

# COMPANY PROFILE

PT. SARANA AGRO INDO JAYA



SAINDO  
CHARCOAL  
BRIQUETTES





VALUES BASED

# Holistic Charcoal Industry

holistic  
values  
integrity  
sustainability



# About SAINDO

PT SARANA AGRO INDO JAYA (S.A.I.N.D.O) is a holistic agro industry that focuses on community development and empowerment by adding value to coconut farmers to process better quality products and in turn receive better yields. SAINDO supports farmers development by training in processing of whitecopra and also premium quality charcoal which is the rawmaterial used to process down line products produced and marketed by SAINDO in to its global network.

SAINDO established in 2011 is an Indonesian company based out of DENPASAR,BALI with its rawmaterial processing and controll units thru out SULAVESI ISLAND , namely Manado, Gorontalo,Luwuk, Palu,Makasar and Kendari with hundreds of farmers and workers in the system. We process our rawmaterials at source where the coconuts are grown and our primary focus is on Holistic value addition supply chain management and OEM production for the export market . Value addition gives us an edge on procurement consistency and timely delivery of final products on timely by SAINDO.

We are one of the renown SHISHA CHARCOAL Briquett and Barbeque Briquette manufacturer in indonesia with our specialized factory located at SURABAYA . Saindo exports its premium charcoal briquettes to more than 13 countries around the Globe and produce Buyers brand on OEM Basis.



**Export to USA, EUROPE, MIDDLE EAST and more than 13 countries**



**Board of Director**  
PT. Sarana Agro Indo Jaya

# Company Overview

■ <b>Company Name</b>	: PT. Sarana Agro Indo Jaya
■ <b>Year Established</b>	: 2011
■ <b>Headquarters</b>	: Jl. Gandapura No. 40, Denpasar, Bali Kesiman Kerta Langgu, Denpasar - Bali 80237, Indonesia, Ph. (+62) 361 460990, Fax (+62) 361 466565
■ <b>Marketing Office</b>	: Jl. Rajawali Selatan Raya - Rukan Multiguna No. 2H, Kemayoran, Jakarta, Indonesia, Ph. (+62) 21 6412913/18
■ <b>Factory</b>	: Komplek Pergudangan Bumi Maspion 2, Romokalisari Blok XXI No. D2, Surabaya, Indonesia
■ <b>Production Capacity</b>	: Shisha: 11 tons per day / Barbecue: 6 tons per day
■ <b>Director</b>	: Wijaya Vishindas Al Vijay IGST. Putu Eka Yudhana I Gede Putu Suwitra
<b>Marketing</b>	: Ni Made Yani Savitri Devi
■ <b>Number of Employees</b>	: 300 Employee
■ <b>Product / HS Code</b>	: Coconut Shell Charcoal Briquettes / 44022010
■ <b>Contact /Email</b>	: +6281519833909 (Vijay) / +6281339037467 (Yani) info@saindoglobal.com

VALUES BASED  
**Holistic  
Charcoal  
Industry**



# Vision & Mission

## VISION

**VALUES BASED - HOLISTIC CHARCOAL  
INDUSTRY MODEL ( holistic - values -  
integrity - sustainability)**

SAINDO'S VISION is to bridge this gap between farm and industries by giving trainings in value addition processing to farmers and providing technical, material and mental support to uplift farmers . By creating Farmer groups and Central Quality Processing Units in Various areas we have developed a system to manage traceable supply chain control and this is our Unique selling point to be able to provide good quality rawmaterial continuously

## MISSION

- 1** To become a HOLISTIC BRIQUETTE INDUSTRY MODEL based on VALUES.
- 2** To deliver innovative and environmentally friendly briquette products with high utility value and premium quality, ensuring customer satisfaction and fostering sustainable partnerships
- 3** To become a leading supplier of briquette industry needs at the international level.
- 4** To build success and prosperity together with all stakeholders.
- 5** To support various initiatives related to renewable energy and environmental care.

Charcoal  
**Product**



**Shisha**  
Charcoal



**Barbeque**  
Charcoal



## SHISHA CHARCOAL BRIQUETTE Specification

- **Ash**  
2.5 - 2.9%
- **Moisture**  
5-6%
- **Cal**  
7000-7500
- **Volatile Matter**  
12-14
- **Burning time**  
2hrs +
- **Ash Colour**  
Whiteish cream / Lt grey  
(natural)
- **Carbon content**  
78-80%
- **Ignition**  
10-12 min

### Shape Type



Cube



Half Finger



Hexagonal



## HEXA BARBEQUE CHARCOAL BRIQUETTE

### Specification

- **Caloric Value**  
6800-7200
- **Ash Content**  
6-9%
- **Ignition time**  
12-14 min
- **Temperature**  
420 and 550 °C
- **Ash Colour**  
Natural whitish
- **Burning time**  
+3 hours

#### Shape Type





# Field Trip Cocotech in SAINDO

by ICC (International Coconut Community)



Field Trip Cocotech 2024 at SAINDO: Core Coconut Production Processes and Innovations



Remarks from the President of Indonesia



Welcome Speech by Dr. Jelfina C. Alouw During the Field Trip at PT. Sarana Agro Indo Jaya



Field Trip Cocotech 2024 at SAINDO: Core Coconut Production Processes and Innovations



Award for SAINDO as a Charcoal Holistic Manufacturing Model in Indonesia, Presented by the International Coconut Community



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