



PUTRA MAJU JAYA

CIGARETTES MANUFACTURE

Company Profile



PUTRAMAJU JAYA

Brings Out the Passion

GIVING A FINE TOBACCO PLEASURE



PUTRA MAJU JAYA

About Us

Cigarettes manufacture since 1980

PT PUTRAMAJU JAYA SIDOARJO (PMJ) is one of the leading cigarette companies in East Java.

Putra Maju Jaya Company is the oldest privately-owned tobacco company in Sidoarjo, a leader in the rolling and filter cigarettes sector, present with its products in Indonesia and International.

Putra Maju Jaya cigarettes manufacture is deeply rooted in the talent and vision of the Noer Bersaudara (NB) family, whose descendants have been at the helm of our company since 1980.

www.putramajujaya.com *Giving a fine tobacco pleasure*





PUTRA MAJU JAYA



1980

FOUNDATION YEAR

10+

CIGARETTE BRANDS

3

Generations
OF OWNERSHIP



*Tobacco runs deep
in our family*

- It is a lifelong passion



PUTRA MAJU JAYA

Our Value

Putra Maju Jaya Cigarettes Company stands on solid, time-honoured family traditions. Our values and the people who work with us are the mainstays of our steady growth.

Attention to our traditions & power of innovation

Our story starts more than 40 years ago and thanks to our daily commitment we are helping to create its future. All this would not be possible without the attention we pay to our traditions, which have helped us to become a leading company in the production of pipe tobacco.

Growth, prestige, quality of the product and processes are impossible to obtain without believing in the power of innovation from every viewpoint.

Spirit of initiative

It is fundamental for us at Putra Maju Jaya that each person should give their best in order to continue our growth. In doing this, we stimulate and encourage them to express their own expertise and spirit of initiative.

Quality in every aspect

Quality must be present in every aspect of what we do. Careful attention is paid to the work of each individual, which will contribute to making Putra Maju Jaya a trustworthy, reliable and collaborative partner.

We always places the consumer centre stage. Only this way can a small family company offer customers well-known products that go beyond their expectations, and also make a mark to consolidate its own position as a leader in the market.



PUTRA MAJU JAYA



OUR VISSION

Become a company that has a competitive advantage by prioritizing the highest quality products and sustainable development

Vision & Mission

OUR MISSION

1. Presenting products with the best quality and can be enjoyed by consumers
2. Providing more experience and value for our products for consumers
3. Expanding and strengthening the product marketing network
4. Achieve success with all stakeholders (Commissioners, Directors, Employees, Suppliers, Distributors, Consumers)
5. Responsible to positively impact the environment and society.



