



Company Profile

2021

*Committed
to Quality
and
Innovation*





YOUR HAPPINESS IS OUR HAPPINESS

OT is committed to create the best products
for you. Your happiness is our greatest happiness

OT GROUP

OT is a consumer goods company that produces a wide range of daily necessities. From a traditional health drink with consistent use of high quality ingredients and standardized processes, OT is increasingly becoming a modern enterprise, without parting from the positive values and dignity instilled by the company's founder.

Our products, ranging from food and beverages to personal care products, have since long been part of life for Indonesian consumers. Our established brands include Formula, Tango, Teh Gelas, MintZ, Blaster, Oops, Fullo and Kiranti. In point of fact, for its quality, OT products are offered in the international market, so can now also be enjoyed abroad.

With a focus on consumer needs and through ongoing innovation, OT has launched superior products that were granted various awards from nationally and internationally recognized survey organizations.

Our achievements cannot be separated from the support of consumers, employees, and the values that we have believed in from the beginning. The trust and hard work of many different parties have formed OT into a company that is committed to constantly improve on products and work processes to meet all consumer needs.



AWARDS



ICSA by SWA
Tango Wafer (2002-2012)
Formula SG (2003, 2005-2009, 2011)



Top Brand Platinum Award
Tango Wafer (2011)



Top Brand for Kids
Tango Wafer (2011)
Oops (2010-2011)



Platinum Brand IBBA
Formula (2002-2011)



Certificate Superior Taste Award
Wafer Tango Chocolate Cream (2009)
Wafer Tango Vanilla Milk Cream (2009)



Social media Awards
Tango Wafer (2011-2012)
Kiranti Plus Juice (2011-2012)



Indonesia's Women Brand Champion 2011
Formula SG (2011)



Peduli Gizi
Kiranti Plus Juice (2012)



No 1 Choice Brand
Kiranti Plus Juice (2011, 2013)
Formula SG (2012)



Indonesia Original Brands 2012
Formula SG (2012)



Indonesia Brand Identity Summit
Tango Waffle (2007)



World Class Quality Achievement
Formula SG (2012)



Mom's Choice Brand
Oops (2011)



Tango wafer (2004-2011, 2013-2015)
Tango Waffle (2013)
Kiranti (2009-2010, 2012-2013, 2015)
Formula SG (2011-2013, 2015)
Oops (2011)



Top Brand Award
Oops Wafer Keju (2011)
Teh Gelas (2009-2012, 2015)
Vita Jelly (2008-2009, 2011)
Fullo (2015, 2017)
MintZ (2015)

HISTORY

OT has transformed from a company that only produces traditional health drinks into a large organization that offers a wide range of daily necessities.



1948

OT began its journey in Indonesia with traditional health drinks. In those early years, public acceptance of its products was good and OT expanded rapidly. Hence, OT build a second factory in Jakarta to support its operations in Semarang.

In this year, ADA was renamed ORANG TUA. The rich brand history and core values had rooted well in the Indonesian society, which presented a huge advantage for the company. After changing the name, the business developed rapidly. In line with this progress, ORANG TUA decided to make changes to its logo that same year.

1984

Along with changing consumers needs for everyday products, OT decided to venture into the business of consumer goods by investing in construction of production facilities and new business units. Toothpaste and toothbrush under the FORMULA brand were the first products manufactured. One year later, OT formed a holding company called ADA, which stands for Attention, Direction, and Action. Under the banner of ADA, which mean 'available'

in the Indonesian language, business development, product diversification, and increasing production capacity continue to be the target of a successful run.

In this year, OT appointed PT. Arta Boga Cemerlang as its sole distributor, entrusted with handling and management of the OT product distribution channels throughout Indonesia.

1995

2004

This year, the OT logo was modernized again, to better reflect OT as a dynamic, energetic and youthful consumer goods companies, becoming a source of pride for all its employees.

At present, the business is still growing, with the addition of other OT business units and new products :

Food (wafer, biscuits, chocolate, candies, and desserts);

Beverages (ready to drink tea and healthy drinks);

Personal Care (dental and mouth care, hair products, and razors).



