PUTRA MAJU JAYA

CIGARETTE MANUFACTURER

Company Profile

PUTRA MAJU JAYA
Brings Out the Passion
PROVIDING THE FINEST TOBACCO PLEASURE
www.putramajujaya.com
Providing the finest tobacco pleasure.

PUTRA MAJU JAYA

About Us

Cigarette manufacturer since 1980

PT Putra Maju Jaya (PMJ) Sidoarjo stands as a distinguished cigarette manufacturer in East Java, holding a leadership position in the rolling and filter cigarettes sector.

Putra Maju Jaya Company proudly holds the distinction of being the oldest privately-owned tobacco company in Sidoarjo, serving as a trailblazer in the production of rolling and filter cigarettes. Our products have made a significant impact not only in Indonesia but also in international markets.

The legacy of Putra Maju Jaya's cigarette manufacturing is deeply embedded in the exceptional talent and visionary leadership of the Noer Bersaudara (NB) family. Since 1980, descendants of the NB family have guided our company, ensuring a continued legacy of excellence and innovation.

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 is built on enduring family traditions, forming the bedrock of our steady growth. Our values, along with the dedicated individuals within our organization, are pivotal to our success.

Dedication to Tradition and the Power of Innovation

Our narrative unfolds over more than 40 years, and through our daily commitment, we actively contribute to shaping its future. This journey is made possible by the careful attention we devote to our traditions, a key factor in establishing us as a leading company in pipe tobacco production. Achieving growth, prestige, and maintaining the quality of our products and processes is an endeavor made possible by unwavering belief in the power of innovation from every perspective.

Proactiveness

At Putra Maju Jaya, it is fundamental that each individual contributes their best to propel our continuous growth. In this pursuit, we actively stimulate and encourage our team members to express their expertise and proactiveness.

Quality in Every Aspect

Excellence is a non-negotiable standard in all our endeavors. Each individual's work receives meticulous attention, furthering our commitment to establish Putra Maju Jaya as a trusted, reliable, and collaborative partner.

At the core of our approach is placing the consumer center stage. This strategic focus enables a small family company like ours to deliver well-known products that consistently exceed customer expectations, solidifying our position as a market leader.

Flavors born from tradition and innovation

We believe that quality starts with the process. Using our expertise in blending and processing raw materials, we create a unique and incomparable tobacco flavor. Through careful and detailed process, we craft each tobacco product with a distinctive and satisfying taste, offering different smoking experience. By combining tradition and innovation, we deliver a balanced and pleasant flavor, providing an authentic enjoyment that loyal customers and true enthusiasts of tobacco will cherish.

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OUR VISSION

To evolve into a company distinguished by a competitive edge through the prioritization of the highest quality products and a commitment to sustainable development.

Vision & Mission

OUR MISSION

1. Presenting products of the highest quality for consumer enjoyment.
2. Enhancing consumer experiences and delivering added value through our products.
3. Expanding and fortifying our product marketing network.
4. Achieving success in collaboration with all stakeholders, including Commissioners, Directors, Employees, Suppliers, Distributors, and Consumers.
5. Taking responsibility for positive environmental and societal impact.