PUTRAMAJU JAYA





PUTRA MAJU JAYA

1980

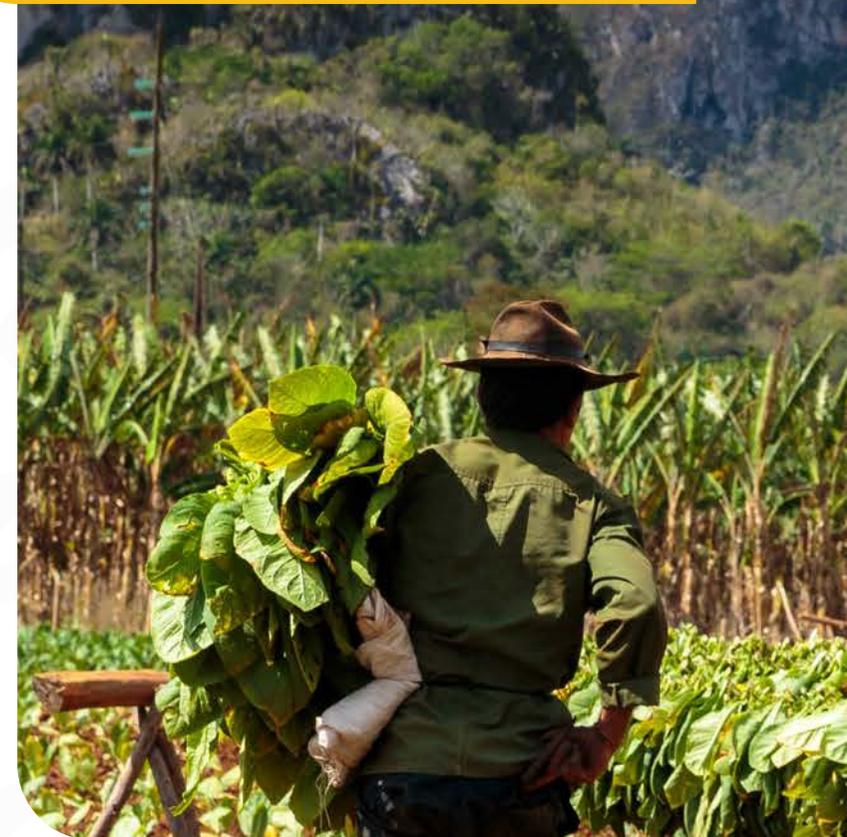
THE BEGINNING

It all began in Tanggulangin - Sidoarjo. Here, a small tobacco manufacturer opened in 1980. **Mr. H. Mansur, grasped the potential of tobacco trading.** He decided to make the hand-rolled cigarette (SKT) / rolling tobaccos, with the help of one his trusted assistant. The first rolling tobacco produced by Mr. H. Mansur is Madjoe, kafalah, Ngebut and SB. The product is sold in the local area of Sidoarjo Regency.

The rolling tobacco were so succesful, the market response was very enthusiastic about his kretek cigarettes, so Mr. H. Mansur increased the production capacity by empowering the surrounding community and changing the business name to **PR. Maju.**

Because of high demand, Mr. H. Mansur decided to strengthen the existence of the company and decided to rename the company, and from that moment on it was known as **PT. Madjoe Karya Utama.** With the form of an official business entity, he began to cooperate with several business partners to supply raw materials and making a new cigarettes products, NB Super to local regions in Indonesia.

Our Story





1990

TEMPORARY SUSPEND

The Story of our company is filled with tradition, sacrifice and a desire to innovate and grow, with an unwavering focus on quality products.

PT Madjoe Karya Utama, on its journey, is like a wheel, not always on top position. Lack of management control, both internally and externally, causes the company to temporarily suspend the operations to restore the company's condition.