OT VISION
GO BEYOND

OT MISSION
Grow our PEOPLE
Grow our BUSINESS in Asia Pacific
Grow our VALUES to Stakeholders



OT VALUES

IN GOD WE TRUST

Faith to God within work (OBEDIENCE).

As God said; I believe and I do. I do what I can. God will do what I cannot.

INTEGRITY

Honest, uncompromising towards fraudulence/deviation and courageous towards honesty and responsibility.

Self-commitment towards character development in contrary to personal gain, towards people rather than material possessions, towards service rather than authority, towards principles rather than happiness and towards long-term in contrary to short-term.

RELATIONSHIP

A healthy relationship, constructive and mutually reinforcing between CESS (Customers, Employees, Shareholders and the Society).

We would like to build a steady relationship between the consumers, employees and their families, shareholders and other related parties based on faith, transparency, empathy, mutual respect and trust in order to acquire and improve shared prosperity.

WINNING SPIRIT

As a winner, we have passion and determination in order to overcome obstacles in every way.

We have the spirit of a winner and we think as a winner, we prepare ourselves to become winners, work as a winner as well as having the determination to consistently learn, practice and become capable within work in order to provide consistently improving results.

INNOVATION

Having the courage to change, clever in seeking, exploring and discovering innovative solutions. For us, innovation means being able to cleverly seek, explore, discover and try new ideas as well as having the courage to change in order to consistently learn, practice and become capable, as well as applying technological developments to continuously improve shared prosperity.

GROUP OF COMPANY



Manufacturer



Ultra
Prima
Abadi

Food,
Beverages
& Non Food

CS2
Pola
Sehat

Beverages

PT Casa
Verde
Indonesia

Cleaning
&
Sanitizing

Distributor



Arta Boga Cemerlang

Retail



Raja Ratu
Bersolek

Beauty
Store

Moradi

Convenience
Store

GROUP OF COMPANY



Food & Non Food Division

- PT. Ultra Prima Abadi.

Sweet Water Division

- PT. CS2 Pola Sehat.

Cleaning & Sanitizing

- PT. Casa Verde Indonesia

Logistic & Distribution Division

- PT. Arta Boga Cemerlang

Retail Business

- PT. Moradi (Convenient Store).
- PT. Raja Ratu Bersolek (Beauty Store).
- PT. Bottle Avenue Berniaga. (Liquor Shop)
- PT. Miniso International Company (Lifestyle shop)

Restaurant Business

- PT. Happyday Utama Indonesia
- PT. Adicipta Boga Intiprima (Imperial Group)

Supporting Business

- PT. Ultra Prima Plast (Plastik Packaging).
- PT. Ultra Prima Corrugator (Carton Box).



GIVING MEANING to YOUR LIFE

OT is committed to create the best products
for you. Your happiness is our greatest happiness



WAFER & WAFFLE



Celebrate any moments with a wide selection of Tango Wafer adventurous and exciting flavors. Crispy wafers baked with fine quality ingredients to its original recipe, creating a layers of perfection and second-to-none flavors.



The unique and tasty wafer serves with 77% thick cream and rice crispy makes Tango Waffle become a scrumptious snack for every activity. Tango Waffle comes with 2 various tasty flavors, Cranchox and Cranchmilk.



A scrumptious snack with the best cheese that serves in various shape, wafer and waffle. Taste it and Chizmill will cheer your days



A New Fun way to enjoy wafer from our expertise. Triple layers of Wafer with luscious banana cream covered with chocolate. You will ask for more !

WAFER

Wafer Renyah
Tango

Bringing new **Layers of Excitement** to your taste. **Tango CHOCO SERIES.**
Duo sensation of signature chocolate and creamy tiramisu or aromatic javamocca at your choice.

**CHOCO
SERIES**

WAFER

Wafer Renyah
Tango

Celebrate any moments with a wide selection of Tango Wafer **adventurous and exciting flavors. Crispy wafers baked with fine quality ingredients** to its original recipe, creating a **layers of perfection and second-to-none flavors.**



KOK GUE
BARU
TAU?!



