

Changing For The Great Future

COMPANY PROFILE

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This book contains
all the things you
need to know about
PT Fajar Mas Murni.

Simply put : This is
our company
profile.



Introduction

Changing For the Great Future

Our beloved company PT Fajar Mas Murni, or generally known simply as FMM, has been around for almost half a century, providing solution and personalized services to our customer sand, in the process, helping shape our country's general development and infrastructure.

Starting from a humble beginning as a general importer, our company has grown over the years to become one of Indonesia's biggest limited liability companies. Our products have helped build industries, infrastructures, and transportation.

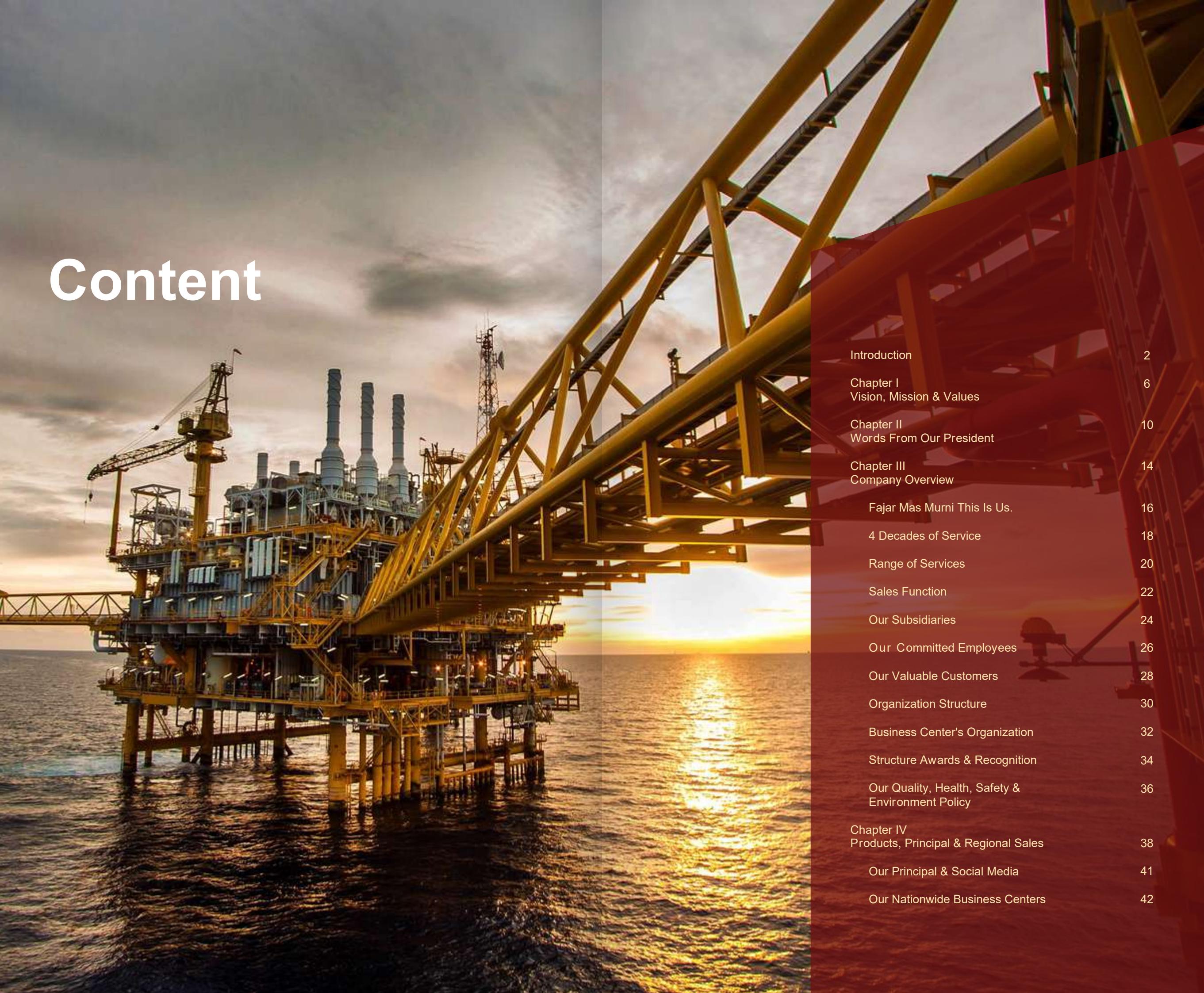
We also help our country moving forward in research, education and healthcare. More than that, we've create opportunities for many of our country men to experience what sustainable growth looks like in practice.

We aim to always be the first in line in developing this country.

Representing our name "Fajar", which translates as "dawn", we want to make sure that we are here at the beginning of each day, to always be the first choice of credible partner for everyone.

That's our promise.

Content



Introduction	2
Chapter I Vision, Mission & Values	6
Chapter II Words From Our President	10
Chapter III Company Overview	14
Fajar Mas Murni This Is Us.	16
4 Decades of Service	18
Range of Services	20
Sales Function	22
Our Subsidiaries	24
Our Committed Employees	26
Our Valuable Customers	28
Organization Structure	30
Business Center's Organization	32
Structure Awards & Recognition	34
Our Quality, Health, Safety & Environment Policy	36
Chapter IV Products, Principal & Regional Sales	38
Our Principal & Social Media	41
Our Nationwide Business Centers	42

Chapter I

Vision, Mission & Values

Our vision, mission and values are the foundation of PT Fajar Mas Murni.

They come from our beliefs. They shape our decisions. They give us a sense of purpose.