1992

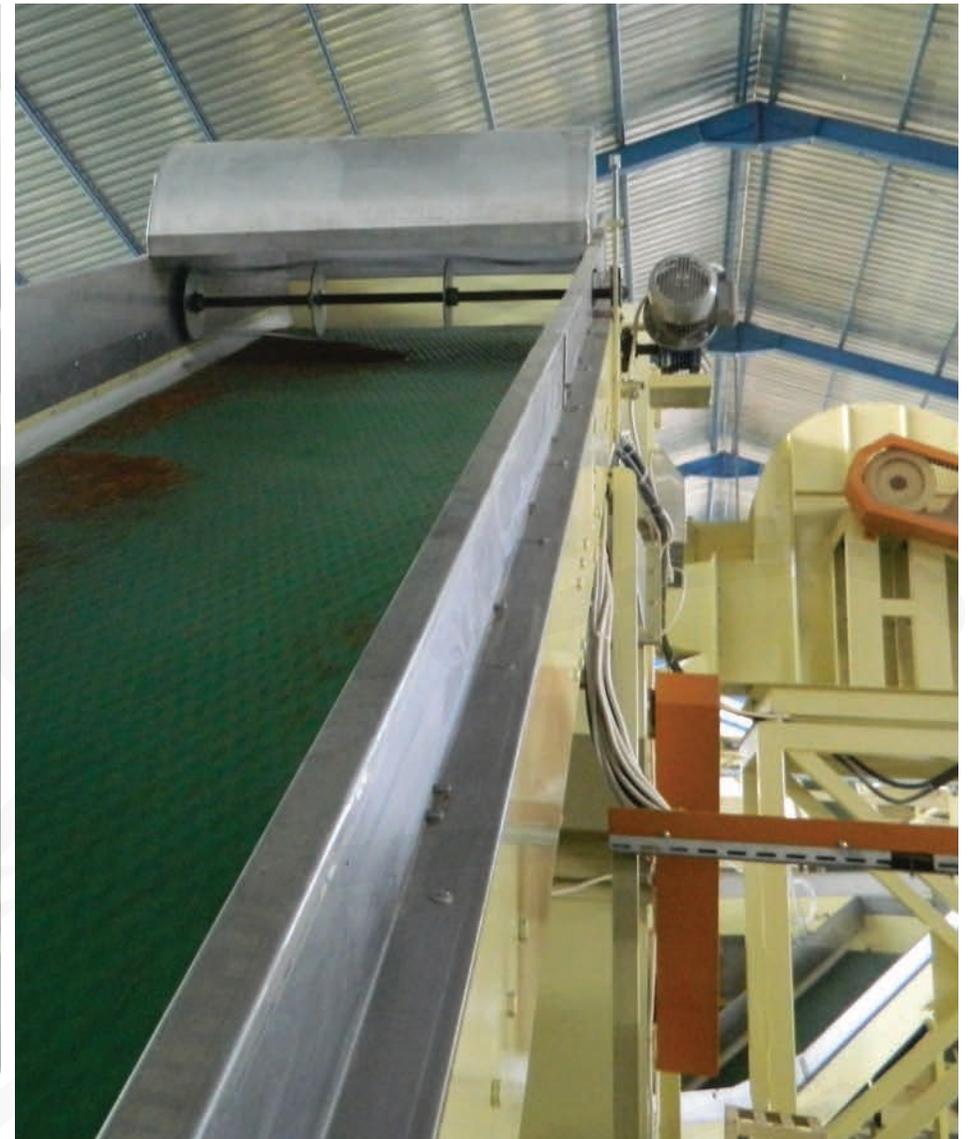
RESTORE

After a difficult times, PT. Madjoe Karya Utama can continue his journey again. However, the company is continued by Mr. H. Mansur's descendants, to whom he handed down all his passion for tobacco, thereby laying the bases for the running of the future family business. All his descendants contributed, like their father, to the company's growth. Focuses on authentic and flavourful solutions in the emerging market.

His descendants decided to rename the company to PR. Mapan. And with the new management, PR. Mapan decided to continue the successor brand - NB Super, by making many variants, **NB Coklat, NB Orange and NB Prima.**



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PUTRA MAJU JAYA

2002

NEW GENERATIONS

On this year, the company changed its name again to **PR. Putra Maju Jaya**, **belongs to the Noer Bersaudara family**, which has for a generous three generations guided it to become one of the leaders on the rolling tobacco market.

Over the years, PR Putra Maju Jaya Tobacco Company has managed to use to its best advantage the tradition and experience ensuing from a long history as makers of rolling tobacco blends to create filter cigarette products of the highest quality. PR Putra Maju Jaya created and launched onto the market one of the most successful products in the company, **Andalas, Blue Series and S Series**.

in 2009, the company began to explore the overseas market, establish cooperation with business partners in the neighboring country to expanding the market of filter cigarette products.

These days, Putra Maju Jaya's brand is recognised as a synonym for quality by smokers and we could not be prouder of our history and extremely grateful to everyone who, with their hard work, commitment and devotion, has contributed to writing this history.

“” We want to ensure that we move in the same direction by embracing a performance culture with a strong focus on performance, learning and development in our appraisals and our everyday life allowing us to improve as a company and as”individuals.





PUTRA MAJU JAYA





PUTRAMAJU JAYA

Management

The people who work for us constitute the basis for Putra Maju Jaya's success. Each and every one of them has a primary task of vital importance to the growth of the brand, irrespective of where they are on the career ladder.