77%
Lebih **TEBAL**
Lebih **PUAS**



WAFFLE

Tango
WAFFLE

The unique and tasty wafer serves with **77% thick cream and rice crispy** makes **Tango Waffle** become a scrumptious snack for every activity. **Tango Waffle** comes with 2 various tasty flavors, **Cranchox** and **Cranchmilk**.



WAFFLE



Tango WAFFLE

The unique and tasty wafer serves with **77%** thick cream and rice crispy makes Tango Waffle become a scrumptious snack for every activity. Tango Waffle for export come with 5 various tasty flavors, **Crunchox**, **Crunchmilk**, **Crunchcheese**, **Crunch Strawberry**, **Crunch Bubblegum**.



WAFFLE



Inspired by the taste of **Coffee** which loves by adults and **Durian** as the king of fruits, **Tango Waffle** presents the authentic taste of **Coffee** and **Durian** in thick cream, rice crispy, and crunchy wafer.

*Product for export only

WAFER & WAFFLE



A scrumptious snack with the **best cheese** that serves in various shape, **wafer and waffle**. Taste it and Chizmill will cheer your days



WAFER COATED

Wafer Bersalut
Tango
WALUT
Wafer Bersalut Cokelat

A New Fun way to enjoy wafer from our expertise.

Triple layers of wafer with **luscious banana cream** covered with **chocolate**.
You will ask for more!

WAFER STICK



Get ready to fill up your days with fabulous Fullo, crispy rolls filled to the brim with smooth cream in a choice of tastes: **Chocolate, Vanilla-milk, Chocolate-vanilla and Chocolate-strawberry.**

*Packaging for export only

WAFFER STICK



Get ready to fill up your days with fabulous Fullo, crispy rolls filled to the brim with smooth cream in a choice of tastes: **Chocolate, Vanilla-milk, Chocolate-vanilla and Chocolate-strawberry.**



*Packaging for export only

CHOCOLATE

Fullo
Blasto

Combining five sensation of **caramel, wafer stick, chocolate cream, rice crispy** and a **rich chocolate coating**. One Fullo Blasto is never enough!

*Packaging for export only

CHOCOLATE



Let the deliciousness of Cannon Balls rain down on your tongue. Tender balls of milk chocolate with a crunchy coating of sugar and chocolate crisp. Every crunchy bite will make you want more.

**GARING NYA
PECAHHH**



COOKIES



Delicious crunchy cookie layered with scrumptious cream and sprinkled with crunchy bits.

A Crunchy Combination!

CRACKERS

KLOP
Saluto

The first Crackers Enrobed in Indonesia.
The heaven-made combination of
Crunchiest Crackers and Rich Creamy cream,
Guaranteed you won't stop get more!



CRACKERS SNACK



A bite-size, star-shaped crispy cracker sprinkled with an abundant amount of delicious and savory flavoring, which is baked instead of fried.

Bloated bite-sized crackers in the shape of a Fugu Fish, with a thick layering of delicious and savory flavoring, baked instead of fried, making it suitable for any occasion and will bring joy for kids.



Let's be friends with "Fugu and friends"! Explore various unique shape of animal in a thick flavoring bite-sized cracker, baked not fried; surely bring joy and imagination for kids.



CRACKERS



Taste the crunchiness of the tasty single crackers made from the original COCONUT MILK completed with Sugar Sprinkles outside.

CANDY



Refresh Your day with MintZ
The Expertz of Soft Chewy Candy with attitude
and non-stop coolness of mint

CANDY



Meet Blaster, the undisputed champion of flavour. The striped candy with a sensational blast of chocolate hidden inside. Available in Chocolate and Neapolitan flavours.



Excite your day with Blaster Pop. A striped lollipop with center full of fun. Available in a choice of flavours: Fruitful (Fruit punch, Tropical Fruit, Mix Berries), Chocoful (Choco Freeze, Choco Cinno, Choco Fruit), Milkful (Vanila Milk, Strawberry Milk, Choco Milk).

HEALTH DRINK



Kiranti herbal drink crafted to ease women monthly cycle discomforts.