Vision, Mission & Values

Vision

To be a distinguished company excels in trading sectors of investment commodities in Indonesia and as the first and foremost choice for stakeholders through professionalism and decent businesses ethics

Mission

- Providing the best solution by implementing leading the technology in the pursuance of customer satisfaction.
- Developing employees by generating a supportive work environment hence boosting productivity in conjunction with outstanding achievement.
- To optimize the core businesses and expand new ventures presenting additional value for all stakeholders.
- Committed to environmental awareness and responsible toward communities.

Company's Values

CREDIBLE

Competence

Deliver board knowledge, expertise, skills, and a reliable work attitude.

Responsive

Proactive, supportive and agile in handling issues.

Enthusiasms

Passionate within teamwork to fulfill duties and obligations.

Dynamic

Adaptive, flexible and collaborative upon transformation.

Innovative

Creative and brilliant at overcoming challenges.

Better

Persistently giving out at its finest and leading in competition.

Loyalty

Highly dedicated, disciplined, honest, and responsible.

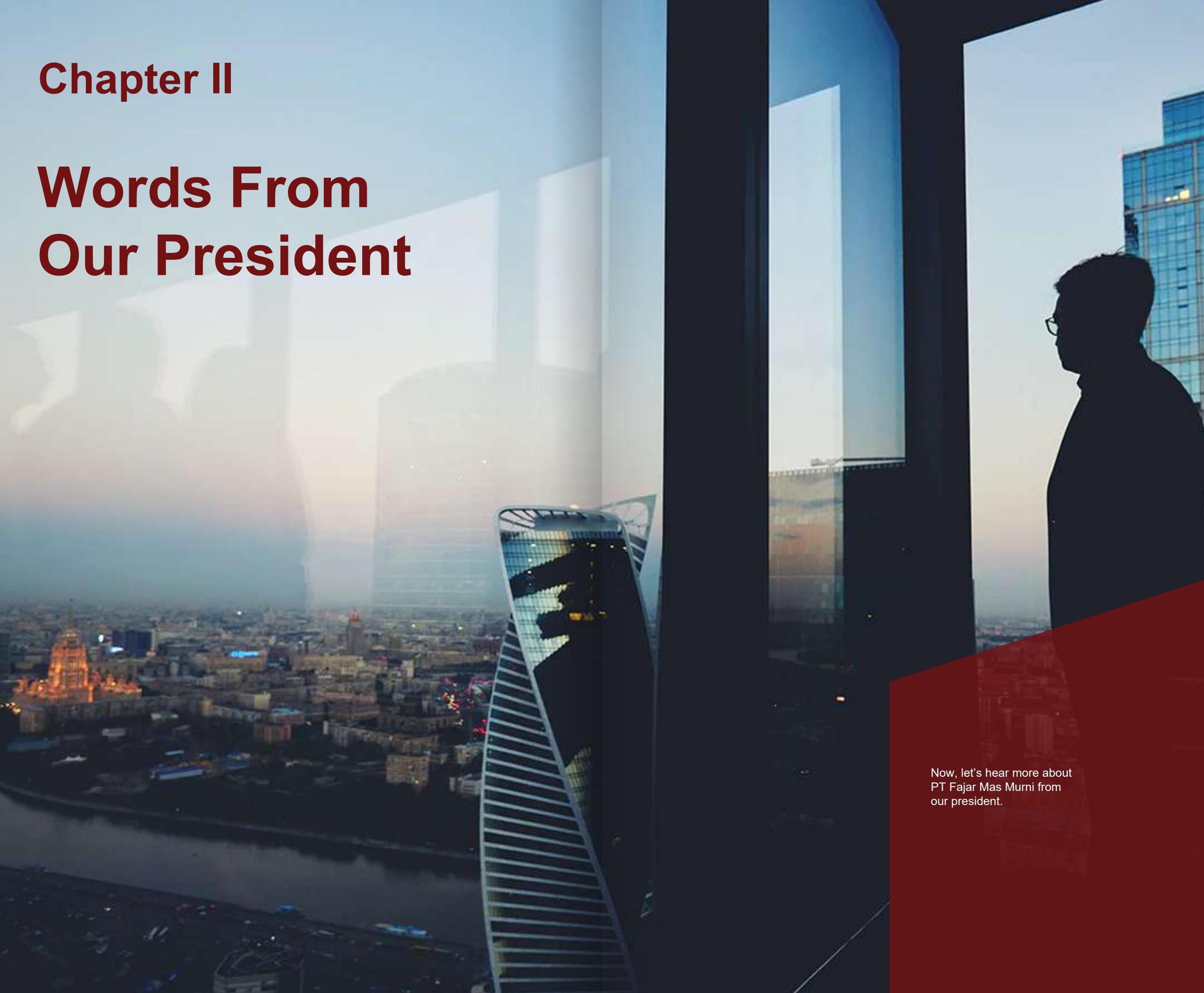
Excellent

achieving greatest performance by the virtue of being a professional and persistent manner.



Chapter II

Words From Our President



Now, let's hear more about
PT Fajar Mas Murni from
our president.

Words From Our President

Words From Our President

Starting from humble beginning in 1978, PT Fajar Mas Murni (FMM) has witnessed and contributed to the development of Indonesia. Providing best solutions on the principles of hard work, integrity and a strong desire to succeed, we continue to grow and develop our business in various industries, infrastructure and construction, health and education across this great nation.

As a company of people, we under pinning every-thing we do put the highest value in our assets : our team, principals, and customers.

With more than 468 employees in 12 big cities of Indonesia, we have a professional and committed team as we creating, opportunities for our country men to experience what sustainable growth looks like in practice and moved the direction of our business in to sales, spare-parts and services.

Equipped with world-class products, that were present from our valued principals, have helped us achieve a reputed position in the industry due to their assured quality standards.

We always strive to provide the best in class service to our customers and building close relationships along the way where our ultimate goal is to always be the first in line developing this country.