PUTRA MAJU JAYA



SHAREHOLDER

PRESIDENT COMMISSIONERS

COMMISSIONERS

PRESIDENT DIRECTOR

DIRECTORS

MARKETING

FINANCE & ADMINISTRATION

PRODUCTION

GENERAL AFFAIR



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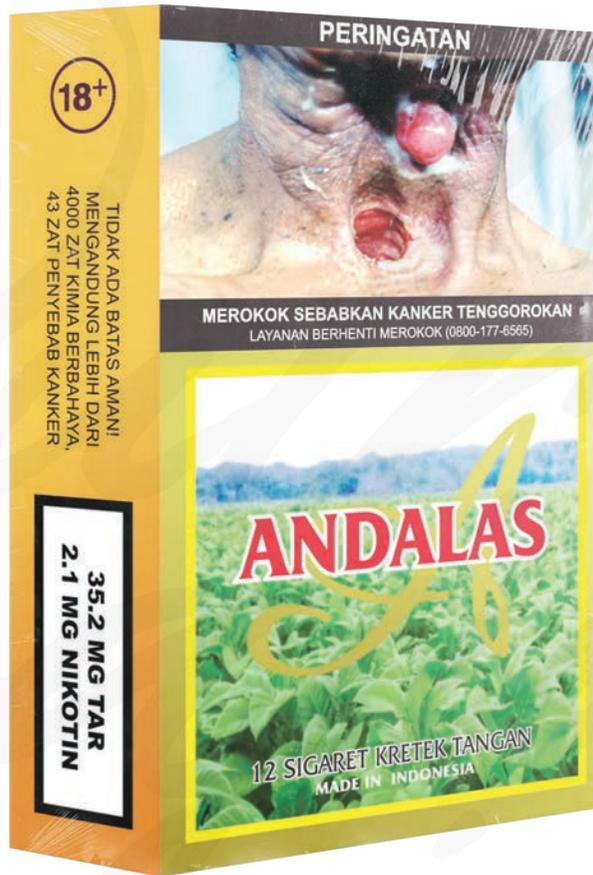
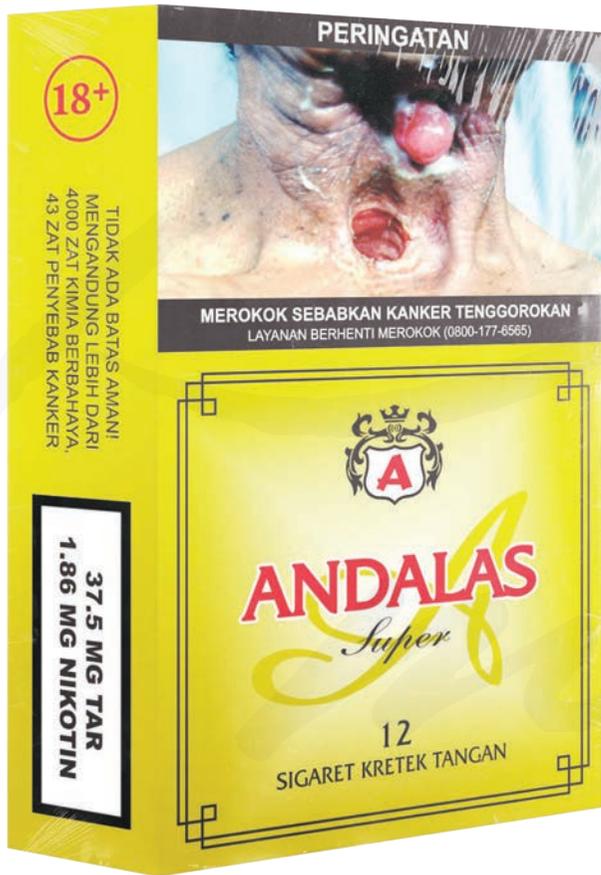
Our Brands

WE LOVE OUR BRANDS

The unique taste of our blends is the result of decades of experience in producing cigarettes blends, and the same passion and attention to detail has been transferred to the production of products



