

**PETROKIMIA GRESIK ACHIEVE
"MARKETEER OMNI BRAND OF THE YEAR 2020"**

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Petrokimia Gresik is an Agroindustry Solution company, a member of Pupuk Indonesia holding, was achieved Winner in the "Marketeer Omni Brand of the Year 2020" event which was held online and offline in Jakarta, Thursday (10/9) by Marketeer, a well-known marketing media in Indonesia.

Director of Operations and Marketing (DOP) Petrokimia Gresik, Digna Jatningsih explained that Petrokimia Gresik was achieved Winner because it was considered successful in implementing omni marketing by integrating online as well as offline approaches in product strategy formulation, marketing communication, distribution and so on.

The application of the omni marketing strategy at Petrokimia Gresik, continued Digna, has been formulated in the Petrokimia Gresik Business Transformation program since 2019, where the company shifts the paradigm, one of which is product driven to market driven.

"This is in response to the government's plan to divert subsidies, so that Petrokimia Gresik has to develop the commercial fertilizer market," said Digna.

To support this strategic initiative, Petrokimia Gresik has formulated three pillars of transformation in the marketing sector. First is digitizing the marketing system and sales intelligence. Second is revitalizing the sales channel. Third is competency development and implementation of incentives for sales people.

On the other hand, she added, the application of omni marketing is very important because there will be a shift in the age of farmers who are consumers of Petrokimia Gresik. Today, more than 50% of corporate consumers are over 45 years of age.

"In the next few years, farmers from the younger generation will dominate and require a different approach. This is why we are implementing an omni marketing strategy," she said.

To optimize business processes, especially in marketing, Petrokimia Gresik develops several applications. Among them are Digital Office (paperless), Sistro (online truck queuing system), Petro Port (port management), Go Crane (infrastructure and heavy equipment management), Petroxfert (agricultural products and cultivation applications), WMS (warehousing management system), and various other applications that support processing speed and structured database optimization.

Not only digital-based ecosystems, continued Digna, the company also continues to strengthen the offline ecosystem. Among them are distributor evaluations for non-subsidized products, the addition of Soil Test Car facilities from 4 (four) units to 15 units, and more than 29 thousand official kiosks spread across all provinces in Indonesia as offline sales channels.

The omni marketing approach, said Digna, has proven to be able to have a significant impact in several aspects, such as increasing sales. She gave an example, currently Petrokimia Gresik offers easy access to online transactions through their marketplace, Petromart. This innovation has succeeded in increasing online retail sales.

Through this strategy, the sales of non-subsidized fertilizers also increased, especially Phonska Plus in 2020, which increased significantly compared to the previous two years. Until the end of 2020, it is predicted that Phonska Plus sales will increase by 50% compared to the previous year.

"NPK Phonska Plus is now strengthening its positioning among domestic farmers," she said.

By the end of the year, the company is again targeting to become the market leader in the non-subsidized fertilizer sector, especially NPK with its flagship product Phonska Plus. Based on the Kadence survey, in 2019, Phonska Plus which was launched in 2017 has become the market leader in the non-subsidized NPK-made fertilizer market with a market share of 27%.

"All of these efforts are made to maintain the company's existence, secure the position as a market leader, to expand the market to the export market. One of the keys is clear, through an omni approach on all fronts," Digna concluded.

PT Petrokimia Gresik

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