PT Fajar Mas Murni is a company that will never lose sight of its heritage and history. Representing our name "Fajar" which translate as "dawn" we want to make sure, that we are here at the beginning of each day, to always be the first choice of credible partner of everyone. That's our promise.

Yours sincerely,

President Director



Chapter III

Company Overview

Fajar Mas Murni Headquarters
Jln. Raya Narogong No. 214,
Bekasi 17116
West Java, Indonesia



With the company's age that has reached four decades, PT Fajar Mas Murni is a mature, experienced company that is always ready to give excellent services. Our drive and passion, how ever, remain young.

Learn more about who we are in the following segments.

Fajar Mas Murni

This is Us.

Starting as a general importer back in early 1973, PT Fajar Mas Murni has turned the pages of its history. On 11 May 1978, the activities were consolidated and stepped-up.

Our main activity becomes representing national and international well-known manufacturers mainly as their exclusive distributor for the territory of the Republic of Indonesia.

FMM, as it is generally known, is an Indonesian limited liability company. Within a relatively short period of time, FMM's sphere of endeavor's has steadily grown, and FMM is now well-established as a major supplier of various types of essential equipment and materials used to support development in almost all sectors of the Indonesian economy.

FMM provides complete professional services to its customers throughout Indonesia.

Further more, the company is also committed to maintain the highest standards for the safety and health of all company employees and to prevent pollution of the environment.

The company conducts all of its activities with appropriate safeguards against harmful material exposure to the general public that risks against their safety and health.

The company observes all applicable laws and regulation regarding quality, safety, health and environment in order to minimize the impact of environmental pollution.



4 Decades of Service

For more than four decades, we have contributed to Indonesia's growth.

For almost half a century, our company has been devoted to providing outstanding solutions for businesses and government agencies to thrive in this markedly fast-moving age.

From industries, infrastructure, transportation to research, education and health care, our works, crafted using our products, are spread across this great nation.



Our products have helped us achieve a reputed position in the industry due to their assured quality standards.

Starting in 1978, our company has seen the many changes that Indonesia has experienced. In a way, we are a witness to the development of this country. We grow as the country grows. We moved the direction of our business into sales, spare parts and services.

In 2016, we decided that our company needed a change in order to improve our ourselves. We reorganized our company that year.



2016

Becoming a solutions-based trading company



1973

Established as a general importer



2021

Changing Logo for Great Future



1978

Becoming general trading company

Company Milestones

The visuals above show how PT Fajar Mas Murni has evolved since its creation four decades ago.

Range of Services

What makes PT Fajar Mas Murni stand out from the crowd? We believe it's our service-oriented approach and attitude.

At a glance, we offer a range of services to help with the entire process of procurement, sales, delivery, installation and after – sales service.

What's more is that all of these are done by our staff.

If it's workable, we'll do it.



Pre-Sales

Sales Letter

Product Seminars & Exhibition

Consultative Selling

Negotiation

Sales

Equipment

Package Solutions

Project

Supply of Individual Equipment or Turn-key Plants

After Sales

Supervision, Technical Advice & Application Engineering

Preventive & Predictive Maintenance

Repair, Overhaul, Reconditioning & Rebuilding

Technical Training

Spare Parts

Sales Function



Laboratory & Inspection Equipment

PT Fajar Mas Murni provides complete professional services to its customers throughout Indonesia, including - but not limited to laboratory and inspection equipment, construction and mining equipment, industrial technology equipment and services, rotating equipment, project / package equipment and process equipment.



Construction & Mining Equipment



Rotating Equipment



Industrial Technology Equipment



Industrial Technology Services



Project / Package Equipment



Process Equipment

Our Subsidiaries



Fajar Rawayan Utama

Established in 2007, Fajar Rawayan Utama, or FRU, has quickly grown to become the premier independent heavy equipment rental company in Indonesia.



We offer short and long-term equipment rentals, or rental purchase option to best fit your equipment needs. FRU provides an economic solution to often expensive machinery demand and is supported with exceptional service and high-quality technicians. Some of our most popular products include Epiroc and Ingersoll Rand Air Compressor.

The number of employees on 2022 is 41 people



Fajar Bumi Harmoni

Fajar Bumi Harmoni, or also known as FBH, is a company engaged in the field of construction.



FBH are committed to providing the best service for our clients as well as providing high quality products.

The number of employees on 2022 is 16 people.



Fajar Mitra Hutama

Fajar Mitra Hutama, or simply known as FMH, is focusing in after-sales services of well-known products and fabrication.



As an integrated service that offers various kinds of equipment solutions that meet customer requirements, FMH has a facility that is equipped with complete services such as remanufacturing, service, workshop, welding center and training center.

The number of employees in 2022 is 41 people.

Our Committed Employees

2015 390
2016 343
2020 346



2021

319



2022

309



2023

306



Personnel Composition PT Fajar Mas Murni

BOD & BOC	7
Management	23
Sales Team	101
Service Team	75
Marketing	13
Support	87
Total Employee	306
Subsidiaries	165
Grand Total Employee	471

Service Capability

The number of employees focusing on after-sales support is 153 people, and a new 5.000 m² is dedicated for workshop and office area in Bekasi.

The hard working tradition at PT Fajar Mas Murni derives from our employees extraordinary passion for service.

Their commitment, and said passion, is fundamental to our continued success.

We thrive on building good working relationships with everyone involved at the company.

The strength of our close-knit community lies in our deep appreciation for helping, supporting and working hand in hand with each other.

Our Valuable Customers

We hear the words "Customers are king" a lot, but most of the time those are just words.

Our valuable customers, however, are truly "kings" in their fields.

We pride our selves in putting our customers first: They're at the heart of our business. Over the years, we have been blessed with a list of major companies operating on the leading edge as our customers.