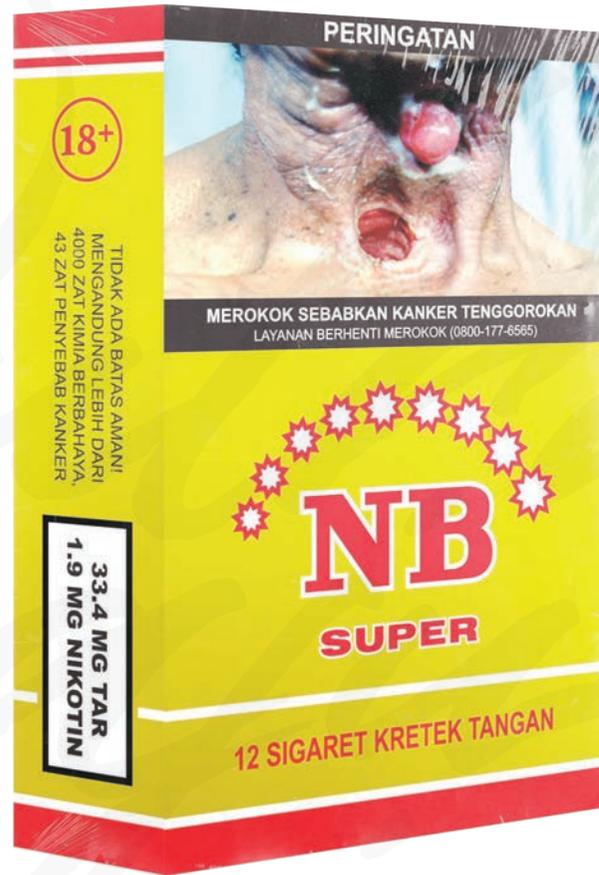
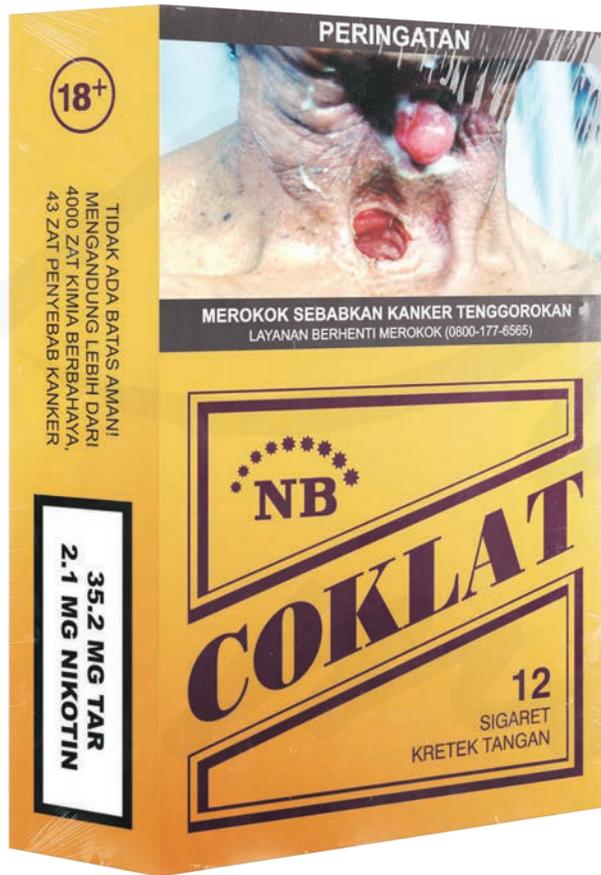
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Hand-Rolled Cigarettes