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Our Story

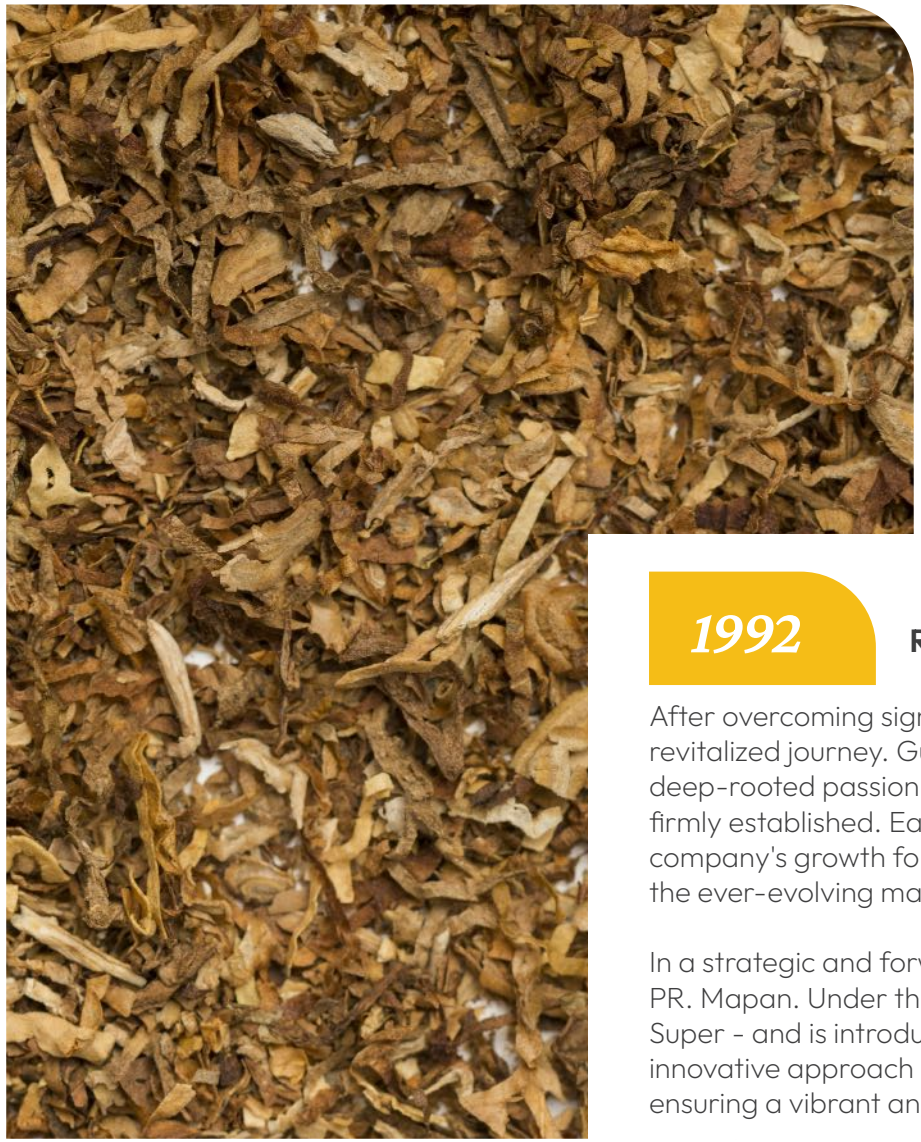
1980 THE BEGINNING

In 1980, the inception of our journey unfolded in Tanggulangin, Sidoarjo, as a small tobacco manufacturer opened its doors. Recognizing the untapped potential within the tobacco trading industry, Mr. H. Mansur embarked on the production of hand-rolled cigarettes (SKT) or rolling tobaccos. With the dedicated support of a trusted associate, the initial rolling tobacco lineup comprised Madjoe, Kafalah, Ngebut, and SB, making its debut in the local area of Sidoarjo Regency.

The success of our rolling tobacco products resonated positively with the market, generating enthusiastic responses for our kretek cigarettes. Consequently, Mr. H. Mansur, driven by a commitment to community empowerment, augmented production capacity and rebranded the business as PR. Maju.

In response to escalating demand, Mr. H. Mansur strategically fortified the company's presence, prompting a pivotal decision to rename the business. Thus, PT. Madjoe Karya Utama emerged as a formalized business entity. In tandem with this milestone, Mr. H. Mansur initiated collaborations with diverse business partners, securing raw materials and spearheading the introduction of innovative cigarette products, exemplified by the introduction of NB.

PUTRA MAJU JAYA



1990 SUSPENSION FOR STRATEGIC ENHANCEMENT

The narrative of our company unfolds with a tapestry woven from tradition, sacrifice, and an unwavering commitment to innovation and growth, placing paramount emphasis on delivering excellence in our products.

As PT Madjoe Karya Utama navigates its journey, it mirrors the cyclical nature of progress, acknowledging occasional shifts from the top position. In recognizing the imperative for heightened management control, both internally and externally, the company has taken a proactive step by temporarily pausing operations. This strategic measure is undertaken with the aim of revitalizing and fortifying the company's overall well-being, ensuring a resilient foundation for future success.

1992 REVITALIZATION

After overcoming significant challenges, PT. Madjoe Karya Utama is poised to embark on a revitalized journey. Guided by the descendants of Mr. H. Mansur, who have inherited his deep-rooted passion for tobacco, the foundation for the future of the family business has been firmly established. Each descendant, much like their father, has played a pivotal role in propelling the company's growth forward, maintaining an unwavering focus on authentic and flavorful solutions in the ever-evolving market.