Their presence drives us and inspires us to continuously improve our selves, Every minute, Every day. Here are some of our valuable customers grouped by their industry sector.

AGROINDUSTRIES

 smart agribusiness and food	 POKPHAND	 PT. EAST MOLY SEJAH INDONESIA	 wilmar
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AUTOMOTIVE & TRANSPORTATIONS

 AirAsia	 Repsol PT. Jasindo Petrolifera	 DAIHATSU PT. Astra Daihatsu Motor	 AHM PT. Astra Honda Motor
 Bataan Aero Technic	 DENSO Crafting the Core	 GMV Aerolinea Aerolinea Comunitaria	 HONDA PT. Honda Prospect Motor
 Kawasaki	 PNI INDONESIA	 TOYOTA INDONESIA PT. Toyota Motor Manufacturing	 YAMAHA

BASIC INDUSTRIES

 GOODYEAR	 GT GRAND Excellence in Performance	 INDORAMA	 PT. KAHATEX
 KRAKATAU STEEL	 POSCO ICT-INDONESIA	 SIBELCO	 sinarmas group paper and paper products

CEMENT

 INDOCIMENT PT. Indocement Tunggal Prakarsa Tbk	 SELENIA GRESIK	 SELENIA INDONESIA	 SOLUSI BANGUN INDONESIA SELENIA INDONESIA GROUP
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CHEMICAL & PETROCHEMICAL

 ASC AGC Group PT Ashikita Chemical	 Chandra Asri Petrochemical	 Linde	 LOC
 LOTTE CHEMICAL TITAN	 PT Mitsubishi Chemical Indonesia THE KAITEKI COMPANY	 MNK Mitsubishi Chemical Resources	 PT PETROKIMIA GRESIK

CONSTRUCTIONS & INFRASTRUCTURES

 adhi beyond constructor	 ADIMIX PRECAST INDONESIA	 Dahana	 PAMA PT. Puspita Adhi Resources
 PP CONSTRUCTION & INVESTMENT	 THIESS INDONESIA	 TRIPATRA TRIPATRA	 WIKA PT. WIKA KARYA Tbk

ELECTRONICS

 EPSON EXCEED YOUR VISION	 GE	 infineon	 Panasonic
 PHILIPS sense and simplicity	 SAMSUNG	 Schneider Electric	 SHARP

FOOD & BEVERAGES

 MISONOMOTO	 AQUA	 B&P	 WU DIAMOND PT. BUAIRAM BUAIRAS
 Indofood SEKAR GADING	 MAYORA	 Otsuka PT. Amerta Indah Otsuka	 Unilever

GOVERNMENT & MILITARY

 RISTEKDIKTI	 Kementerian Pertanian	 Kementerian Lingkungan Hidup dan Kehutanan	 Kementerian Pertahanan
 Korps Marinir	 Pindad	 Pindad	 Pindad