Machine-Rolled Cigarettes





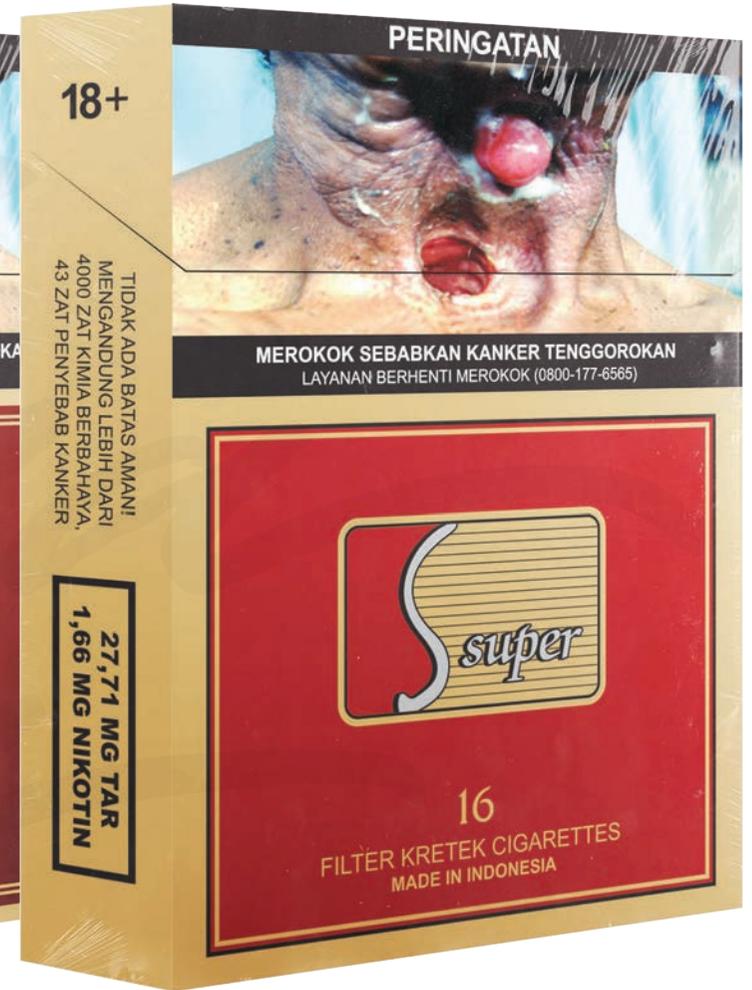
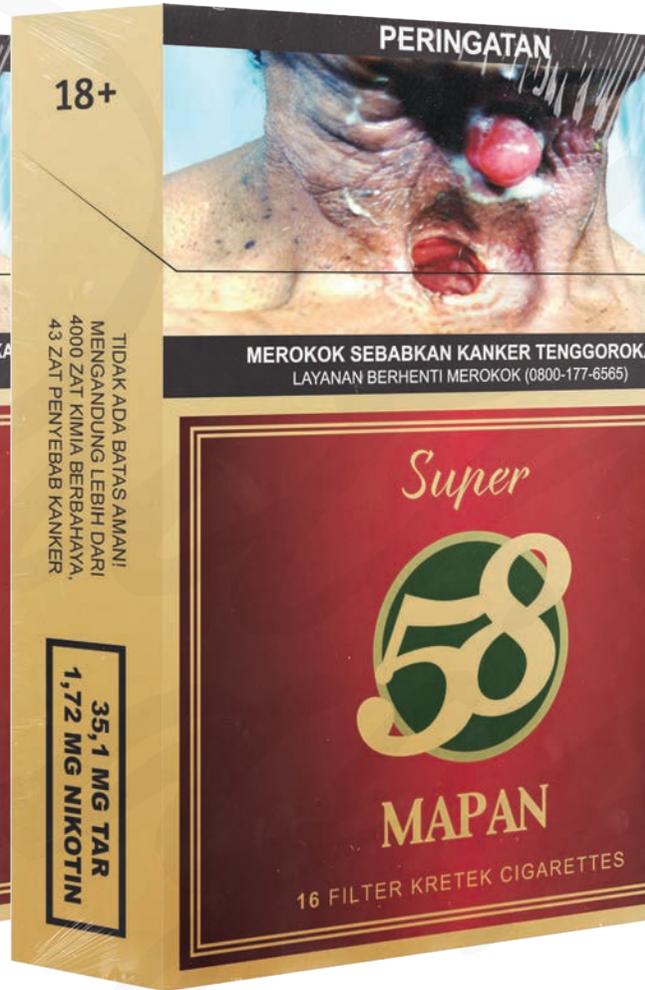
PUTRA MAJU JAYA

Machine-Rolled Cigarettes





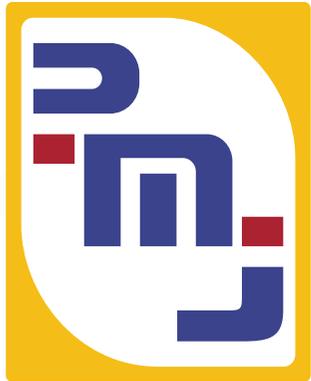
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PUTRAMAJU JAYA

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