

**NPK KEBOMAS OF PETROKIMIA GRESIK GETS GOLD CHAMPION  
AT "WOW BRAND FESTIVE DAY 2021"**

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NPK Kebomas products owned by Petrokimia Gresik, which is Agroindustry Solution Company and member of Pupuk Indonesia holding won Gold Champion in the prestigious "Brand WOW Festive Day 2021" held by MarkPlus. Inc. prestigious awards event entitled The Art of Branding in the Recovery Period takes place in virtual some time ago.

NPK Kebomas Petrokimia Gresik ranks first in the category of non-subsidized fertilizer, outperforming similar products from other companies. This achievement shows that NPK Kebomas is a quality product, and is the most credible, and is recommended by farmers. This was conveyed by the Director of Operation and Production of Petrokimia Gresik, Digna Jatningsih, Wednesday (31/3).

Digna explained that NPK Kebomas is one form or implementation of Petrokimia Gresik's commitment as an Agroindustry Solution company. Through this product, the company provides non-subsidized NPK fertilizer with the formulation, shape and type of raw material according to consumer demand.

NPK Kebomas has gone through rigorous Research and Development (R&D) process to produce quality products. Through this product, Petrokimia Gresik promotes efficient fertilization technology, so that farmers' working methods become more practical. Consumers do not need to mix several types of single fertilizer.

"The use of this specific fertilizer can increase efficiency in its application, so that the results are more optimal," said Digna.

Currently, NPK Kebomas Petrokimia Gresik's production capacity reaches 450,000 tons/year, with 14 specific formulations for commodities and locations, including cocoa, pepper, oil palm, horticulture, ponds, sugarcane, tobacco, rice and corn.

"Services customized commodity and location-specific make NPK Kebomas the main choice for agroindustry players in an effort to increase crop productivity," said Digna.

Meanwhile, Founder and Chairman of MarkPlus, Inc, Hermawan Kartajaya, explained that Indonesia WOW Brand 2021 is given to the brands most recommended by the public. This award is based on research conducted on 3,500 respondents in Jakarta, Tangerang, Bandung, Surabaya, Medan and Makassar.

There are five aspects seen in this research which refers to 5A, namely awareness, appealing, asking, acting, and advocating. These five aspects are then measured using the method Brand Advocacy Ratio (BAR), to see how brands can turn awareness into advocates.

This year, 300 brands that have been recommended by consumers are grouped into 100 categories and announced at the WOW Brand Festival 2021.



PT Petrokimia Gresik

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