Kiranti is formulated with fresh selected herbs, and awarded as a standardized herbal medicine (OHT = Obat Herbal Terstandar). It's scientifically and clinically proven to ease menstruation pain.

Kiranti is also safe to be consumed in daily basis, because it contains curcumin that can maintain the immune system.

Kiranti available in 3 variants: Kiranti for Menstrual Period, Kiranti for Menstrual Period Plus Juice and Kiranti for Bone and Muscle Ache.



TOOTHBRUSH



Comfort Clean



Triple Action
Black



Curve



ZigZag



Triple Action



ESSENTIAL CLEAN SERIES

Number 1 toothbrush brand, provides many suitable variants to clean your teeth. Available in different filament and head shape to fit consumer's teeth contour.

TOOTHBRUSH



Extreme Clean



DEEP CLEAN SERIES

Deep Cleaning Power :

- **SOFT FILAMENT** 0.01mm effective to clean in between teeth and along the gumline
- **SPIKY-HEAD FILAMENT** effective to clean the innermost teeth



Cross Activ



Optimus



SiHab

TOOTHBRUSH



Orthodontic



Sensitive Active
Care



Sensitive
Flex



SENSITIVE SERIES

Designed with **EXTRA SOFT FILAMENT**, suitable for sensitive teeth and gum.

Formula also provides Orthodontic series, with V CUT FILAMENT, suitable for dental wire users.

TOOTHBRUSH



Sparkling White



Sparkling White
Charcoal



WHITENING SERIES

WHITE ACTIVE SPIRAL FILAMENT, with strong stains-removal power make your teeth look naturally white.

TOOTHBRUSH



Nano Charcoal



**Nano Charcoal
Ultima**



ANTI BACTERIAL SERIES

Specially designed with **ANTIBACTERIAL CHARCOAL** soft filament, effective clean plaque in-between teeth and safe for gums.



**Mobile Oral
Care**



**Mobile Oral
Care Sensitive**



Flip Go

TOOTHBRUSH



ON THE GO SERIES

Created in travel size, make you convenient to bring and easy to use in every situation.

TOOTHBRUSH



ESSENTIAL CLEAN SERIES

Number 1 toothbrush brand, provides many suitable variants to clean your teeth.

Available in different filament and head shape to fit consumer's teeth contour.

TOOTHBRUSH



Junior Helm



Junior Kiddo Gimmick



Junior Handle Cover Dino



Junior Walrus



Junior Kiddo Optimum

Formula
PROTECTIVE SOLUTIONS



Formula Toothbrush also have variants for kids. Available in several choices : Junior Helm, Junior Handle Cover, Junior Walrus, Junior Kiddo Optimum & Junior Kiddo Gimmick

Formula Junior Toothbrush is safe for children's gum because its narrowed toothbrush head, end rounded soft filament and rubber handle

TOOTHPASTE



Junior Strawberry
Special Pack



Junior Orange
Special Pack



Junior Strawberry Box



Junior Orange Box



Top #1 Kids Choice of Junior Toothpaste!

Formula Junior Toothpaste provides the best way to prevent children's teeth cavities

Available in two variants:

Orange with fresh and cheerful sensation

Strawberry with sweet and joy sensation

Formula Junior Toothpaste also have *Special Package* with Extra **Toothbrush** and **Toys** !

TOOTHPASTE



Charcoal



Sparkling White



Confident
Extreme Cool



Charcoal

With **Active Charcoal** as our main ingredient, stains and unpleasant odors will no longer be a problem! It will also freshen your breath with an Extra Cool sensation from **Bamboo Mint** and **Wintergreen**

Sparkling White

With Double Action Whitening:

1. Clean and dissolves stains without damaging the enamel
2. *Stain Shield Agent Technology* to prevent any new stains coming
3. Brighten dan Whiten your teeth for up to 7 days!

Confident Extreme Cool

Formula Confident Extreme Cool with Microbeads active ingredient, produce Extreme Cool and bring sensational longer fresh breath for ultimate confidence!

