

Sari Murni Group



Overview

Our Company at a Glance

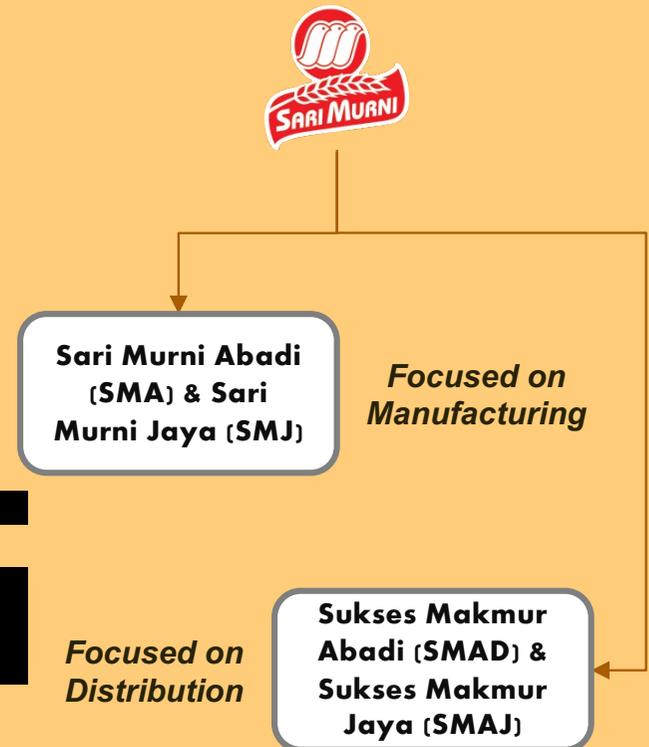




Company Profile

Sari Murni Group (SMG) is a long-standing snacks manufacturer with a number of established household brands. We offer high-quality products with a wide selection of variants in each segment to capture low, mid, and the niche market. SMG is committed to develop its products portfolio in order to fulfill and meet the market's demand.

Business Structure



OVERVIEW

- SMG main products comprises of snacks under the brand name of **Momogi, Yale-Yale, Criscito, TwistStick, and Migi-Migi.**
- Currently, SMG export extruder stick and wafer to **Taiwan, Cambodia, Middle East, Mauritius, New Zealand, Palestine etc.**
- Beside selling products with its own brands, SMG also manufactures products with other brands (OEM).
- SMG has 2 manufacturing plants which are located in **Bogor and Surabaya.** The well-maintained facilities can operate for 3 shifts, 24 hours a day for 5 days a week