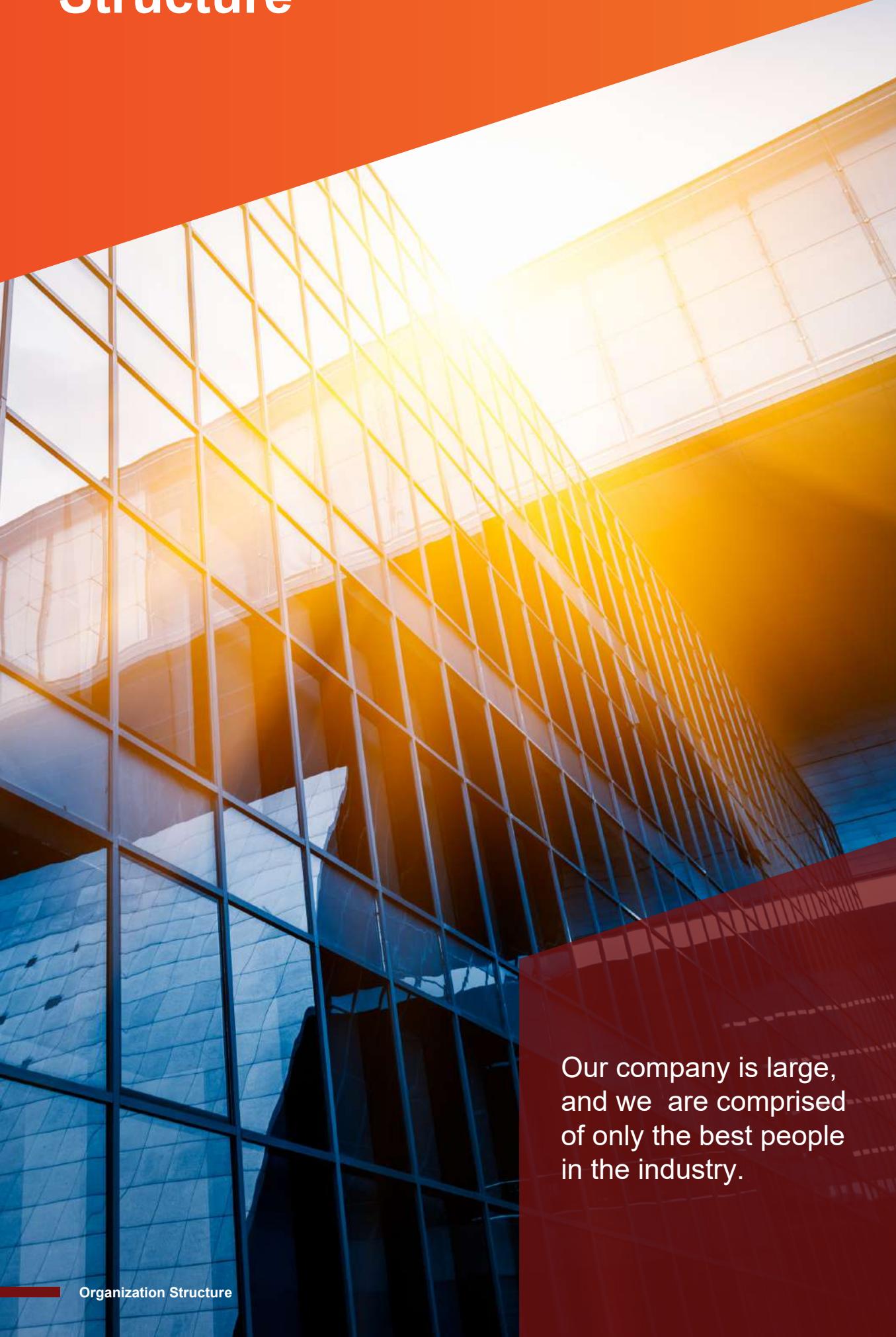
HOSPITAL & HEALTHCARE

 Dharmais Hospital National Cancer Center	 ERA HOSPITAL Caring in Health	 KEMENTERIAN KESIHATAN REPUBLIK INDONESIA	 HOSPITAL UNDER KEMENTERIAN KESIHATAN REPUBLIK INDONESIA
 Labsolab CV. Prudie	 RI Maha Kelapa Group	 MORULA IVF INDONESIA	 Silom Hospital Group

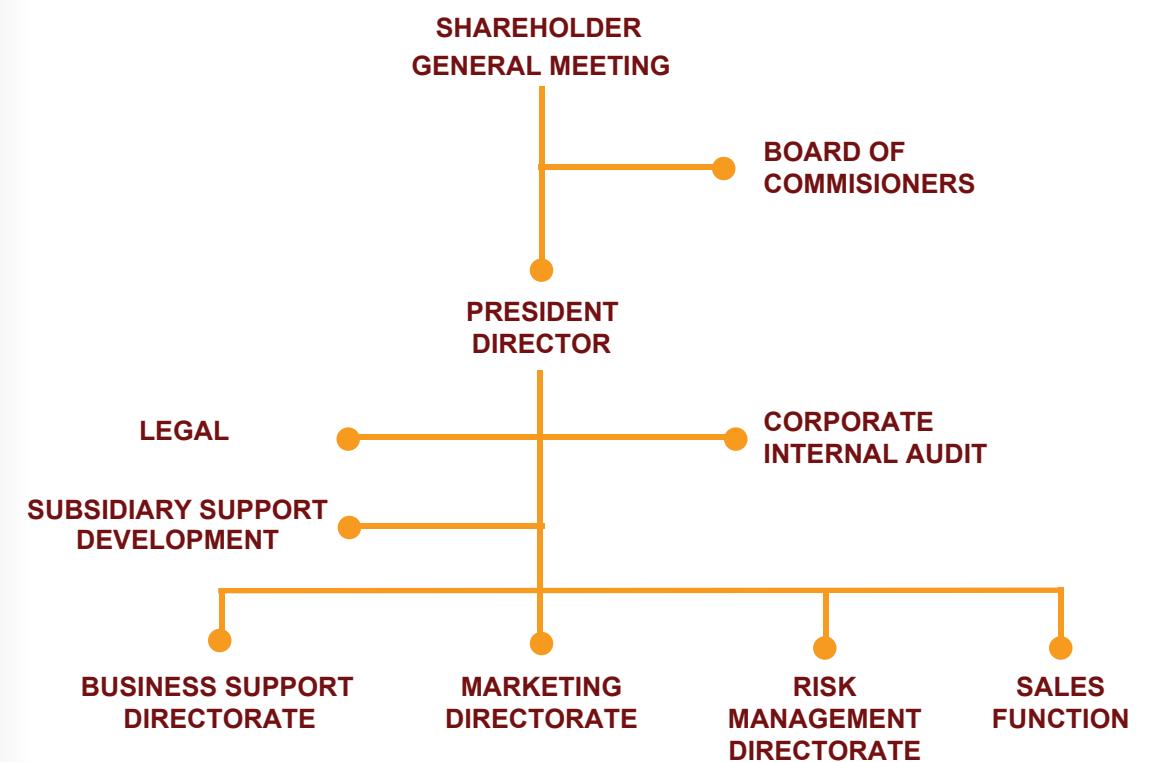
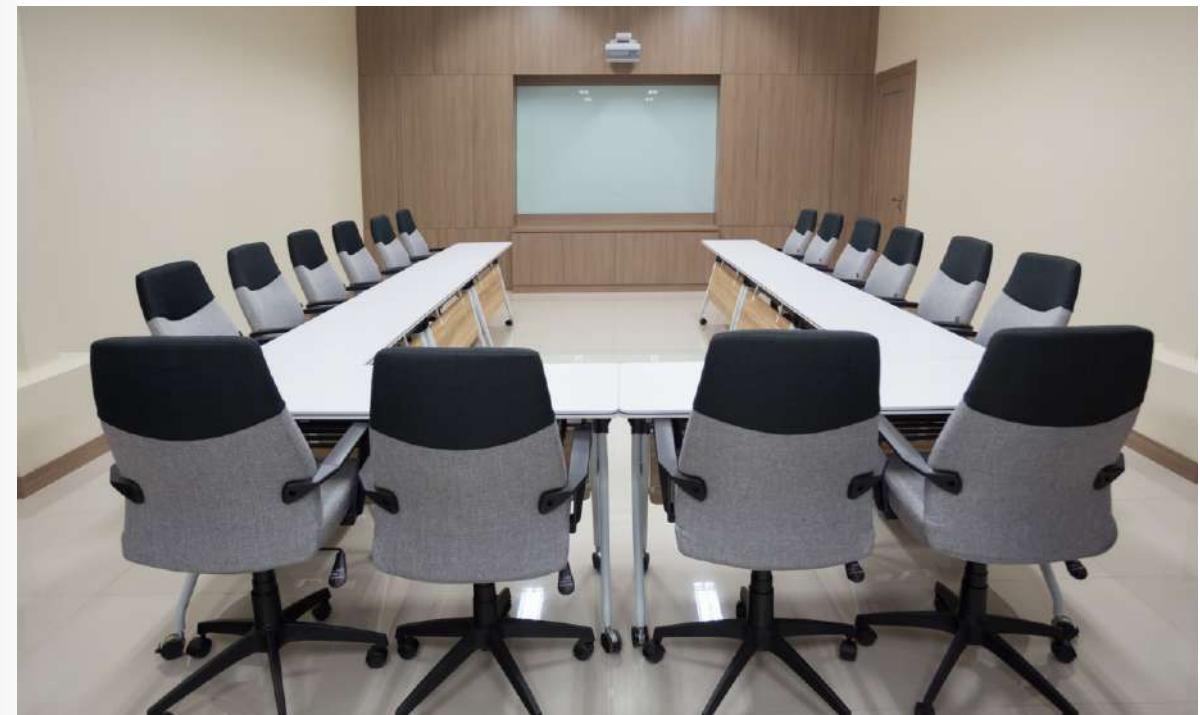
MINING