TOOTHPASTE



Strong



Action Protector



Strong

With **SPL Technology** keeps teeth enamel strong to prevent cavities caused by acids
+ FREE TOOTHBRUSH !

Action Protector

With **Active Fluoride** gives protective solution to prevent cavities
+ FREE TOOTHBRUSH !

TOOTHPASTE



It's time to protect our precious teeth using **Formula Proteksi** with 3 Cavities Preventive action:

1. Cleaning plaque
2. Prevent Cavities
3. Protect teeth email

Also available in bigger size :

New release **EXTRA JUMBO 225gr**

Formula Proteksi gives best solution with 12 hours protection!

JAGA AMANAH
dari hal kecil setiap hari



TOOTHPASTE



Brand new **Herbal Toothpaste** from Formula!!!
Formula Amanah!!!

Toothpaste made from natural ingredients such:



Siwak

Natural ingredients prevent Tooth Cavities.



Habbatussauda

Natural Anti Bacterial to kill germs to freshen your breath.



Eucalyptus Oil

Natural Anti Inflammation keeps your gum healthy.

Formula Amanah!
Perfect Solution to wipe out your Oral problem!

TOOTHPASTE



Formula 123 is toothpaste with fluoride, calcium, mint & menthol:

1. **Fluoride** helps to strengthen teeth enamel and prevent teeth cavities
2. **Calcium** removes plaque from your teeth
3. Combination of **mint & menthol** gives long lasting fresh breath sensation

HAND SANITIZER

**PRIMA
PROTECT⁺**

Prima Protect+ Hand Sanitizer Gel

Contains Alcohol 70% as well as Natural Essential Tea Tree Oil, Aloe Vera, and Vitamin E. Gives a pleasant Tea Tree Aroma.

Available in 240ml Pump and 50ml Flip Top.

Prima Protect+ Hand Sanitizer Liquid

Liquid Hand Sanitizer that is soft on skin. Contains Alcohol 80%, Hydrogen Peroxide, and Glycerin as recommended by WHO. It effectively kills 99.9% of germs on your hands.

Available in 50ml and 10ml spray.



HAND SOAP

**PRIMA
PROTECT⁺**

Prima Protect+ Hand Soap

Antibacterial Hand Soap that effectively keeps hands clean and germ free.

With Natural Essential Tea Tree Oil gives you pleasant aroma. Thus, safe for your skin.

Available in : 240ml and 500ml Pump.



FACE MASK

**PRIMA
PROTECT⁺**

Prima Protect+ Disposable Face Mask

Disposable Face Mask with 3 layers of protection for your day to day use. Has Bacteria Filtration Efficiency more than 99%.

Available in 1 pc and 5 pcs per pack



Aku Pasti Bisa!

UHT MILK DRINK



Milk-Ido is made from Fresh Friesian Holstein Cow's Milk which contains 9 Vitamins, 6 Minerals, and Omega 3. We provide 100% Vitamin D3 and 35% Calcium of daily needs. Packed with Aseptic Technology to prevent heat damages and free from preservatives. Milk-Ido encourage children to have the "I do" spirit to make their parents proud.

RTD TEA



Adem Sejuk is a tea beverage product, introduced to the market in 2015. This brand is originated from Liang Cha brand, which has recently evolved to to Adem Sejuk.

Adam Sejuk is the first herbal tea in bottle packaging and made from selected natural herbal ingredients such as grass jelly, wheat grass, tea leaves and chrysanthemum flowers which are believed to be useful as a cold remedy, and is produced without using any preservatives or artificial sweeteners.

Adam Sejuk becomes the new way to experience the benefits of premium herbal tea with natural ingredients that can help to quench thirst and refresh our body, making our body feel cool and refreshed.

RTD TEA

Teh Legit Kental

Teh Legit Kental (“Legit” means sweet; “Kental” means bold) has the original taste of Indonesia’s tea. The sweet taste comes from rock sugar and the bold taste comes from extra tea extract that being mixed in a teapot.

And now, Orang Tua Group comes with “Teh Legit Kental” that manufacture tea drink with bold taste through Aseptic Cold Filling Technology.

Teh Legit Kental! Heritage Tea with Bold Taste!



