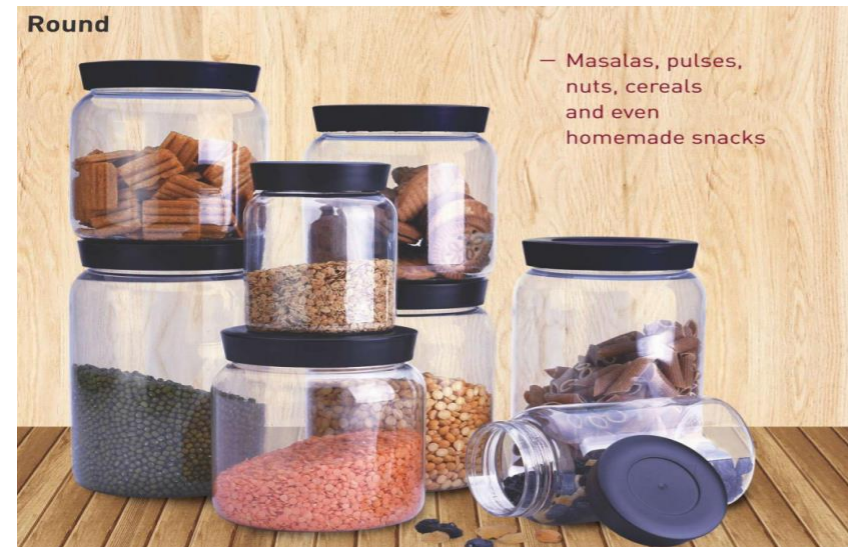
PP & PET Canisters

Seeing the opportunity in plastic sector we set up our ultra modern plastic division at Rajkot in 2014.

Our machinery is equipped to manufacture 60 different products with a capacity to produce 6.5 lac units every month.

All products are tested and certified by leading laboratories for food grade quality.

Our high quality containers and lunch boxes offer customers a guarantee of safety and the power of convenience



Stainless Steel



Servewell is the first company to manufacture Stainless Steel Double Wall Bottles in India

In 2019 we set up an exclusive division at Rajkot, Gujarat to manufacturer single wall & double wall insulated bottles.

We invested in machinery to ensure unmatched performance & best quality.

Our in-house team of designers help create unique & exclusive shapes & designs that stand out from the rest.

With a capacity to produce 75 thousand units every month, our products are tested and certified for food grade quality.

We are also associated with leading companies as a licence merchandiser.

Our high quality stainless steel bottles & lunch boxes provide consumers the eco-friendly way of hydration and consumption of food.