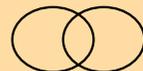
MANUFACTURING FACILITIES



Sari Murni Abadi



Sari Murni Jaya





COMPANY MILESTONE



1998

Establishment of the factory in Bogor



2000

Establishment of the factory in Surabaya



2003

- First product launch of Momogi
- Establishment of the firm's distribution arm



2006

First television commercial of Momogi



2007

First wafer product launch of Migi-Migi



2014

Appointed by several other principals to distribute their product

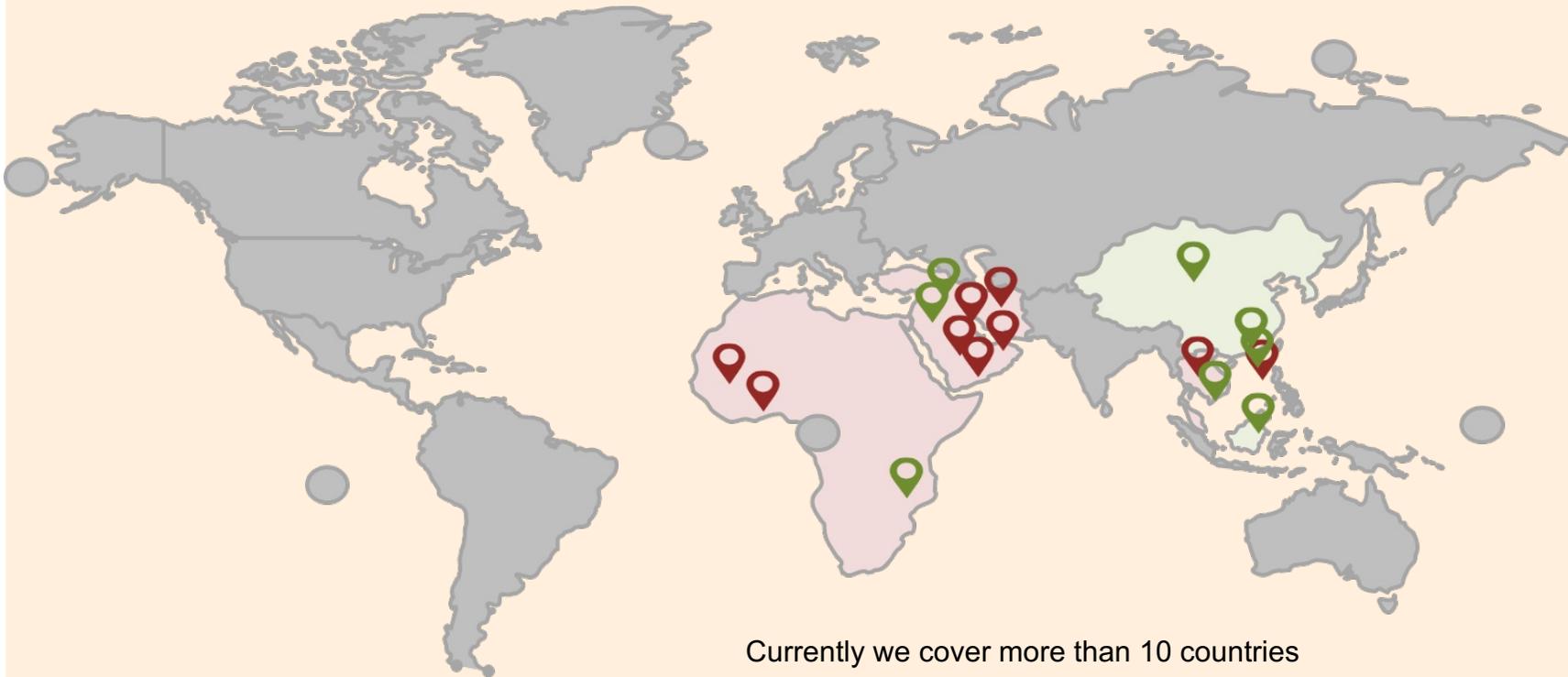
2022

- Change of shareholder
- Digital transformation
- Distribution expansion
- Aggressively penetrate overseas market



Export Coverage

Our focus in 2023 export is to have Sari Murni products' distribution in ASEAN, East Asia, & Middle East



- Own Brand :
1. Cambodia
 2. **Mauritius**
 3. **New Zealand**
 4. **Palestine**

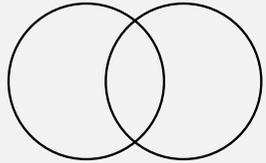
- OEM:
1. Taiwan
 2. Saudi Arabia
 3. Dubai
 4. Bahrain
 5. Dubai
 6. Liberia
 7. Guinea
 8. Oman
 9. **Kuwait**

Sari Murni Group

Product Catalogue

Diversified Product Portfolio





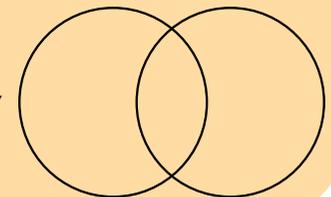
Our Brands



We have
73 active
SKU

SMG's offers wide variety of products from savory snacks to sweet snacks. Its product portfolio comprises of **extruder snacks** (i.e., Momogi, Yale-Yale, and Criscito) and **wafers** (i.e., Migi-Migi and TwistStick).

Momogi, SMG's best selling products, is an extruder stick snack which offer various different flavor from savory (i.e. roasted corn) to sweet (i.e. chocolate).



Distribution Centers

Integrated Distribution Solution



DISTRIBUTION SYSTEM

We have a committed
distribution system
throughout Indonesia



455 Employees



> 30,000 outlets



> 100 sub-distributor

Supporting your journey
to **drive sales** and
coverage in every miles

>100 Delivery vehicles 

>15.000 sqm Warehouse
capacity 

Actively Managed > 30 Direct Distribution Points

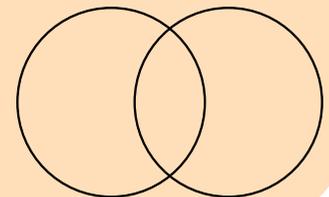


In order to market our products across the country, within various locations:

- Bogor
- Cirebon
- Garut
- Jatiwangin
- Medan
- Banda Aceh
- Lhokseumawe
- Tangerang
- Bekasi
- Sukabumi
- Bandung
- Serang
- Tasikmalaya
- Samarinda
- Semarang
- Solo
- Yogyakarta
- Karawang
- Pemalang
- Banyumas
- Palembang
- Surabaya
- Sidoarjo
- Kediri
- Malang
- Jember
- Makassar
- etc



SARI MURNI GROUP



DISTRIBUTION CHANNEL



General Trade

General trade is a spread-out distribution network of small retailers, dealers, stockists, wholesalers, and distributors.