MINERAL WATER



Originating from natural sources, Crystalline Water contains rich mineral content and balanced pH. The quality of Crystalline Water is highly maintained as it is sourced from selected natural water springs before being processed with high-tech ultrafiltration and packaged using food-grade packaging.

Crystalline Water tagline: "Pilihan Jernih, Jernihkan Pikiranmu", encourages people to fulfill their daily needs of water and minerals to support their daily activities with a clear mind. Understanding the different water consumption needs for each person and activity, Crystalline is available in various sizes, namely: 220 ml Cup, 330 ml, 600 ml, 1500 ml PET bottles and 6-litre gallon, as well as the newly launched 19-litre gallon.



RTD JELLY



In 2005, PT CS2 Pola Sehat acquired "Vita Jelly" brand with its ready to eat product made from Jelly Caragenan. With its main product, Vita Jelly Drink.

Vita Jelly Drink was introduced to the public in 2006 as a jelly product in ready to drink category.

Vita Jelly Drink is Jelly Drink with Real Juice and Vitamins (B3, B6 & C) because only the chewyness of Vita Jelly Drink gives a sensation "GOYANG DI MULUT."

Vita Jelly Drink has 4 variants: Grape, Guava, Orange and Strawberry. Two of the most favorites in Indonesia is Grape and Guava.



DESSERT

Vita Pudding

Vita Pudding is a ready-to-eat pudding that defines as healthy snack that is rich in milk and calcium, contains vitamin D, no preservatives and no artificial sweeteners which are processed with aseptic technology that makes Vita Pudding can be stored at room temperature

Vita Pudding comes in 3 flavors, which are Chocolate, Strawberry, and Mango that suitable to be enjoyed with family and friends according to "Share The Goodness" as its tagline



SUSU PILIHAN PARA JUARA



RTD MILK BOTTLE



susu
Tango

Susu Tango is made from fresh milk contains vitamins, calcium and protein to keep you up all day. Packed with aseptic technology that makes this drink not damaged by heat & free of preservatives.

Susu Tango launch first variant in 2019 named Susu Tango Italian Chocolate Velluto and launch second variant ini 2020 named Susu Tango Black Vanilla Don Pedro.

SUSU TANGO, MILK FOR CHAMPIONS!

RTD TEA



Since 2007, Teh Gelas has become an inseparable part of Indonesian society. Teh Gelas, as a pioneer of high quality original tea drinks, continues to strive to educate Indonesians about the goodness of tea. The community response was positive, various awards, such as the Top Brand Award, continued to be obtained by Teh Gelas each year. In addition, Teh Gelas has also been a Market Leader in the RTD Tea Beverage category since 2012.

Teh Gelas is the perfect blend of high quality tea leaves and 100% real sugar. Not only that, the antioxidant content in it is also beneficial for health.

Initially, Teh Gelas were available in Cup. However, in line with Teh Gelas's commitment to continually innovating, in 2014, Teh Gelas was launched in PET Bottle packaging using various advanced technologies, such as Aseptic Cold Filling Technology and Ultra High Temperature, which ensured the product remained hygienic and environmentally friendly. Teh Gelas in PET bottles remain consistent using quality natural ingredients and do not use preservatives or artificial sweeteners.

In 2019, Teh Gelas PET created a new innovation, launching the Special edition packaging under the name Teh Gelas Coolabs. Teh Gelas Coolabs is an award from Teh Gelas for Indonesian artists, where each artist is invited to collaborate to create a Teh Gelas packaging design in accordance with their respective styles.

With the spirit of continuing to provide authentic and quality products, Teh Gelas will continue to innovate for Indonesia.

Teh Gelas, Asli itu Gua, Asli Itu Teh Gelas.



BARU

SUSU PILIHAN
PARA JUARA

Susu UHT



RTD UHT MILK



Susu Tango is **UHT Milk** made with **Fresh Milk** which contains **Biotin, Phosphorus, Calcium, Omega 6, Omega 3, and 9 Vitamins** which are sufficient for Nutritional Needs to **support children's growth and development**.