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Organization Structure



Our company is large, and we are comprised of only the best people in the industry.



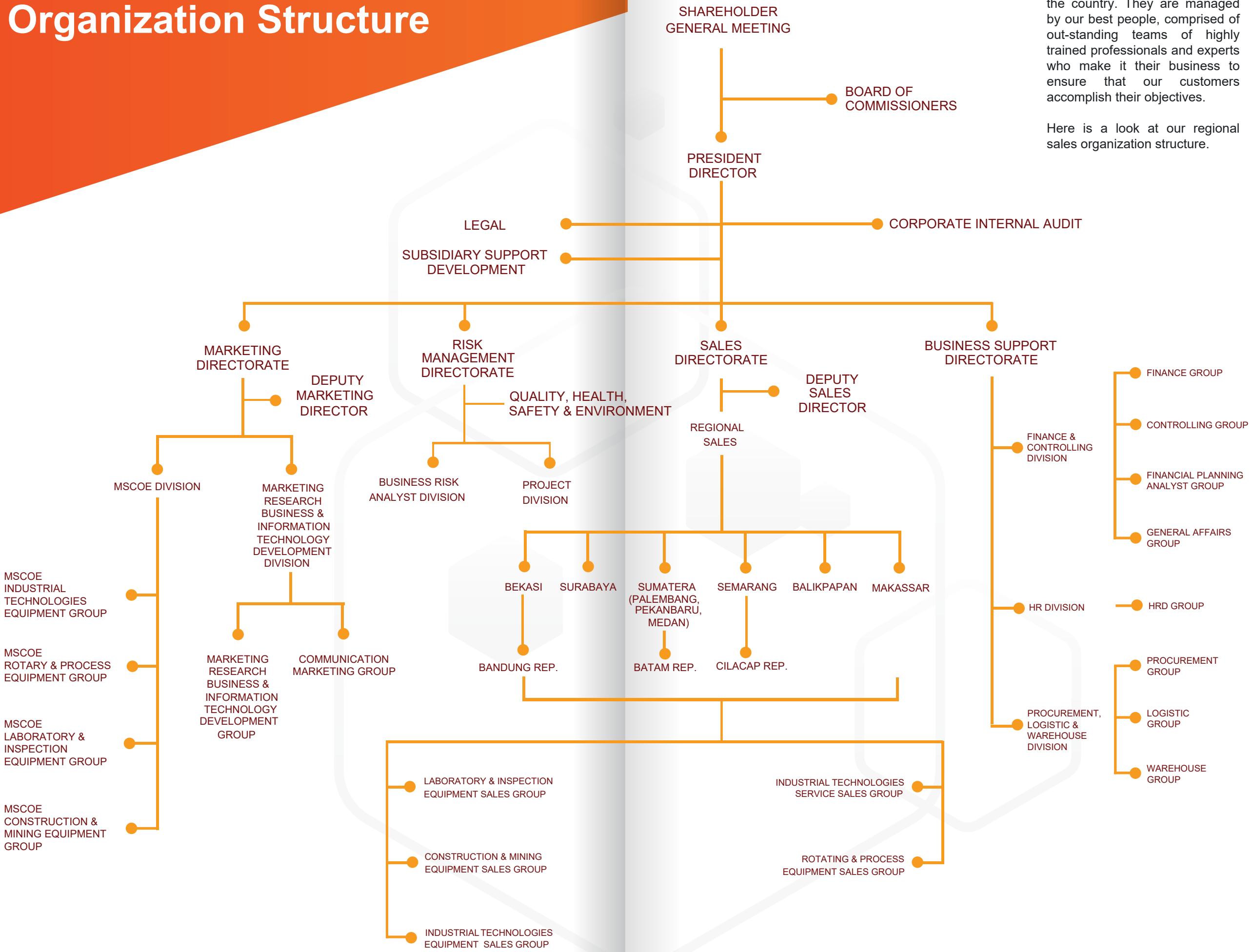
Our people are our greatest asset. With our team of experienced and qualified staff members, we expect to reach greater heights in the industry achieving both operational and service excellence

Our recruitment process ensures that the most suitable and highly skilled prospects are recruited that has enabled the company to maintain its high standards of delivering.

exceptional service to our clients ensuring highest level of satisfaction.