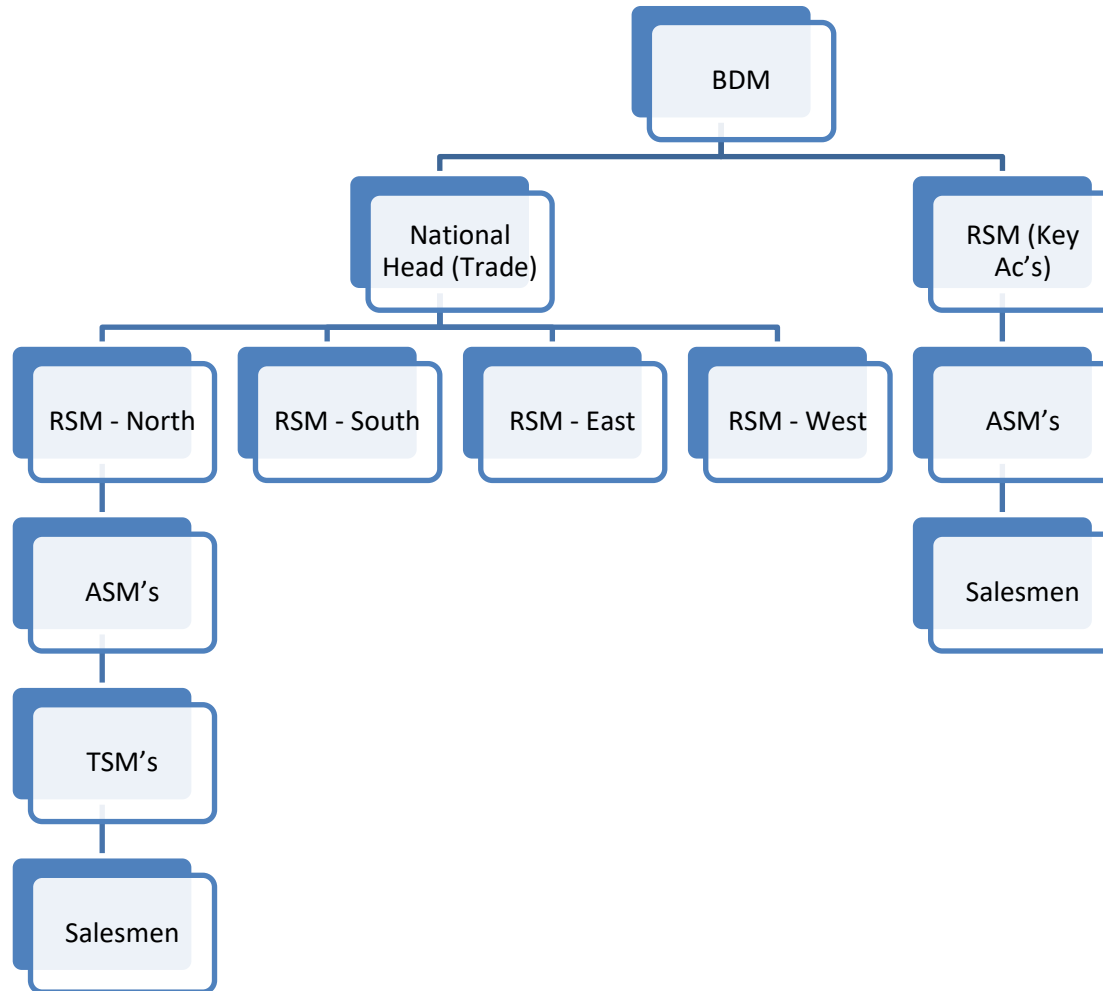
Servewell caters to

- Mom & Pop Stores
- Institutional Sales
- HoReCa
- Online
- Canteens & stores
- Organized Retail
 - Specialty Stores
 - Departmental Stores
 - Hypermarkets
 - Cash & Carry
- Exports

Distribution Force (Trade Market)

- Mom & Pop Stores (Trade market) are catered to by distributors
- Over 250 distributors across the country (catering to small & large cities, towns, villages)
- Sales Force of over 75 officers who personally move around the markets promoting our products & understanding the customer needs

Sales Force



Product Launch



Branding Exercise



International Exhibitions



- Ambiente – Frankfurt
- IHHS - Chicago
- Gulf Food – Dubai
- FHA – Singapore
- HoReCa Expo - Kuwait

India Exhibitions



- HGH – Mumbai
- Aahaar – Delhi
- Aahaar – Mumbai
- Disney Expo – Mum, Del, Lud, Bgl, Hyd
- Dealer Meets across the country

Distribution Force (Key Ac's)

- Key Ac's - Modern Trade, directly managed by the company
- Our buyers meet with us twice a year to discuss the year ahead & plan, it is done at factory level as well to facilitate better understanding
- Our Merchandisers who move around to upkeep the look & feel of the products on display

India Channel Partners

Servewell®
Companion Forever...

lifestyle

Home
CENTRE
BY lifestyle

WAL-MART

METRO
Wholesale

HyperCITY

HomeStop.

SHOPPERS STOP
START SOMETHING NEW

STAR
India Bazaar

BIG BAZAAR
Is se *sasta* aur *accha* kahin nahi!

HomeTown™
Ab ghar banana kitna aasaan!

Reliance
RETAIL

RelianceMART

spencer's hyper

more.

@home®
THE MEGA HOME STORE

DMart™

Displays – Dept/ Excl Home Stores



Displays – Hyper/ Super Markets



Global Channel Partners



- For us at Servewell it is a ongoing process to give something new & unique to our customer
- Upgrade & update is a must to build confidence
- We believe in building relationships for good which will ultimately lead to growth for the organization
- Experience, Quality, Value & Commitment is what Servewell is all about.

THANK YOU