Susu Tango comes in **3 tasty variants**, that helps you :



Dare to Act! with
Italian Chocolate



Achieve All Your Dreams! with
Dreamy Strawberry



Cheer Up Your Day! with
Banana Pudding

Available in **115ml** and **200ml**

SUSU TANGO, MILK FOR CHAMPIONS!

RESEARCH & INNOVATION



Our Research & Innovation Center is supported by competent experts in the fields of chemistry, microbiology, processing technologies, packaging development and design.

The R & I Center is equipped with a pilot plant and state of the art instruments including HPLC (High Performance Liquid Chromatography), GC-MS (Gas Chromatography - Mass Spectrometry), ICP-OES (Inductively Coupled Plasma - Optical Emission Spectrometry), tools to analyze texture and 3D printers.



EXPANDING FAR and BEYOND

OT is committed to create the best products
for you. Your happiness is our greatest happiness

ARTA BOGA CEMERLANG



Arta Boga Cemerlang has become the sole distributor of OT and successfully delivers OT products to customers across Indonesia.

In 1985, PT. Arta Boga Cemerlang began its journey in the field of distribution. Thanks to its efforts and continuing commitment to provide the best, Arta Boga Cemerlang gained recognition as the best distribution company in Indonesia. The Corporate Image Award IMAC (Indonesian Most Admired Company) as the Best Food and Beverages Distributor has been awarded to Arta Boga Cemerlang year after year.

Arta Boga Cemerlang believes that trustworthiness is the most important thing. Therefore, the company emphasizes on professionalism, punctuality in delivery and wide stretching territory. Arta Boga Cemerlang has become the sole distributor of OT and successfully delivers OT products to customers across Indonesia.

Arta Boga Cemerlang has an established distribution network and strong logistics, both in big cities and smaller communities throughout Indonesia. It is most experienced in the marketing of various categories of products, ranging from perishable products with short life cycles that require complicated control to innovative products that require special handling processes.

With its complete fleet, the Arta Boga Cemerlang distribution team, is divided into three marketing divisions, namely the Food & Confectionaries (FC) division, which sells food products, the Personal Care (PC) division, which sells non-food products and a division called Sweet Water Plus (SW +) that focusses on beverages. Arta Boga Cemerlang continues

to strengthen its network in traditional and modern markets such as supermarkets, mini-markets and hypermarkets.

Arta Boga Cemerlang number of branches growing in line with business growth OT. Deepening penetration in remote areas, enables Arta Boga Cemerlang to serve consumers in all regions.

MOR

As Indonesia's first original convenience store, MOR gives you more of everything. More quality, more service, more facilities, more comfort, you name it! MOR is the perfect place for you to get everything you need. Not only for you personally, but also for your friends, family, and colleagues.

For more info : MORstore.co.id



BEAU

BEAU—used in French to describe a person who cares about his/her looks—is the first place in Indonesia that provides all beauty products, easily accessible, and comes with the best service. If you care about your looks and are keen to learn the latest fashion news, BEAU is the right place for you to go.

For more info : BEAUshop.co.id



INTERNATIONAL BUSINESS



We are expanding greatly to 39 countries through the entire continents. We distributed wide product range, such as Food & Confectionery, Candy, Sweet Water (Drink), and Personal Care. These products consist of approximately 18 brands which are famous in Indonesia and neighborhood countries, such as Tango, Fullo, MintZ, Formula, Teh Gelas, Oops, Vita Jelly Drink, etc.

With the success story of UPA and CS2 products in Indonesia, we are ready to introduce their products and let people around the world to enjoy and experience the benefits and unique taste from their products.


In purpose of having maximum business activity and product availability in all international markets, we have been actively involved in several marketing activities. Some of them are by participating in international exhibitions, business gatherings, and conferences.

DISTRIBUTION MAP



Vietnam
Cambodia
Thailand
Laos
Philippines
Myanmar
Brunei
Singapore
Malaysia
Timor Leste
China
Macau

Mongolia
Hong Kong
Taiwan
Middle East
South Africa
East Asia
ANZ-Pacific
South Africa
North Africa
Europe
America
Others



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