Our company is large, and we are comprised of only the best people in the industry. We always make sure that we have the right people for the right positions

REGIONAL SALES Organization Structure



Our regional sales are located in various strategic areas across the country. They are managed by our best people, comprised of outstanding teams of highly trained professionals and experts who make it their business to ensure that our customers accomplish their objectives.

Here is a look at our regional sales organization structure.

Awards & Recognition

Here are some of the awards and recognitions we have achieved through the years.



Management System Certifications

01 Certified ISO 45001:2018
By Mutu Certification International.
(Occupational Health & Safety Management System)



02 Certified ISO 9001:2015
By Mutu Certification International.
(Quality Management System)



03 Certified ISO 14001:2015
By British Standard Institution
(Environmental Management System)

Awards From Customers

01 "9 Stars Award" given by PT HM Sampoerna Tbk. and Philip Morris International in 2016.

02 "Certificate of Appreciation" awarded by SKK MIGAS and Pertamina in 2015.

03 "Best KPI Contractor 2015" awarded by SKK MIGAS and Pertamina.

04 A certificate given by Pertamina in 2012 as an expression of appreciation for Fajar Mas Murni's cooperation in conducting Instrument Air Compressor Equipment Maintenance and Repair Services in 2011.

Awards From Partners

01 Zero Accident Award from Kemnakertrans RI in 2015.

02 Excellent Performance for maintaining safe operation and zero accident during 2014 awarded by Chevron Ltd. in 2015.

03 Excellent safety performance without any recordable case in 2013, awarded by Conoco Phillips in 2014.

04 Zero Accident Award from Kemnakertrans RI in 2013.

05 Achievement of Monthly Zero Performance, awarded by Chevron Ltd. in 2013.

06 Achievement of 2013 Performance awarded by Chevron Ltd. in 2013.

07 Excellent safety performance without recordable and serious incidents in 2010, awarded by Conoco Phillips in 2011.

08 Team with best safety improvement, awarded by PHE ONWJ in 2009.

09 Recognition award for operation availability, awarded by BP West Java in 2008.

10 Recognition of achievement without Lost Time Injury (LTI), awarded by IKPT in 2005.

11 Achievement of the 3.000.000 project safe man hours, awarded by IKPT in 1999.

12 Keselamatan Kerja Kecelakaan Nihil "Patra Nirbhaya Karya Utama," awarded by Pertamina in 1998.

13 Zero Accident Award "Patra Nirbhaya Karya Utama," Awarded by Pertamina in 1998.

14 Zero Accident Award from Kemnakertrans RI in 1994.

Our Quality, Health, Safety & Environment Policy



Our Quality, Health, Safety, & Environment Policy is one of our ways to ensure that we keep our promise as your credible partner.

PT Fajar Mas Murni as a national private company engaged in General Trading and After Market is always oriented towards customers, employees, principals and shareholders' satisfaction also applies the highest standards on Quality, Safety, Health and Environment

in carrying out its activities.

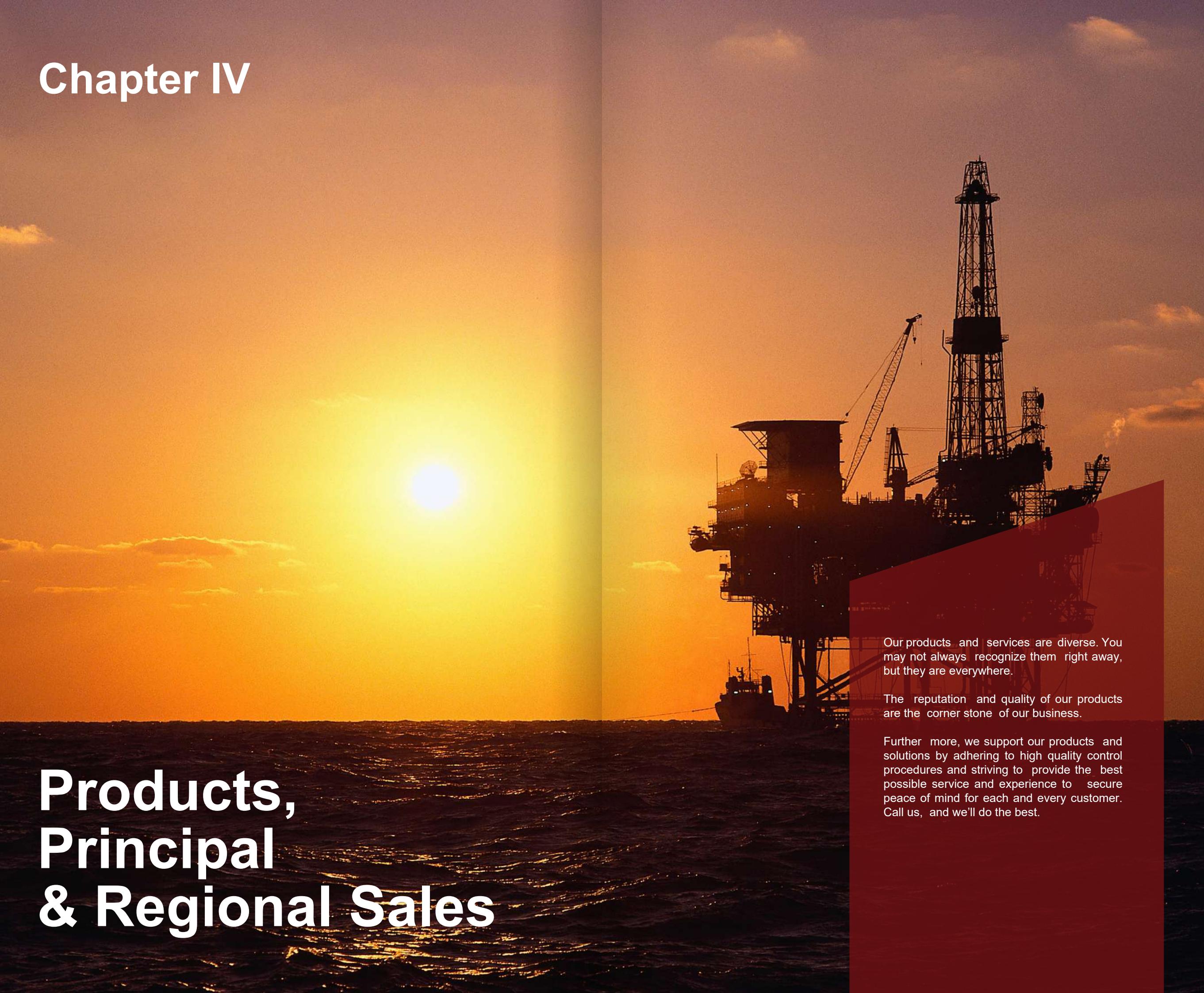
To achieve these goals, PT Fajar Mas Murni established policies with the following main objectives:



- 01** Ensure the increase in sales of all Principal product according to the predetermined targets.
- 02** Committed to customer satisfaction by improving services, good cooperation and sustainable relationship.
- 03** Generating level of profit that ensures the growth and achievement of added value for shareholders.
- 04** Increasing the work productivity of all employees through coaching, training and directional communication.
- 05** Committed to prevent accidents at work and occupational-related diseases and controlling the environment impact.
- 06** Committed to comply with laws and regulations also other requirements related to safety, health and environment.
- 07** Committed to carrying out consultation and participation in the QHSE Management System.
- 08** Committed to continuously improving the QHSE Management System.

Chapter IV

Products, Principal & Regional Sales

A large offshore oil rig is silhouetted against a vibrant sunset sky, with the sun low on the horizon. The rig's complex steel structure, including the derrick and various platforms, is clearly visible. The water in the foreground is dark and textured.

Our products and services are diverse. You may not always recognize them right away, but they are everywhere.

The reputation and quality of our products are the corner stone of our business.

Further more, we support our products and solutions by adhering to high quality control procedures and striving to provide the best possible service and experience to secure peace of mind for each and every customer. Call us, and we'll do the best.

Our Principals & Social Media



Scan Us

Find & Follow Us



Dont forget to find us
and follow us



www.fajarmasmurni.com



www.fmmshop.id



PT FAJAR MAS MURNI



FMM SHOP



FMM SHOP



FMM SHOP



@fajarmasmurni



fajarmasmurniofficial



PT FAJAR MAS MURNI



PT FAJAR MAS MURNI

Our Nation Wide Regional Sales

These are our regional sales across the country.

Our regional sales are spread across the country, making sure that our products and services are available near you. For general inquiries, contact us through these address or, even better, visit one of them directly and have a look around.

Bekasi

Address : Jln. Raya Narogong No. 214, Bekasi 17116, West Java, Indonesia
Phone : (+62-21) 820-3989, 820-3990 (hunting)
Email : bekasi@fajarmasmurni.com

Balikpapan

Address : Jln. Jend. Sudirman No. 597 Balikpapan 76114, East Kalimantan, Indonesia
Phone : (+62- 542) 761- 548, 763-132
Email : balikpapan@fajarmasmurni. com

Surabaya

Address : Jln. Jemur Andayani No. 27, Surabaya 60237, East Java, Indonesia
Phone : (+62-31) 843-9827 / 8439-857 (hunting)
Email : surabaya@fajarmasmurni.com

Semarang

Address : Jln. Perintis Kemerdekaan No. 56 B, Banyumanik, Semarang 50269, Central Java, Indonesia
Phone : (+62-24) 747-4936
Fax : (+62-24) 746-1557
Email : semarang@fajarmasmurni.com

Bandung (representative)

Address : Jln. Sukarno Hatta No. 647, Bandung 40285, West Java, Indonesia
Phone : (+62-22) 730- 5552
Fax : (+62-22) 730- 3472
Email : bandung@fajarmasmurni.com

Medan

Address : Jln. Medan-Tanjung Morawa Km. 9 No. 200 , Medan 20148, North Sumatera, Indonesia
Phone : (+62-61) 786- 7485 (hunting)
Fax : (+62-61) 786- 5777
Email : medan@fajarmasmurni.com

Makassar

Address : Jln. Daeng Ramang No.147 Kel. Sudiang Raya, Kec. Biringkanaya Makassar, Sulawesi Selatan, Indonesia
Phone : (+62-411) 556-144
Fax : (+62-411) 556-177
Email : makasar@fajarmasmurni.com



Pekanbaru

Address : Jln. Bindanak / Pontianak Ujung No. 5A, Tangkerang Utara, Pekanbaru 28282, Riau, Indonesia
Phone : (+62- 761) 45228, 45229
Fax : (+62- 761) 848408
Email : pekanbaru@fajarmasmurni.com

Palembang

Address : Jln. Jend. Basuki Rachmat No. 81 Palembang 30001, South Sumatera, Indonesia
Phone : (+62711) 410-190, 411986
Fax : (+62711) 410-190
Email : palembang@fajarmasmurni.com

Batam (representative)

Address : Kawasan Bintang Industrial Park I Blok B No. 19 , Batu Ampar , Batam 29457 , Indonesia
Phone : (+62-778) 411-570
Fax : (+62-778) 411-571
Email : batam@fajarmasmurni.com

Cilacap (representative)

Address : Jln. Setiabudi No.27 Cilacap 53235 Central Java, Indonesia
Phone : (+62282) 542-220
Fax : (+62 282) 542-148
Email : cilacap@fajarmasmurni.com

**You've reached
the end of this
book.**

**We hope through
everything you
find in here, you
will get to know
us better.**

