

**PETROKIMIA GRESIK HOLDS ONE DAY PROMOTION
TO STRENGTHEN AGRICULTURAL PRODUCTION IN 19 PROVINCES**

Number : 49/SP/PG/VIII/2022
Day / Date : Tuesday, August 9, 2022

Petrokimia Gresik, an Agro-industrial Solutions company member of the Pupuk Indonesia holding, held a One Day Promotion (ODP) simultaneously at 50 stalls spread across 19 provinces, Tuesday (9/8) as the company's efforts to strengthen the domestic agricultural production sector amid the threat of a food crisis and national economic revival.

Director of Operations and Production of Petrokimia Gresik, Digna Jatningsih when opening the event in Gresik said that, through this program, Petrokimia Gresik offers a series of commercial products that based on trials in various regions have been proven to be able to increase agricultural productivity.

"We hope that this One Day Promotion can stimulate farmers to drive the agricultural sector in Indonesia in increasing agricultural productivity and realizing national food security," said Digna.

The promo scheme was held in agricultural centers, namely East Java, Central Java, West Java, DIY, Bali, NTT, NTB, South Sulawesi, Central Kalimantan, West Kalimantan, East Kalimantan, West Sumatra, North Sumatra, Aceh, Riau, Lampung, Bangka Belitung, Bengkulu, and South Sumatera. A total of 50 of these points are adjusted to the age of 50 years of Petrokimia Gresik.

While the form of activity is a sales promotion of retail non-subsidized products such as NPK Phonska Plus, NPK Petro Nitrate, NPK Petro Ningrat, SP-26, SP-36 non-subsidized, non-subsidized Urea, non-subsidized ZA, ZK, Nitralite, Kebomas Agricultural Lime, and Petro-Cas.

Every farmer who purchases 1 (one) zak of fertilizer products or 2 (two) zak of soil improvement products has the opportunity to get prizes directly and draw a coupon with prizes. While the prizes prepared include televisions, dispensers, fans, sprayers, and basic food packages.

"Through this promotional media, Petrokimia Gresik also has the goal of building long-term, synergistic relationships with stakeholders and end users, both distributors, kiosks, and Indonesian farmers," he said.

Amid this promotion, Petrokimia Gresik also provides socialization of agricultural cultivation which contains balanced fertilization education, knowledge of soil test car products and services as well as the socialization of control of Plant Disturbing Organisms (OPT).

"Thus, the services we provide are comprehensive, from upstream to downstream cultivation," said Digna.

Tractor Assistance

Meanwhile, Petrokimia Gresik in the middle of the One Day Promotion also assisted in the form of tractors at 5 stall locations. The recipient is the kiosk that has the highest commercial fertilizer sales achievement in the region. The five are stalls in Bener Meriah Regency (Aceh), Sragen (Central Java), Gresik (East Java), East Lombok (NTB), and East Luwu (South Sulawesi).

"The tractor assistance can be used by farmer groups under the guidance of kiosks to support future agricultural businesses," explained Digna.

Finally, she hopes that all farmers in the One Day Promotion area can take advantage of this opportunity, and pass on the knowledge gained to other farmers.

"The wider the farmers who take advantage of this promo and socialization, the greater the productivity they get," concluded Digna.

PT Petrokimia Gresik

Yusuf Wibisono
Corporate Secretary

For further information contact:

Corporate Secretary : Yusuf Wibisono

Office : (031) 3981811

Ext. 2218

Email : wibisono@petrokimia-gresik.com
yusufwibie@gmail.com