Modern Trade

Modern trade outlets are chains or groups of stores whom used a more organized approach to their business activities.



E-Commerce

E-commerce refers to companies and individuals that buy and sell goods and services over the Internet.

LIST OF SUB-DISTRIBUTOR



JAVA ISLAND

Jakarta, Bekasi, Cikampek, Pematang, Purwokerto, Bogor, Tangerang, Serang, Sukabumi, Bandung, Garut, Tasikmalaya, Cirebon, Madura, Jombang, Tulungagung, Madiun, Lamongan, Pasuruan, Banyuwangi, Jember, Surabaya, Malang, Tuban, Bojonegoro, Kudus, Pati, Purworejo, Temanggung, Magelang

SULAWESI ISLAND

Central Sulawesi, Southeast Sulawesi, North Sulawesi (i.e. Gorontalo), West Nusa Tenggara, East Nusa Tenggara, Maluku

SUMATERA ISLAND

Bengkulu, Lubuk Linggau, Batam, Tanjung Pinang, Tanjung Balai Karimun, Natuna, Palembang, Lampung, Bangka, Belitung, Tanjung Batu

KALIMANTAN ISLAND

East Kalimantan, South Kalimantan, Central Kalimantan, North Kalimantan, & West Kalimantan (i.e. Pontianak)

PAPUA ISLAND

Irian

In order to make products available for almost all customers in Indonesia, SMG partnering with

150+ Sub-Distributors

to provide products to smaller cities

B2B Partners



B2C Partners



OUR PARTNERS



Distribution Partners

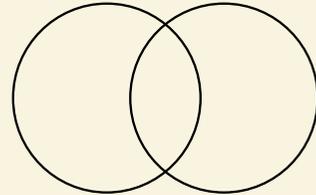
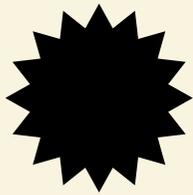


SARI MURNI GROUP

Awards & Recognition

Strong Business Presence





STRONG BRAND RECOGNITION MNC & SMEs

Top Brand Awards



Top Brand Award 2022



Top Brand Award 2021

Best Brand Awards



Best Brand Award 2012



Best Brand Award 2013



Best Brand Award 2014



Best Brand Award 2015



Best Brand Award 2016



Best Brand Award 2017



Best Brand Award 2018

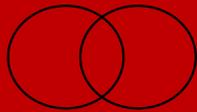


Best Brand Award 2019



Best Brand Award 2021





MOMOGI: STRONG INDUSTRY RECOGNITION

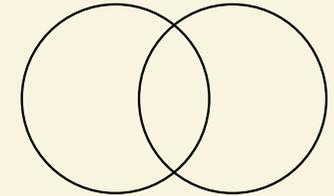
since 2010



2016	2017	2018	2019	2020
				
2010 Top Brand Awards for Kids by Frontier Consulting Group and Marketing Magazine  Number 1 Most Recommended Brand of World of Mouth Marketing category "Snack Extruder Stick" 	2012 Top Brand Award "Snack Extruder Stick" by Frontier Consulting Group and Marketing Magazine  Best Brand "Corn Stick Snack" by SWA magazine and MARS Consulting Group 	2014 Top Brand Award "Snack Extruder Stick" by Frontier Consulting Group and Marketing Magazine  Best Brand "Corn Stick Snack" by SWA magazine and MARS Consulting Group 	2015 Top Brand Award "Snack Extruder Stick" by Frontier Consulting Group and Marketing Magazine  Best Brand "Corn Stick Snack" by SWA magazine and MARS Consulting Group 	
2011 Top Brand Award "Snack Extruder Stick" by Frontier Consulting Group and Marketing Magazine  Number 1 Most Recommended Brand of World of Mouth Marketing category "Snack Extruder Stick" 	2013 Top Brand Award "Snack Extruder Stick" by Frontier Consulting Group and Marketing Magazine  Best Brand "Corn Stick Snack" by SWA magazine and MARS Consulting Group  Social Media Award by Frontier Consulting Group and Marketing Magazine 	Social Media Award by Frontier Consulting Group and Marketing Magazine 	Number 1 Most Recommended Brand of World of Mouth Marketing category "Snack Extruder Stick" 	

SARI MURNI
GROUP

Contact Us



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Thank You

