

**SUCCESSFULLY RUNNING THE TRANSFORMATION PROGRAM, PETROKIMIA GRESIK
ACHIEVES "INDONESIA BEST BUSINESS TRANSFORMATION 2022"**

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Petrokimia Gresik, a holding member of Pupuk Indonesia won the "**Indonesia Best Business Transformation 2022**" award from SWA Magazine, Wednesday (31/8). This award won because the transformation program carried out by Petrokimia Gresik is considered to be able to encourage the acceleration of the company's growth, especially during the Covid-19 pandemic.

Director of Finance and General Affairs of Petrokimia Gresik, Budi Wahyu Soesilo, when receiving the award virtually said that the transformation in Petrokimia Gresik have been carried out consistently throughout the company's journey. Petrokimia Gresik, which at the beginning of its establishment only had three products (Ammonia, Urea, ZA) has now become an Agrindustri Solution company that produces the most complete fertilizer variants in Indonesia, even Southeast Asia, as well as other non-pupuk products.

"The success of this transformation certainly cannot be separated from the DNA of innovation owned by Petrokimia Gresik Personnel. For example, employee involvement in innovation conventions in 2021 reached 82 percent, so I can say that the success of the business transformation is largely determined by the quality of the company's human resources," said Soesilo.

Soesilo further revealed that the challenges we face today and in the future will not get easier. Especially since the Covid-19 pandemic hit, it has become a global challenge and brought about very massive changes. Therefore, Petrokimia Gresik has continued to boost and accelerate various transformation programs in all lines of the company in the past three years.

First, as a company that places its human resources as the driving force for transformation, Petrokimia Gresik pays high attention to HR development programs. One of the latest transformations in the field of HR development is to present a Digital Learning Experience, a digital learning feature that summarizes the learning needs of each employee to improve their competencies.

"More than that, the Digital Learning Experience is even a solution in supporting the government to produce superior human resources during the Covid-19 pandemic, which can become potential employees of the company," he explained.

In this case, interns do not need to come to the factory to do industrial work practices, because they can get real internship experience through the Digital Learning Center Petrokimia Gresik facility which is equipped with Virtual Reality Training, Augmented Reality, Enterprise University, and 360 Plant Tour features.

Second, in the field of supply chain management, transformation is carried out through the digitization of logistics in various distribution facilities of the company. Starting from the Warehouse Management System (WMS) for warehousing, the Online Scheduling Truck System (SISTRO), the Digital Transport Management System (DTMS), and the Petrokimia Gresik Port Information System (Petroport).

Ketiga, digital transformation is also carried out in the field of corporate document management, by implementing Digital Office (DOF) applications or software developed independently by Insan Petrokimia Gresik to handle dynamic archive management from creation to shrinkage of archives by archival rules.

"In addition to improving supervision, the implementation of digital systems and applications in various lines has also proven to be able to streamline the company's overall time, energy, and operational costs. So that it can increase the competitiveness of the company," he said.

Fourth, Petrokimia Gresik, which is known as a pioneer in creating various types of fertilizers, and again given birth to new products to answer specific and diverse market needs. Among them are giving birth NPK Phonska Alam fertilizer which is the first organic NPK fertilizer in Indonesia, then Petro ZA Plus, Petroganik Premium, and Phosgreen as an alternative to ZA and Petroganikfertilizers that are no longer subsidized by the government.

"Petrokimia Gresik's commitment to becoming an agro-industrial solution is not only realized by creating new products, but also by providing the best service for customers," continued Soesilo.

So the fifth, sixth and seventh transformation programs touch the fields of customer service, sales channels, and marketing. Among others, by providing free agricultural consultation services through Soil Test Cars (MUT) spread across 15 provinces in Indonesia; implementing a digital Retail Management System (RMS) application to facilitate the process of selling retail fertilizers both commercial and subsidized; and actively running the Makmur program, which is an integrated agricultural ecosystem SI which aims to encourage the welfare of farmers through increasing crop productivity, while increasing commercial fertilizer sales.

Through various transformation programs that have been carried out consistently, comprehensively, and integrated, throughout 2019-2021 Petrokimia Gresik managed to save IDR 210 billion and create added value or innovation value creation of IDR 1.67 trillion in the same period.

Finally, Soesilo emphasized that transformation is an inevitability and this appreciation will be a dampener of enthusiasm for Petrokimia Gresik Personnel to continue to transform for the sustainability and progress of the company.

"Thus, Petrokimia Gresik can continue to contribute to advance agriculture in Indonesia, improve the welfare of farmers, and maintain national food security," concluded Soesilo.

PT Petrokimia Gresik

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