

**EXPAND THE MARKET OF COMMERCIAL NPK FERTILIZERS
PETROKIMIA GRESIK RELEASES NEW PRODUCT**

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Event : Launching of NPK Petro Ningrat and New Fertilizer Bags
Place : West Lombok, NTB

Petrokimia Gresik is a agroindustry solution company and the member of Pupuk Indonesia holding company, launched commercial retail NPK Petro Ningrat fertilizer and new design of non-subsidize fertilizer bags in Lombok, West Nusa Tenggara (NTB), Sunday (24/11).

President Director of Petrokimia Gresik, Rahmad Pribadi, explained that Petrokimia Gresik is running business transformation with the targets are expand the market share and become the dominant player in commercial retail sector.

"We want to strengthen our line of commercial products, where currently Petrokimia Gresik controls around 10-15% of the market share of commercial retail NPK fertilizer in Indonesia," Rahmad said.

The effort to strengthen the commercial retail market was the strategy of Petrokimia Gresik to face the possibility of change in government policy, where the discourse of diversion of subsidize fertilizer is getting stronger. So Petrokimia Gresik must be ready to compete in the commercial market.

"We are the first, largest and most experienced NPK fertilizer producer in Indonesia. Since 2000 until now Petrokimia Gresik has had 8 NPK factory units with a production capacity of 2.7 million tons per year," Rahmad said.

The fertilizer launched today is NPK Petro Ningrat 12 11-20 with a 20 kilograms package. This fertilizer is specifically intended for plantation crops, horticulture, and tubers, such as tobacco, potatoes, chilies, onions, tomatoes, and fruits.

This product complements the NPK Petrokimia Gresik fertilizer variant, where previously the company had owned NPK Phonska Plus fertilizer for the food crops sector, and NPK Kebomas for the corporate and export plantation sectors with various formulations according to consumer needs.

"Based on the result of research from demonstration plot, NPK Petro Ningrat can increase the yield of crops between 10 and 37 percent," Rahmad said.

NPK Petro Ningrat application in potato plants in Batu City (East Java), for example, was able to produce 41.25 tons per hectare, or an increase of 37 percent. Then the tobacco in Jember and East Lombok districts were able to produce a harvest of 1.6 tons / hectare (an increase of 10.6%) and 1.5 tons / hectare (an increase of 11,%). Whereas onion plants in Nganjuk Regency were able to produce 18 tons / hectare (an increase of 28.5%).

"In the research test, NPK Petro Ningrat was applied together with organic fertilizer from Petroganik and ZA," explained Rahmad.

NPK Petro Ningrat contains Nitrogen in the form of Nitrate and low in chlorine. Its superiority is able to improve the smell, color, taste and flexibility of tobacco leaves. Then it could make

the plant more upright and sturdy, stimulates the formation of tubers and fruit, suitable for dry land, and soluble in water so that plants are easily absorbed.

"Now, the product is technically and legally ready to be commercialized," Rahmad added.

Furthermore, Petrokimia Gresik will intensify the socialization and counseling to farmers in horticultural centers and potential plantations such as in East Java, Central Java, Yogyakarta, North Sumatra, Lampung, South Sulawesi, West Nusa Tenggara and etc.

Rahmad conveyed that he was optimistic that this product would follow in the footsteps of Petrokimia Gresik earlier products, becoming a mainstay product of farmers as well as a solution to increase Indonesia's agricultural productivity.

New Design of Commercial Fertilizer Bags

In addition to launching new products, efforts to strengthen the company's position in the commercial market were also carried out by redesigning existing commercial fertilizer bags using matching designs and different colors for each product. These products include NPK Petro Nitrate 16-16-16,

Rahmad revealed the launch of the new design of commercial fertilizer bags with the theme "New Look, Quality Number One". With the new matching design, consumers will more easily identify a variety of commercial fertilizer products owned by Petrokimia Gresik. So that it is expected to strengthen the position of Petrokimia Gresik as a company with various solutions for the needs of the agroindustry sector.

"If the position is already strong and becomes the top of mind, existing consumers will be more loyal and new customers will not hesitate to buy our products," said Rahmad.

PT Petrokimia Gresik

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