In a strategic and forward-thinking move, the descendants have chosen to rebrand the company as PR. Mapan. Under the new leadership, PR. Mapan is dedicated to upholding the legacy brand - NB Super - and is introducing exciting variants, such as NB Coklat, NB Orange, and NB Prima. This innovative approach exemplifies our commitment to honoring tradition while embracing progress, ensuring a vibrant and prosperous future for the company.

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2002

NEW GENERATIONS

In the current year, the company has once again rebranded to PR Putra Maju Jaya, now under the stewardship of the Noer Bersaudara family. Across three generations, the Noer Bersaudara family has provided visionary guidance, propelling the company to a prominent position in the rolling tobacco market.

Throughout its journey, PR Putra Maju Jaya Tobacco Company has adeptly leveraged the rich tradition and experience gained over its extensive history as a producer of rolling tobacco blends. This proficiency has been instrumental in the development of filter cigarette products renowned for their exceptional quality. Notably, PR Putra Maju Jaya introduced some of its most successful products, including Andalas, Blue Series, and S Series, which have resonated positively in the market.

In 2009, the company embarked on a strategic initiative to explore international markets, fostering collaborations with business partners in neighboring countries to expand the reach of its filter cigarette products.

In contemporary times, the Putra Maju Jaya brand stands as a recognized symbol of quality among discerning smokers. We take immense pride in our rich history, and our commitment to delivering excellence remains unwavering.

"We are dedicated to creating a unified focus on performance, learning, and development. This commitment goes beyond formal appraisals and influences our daily work, fostering continuous improvement for both the organization and each team member. By prioritizing these aspects, we aim to boost our company's capabilities and contribute to the continual growth of every team member."

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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.

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SHAREHOLDER

PRESIDENT COMMISIONERS | COMMISIONERS

PRESIDENT DIRECTOR | DIRECTORS

MARKETING | FINANCE & ADMINISTRATION

PRODUCTION | GENERAL AFFAIR

PUTRA MAJU JAYA

Our Speciality

We are experts in producing various types of cigarettes according to your needs. From the light taste of MILD, the strong falvor of BOLD, KRETEK with a rich spice aroma, to the modern SPM. We are able to create innovative flavor blends. And we can help you build your own cigarette brands.

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PUTRA MAJU JAYA

More than just a manufacturer

VARIOUS CHOICES

Smooth MILD, BOLD with strong taste, KRETEK with authentic aroma & modern SPM

BEST BLENDS

A unique and distinctive flavor formulation from a variety of quality

YOUR BRAND/S

Create your own and develop an unforgettable brand name

With a deep understanding of various types of cigarettes, from MILD with a soft taste, BOLD with an intense and strong taste, KRETEK which is rich in clove aroma, to SPM which offers modern taste innovations.
We're able to create authentic and distinctive cigarette flavor blends through exploration of the latest materials and technologies to produce authentic flavor profiles.
Furthermore, **We're here as your partner in creating and developing your own brands name**, helping you create a strong visual and verbal identity for your cigarettes product.

PUTRA MAJU JAYA

Your Brand, Your Control

We are more than just a manufacturer, **We are ready to assist you in creating and developing your own cigarette brands name**. From brainstorming, designing packaging and brand visual identity, to developing initial marketing strategies to build a strong and memorable product image in the minds of consumers.

Professional Team	We work with our professional teams which put their expertise in their work
Suits your market needs	We can make your private label cigarette from production until the packaging that aligns for your market needs
40+ Years Experience	We are legalized company since 1980
High Quality Sources	Sourcing selected tobacco in order to exceed consumer expectation

PUTRA MAJU JAYA

Our Proudest Brands

WE LOVE OUR BRANDS

Varied choices for every taste

Putra Maju Jaya proudly offers a wide range of cigarettes to suit every smoker's preference. From light SKT cigarettes, cerutek with its unique taste, smooth mild, perfectly balanced regular to bold options with strong and intense flavor, we offer choices to suit every taste . Each product is designed to deliver a satisfying and distinct smoking experience while maintaining consistent quality.

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Hand-Rolled Cigarettes

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Hand-Rolled Cigarettes

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Machine-Rolled Cigarettes

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PR. PUTRA MAJU JAYA

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