



Sirtanio

SIRTANIO ORGANIK INDONESIA

"Schooling Farmers - Healing The World"

Sirtanio is founded by a team with 60 years combined experiences in organic farming, agriculture engineering, chemical engineering and agriculture



Ahmed Tessario
(Commercial & management)

Samanhudi
(Seed expert)

AR Jauhari
(Farm to packing expert)

Shohib QD
(Farmers relation)



Advised by a veteran with 12 years experience in Impact Investment & business incubation

Understanding the roots of landscape management, the founders decided to build Sirtanio for:

1. Market: Turning to organic rice provide 30-70% higher margin compared to mainstream rice.
2. Farmers: De-risking economic input and output by streamlining complex organic farming into affordable & easy to follow best practices.
3. Consumer: Providing alternative to staple containing excessive chemicals.

“

I am convinced to get onboard due to the fact that Sirtanio is a company which contributes to food security, empower the farmers to grow higher value organic rice and good for the environment” Fajar Anugerah

Ministry of Agriculture's "1000 organic villages" program is boosting the organic farming's maturity in the next decade. Having 12 years of experience, Sirtanio aims to ride the wave.

Issues

Low yield of the paddy field

Poor rice quality

Lack of support for field management

Causes

- Inferior seed quality.
- Lack of farmer's knowledge on organic rice landscape management.

- Long lead time to process fresh paddy due to disaggregated supply chain.

- Unavailable resources for organic rice landscape maintenance, seedling capitalization, paddy to rice processing.

Impact

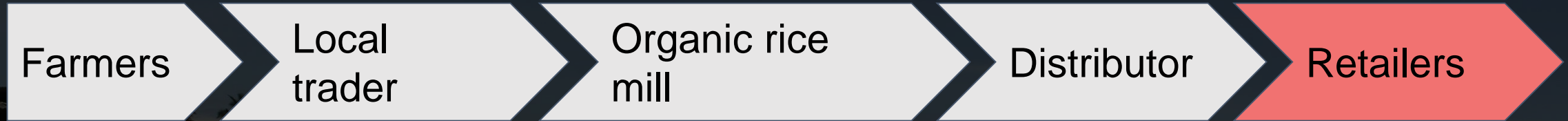
Low farmer's earning

Degraded rice nutrient

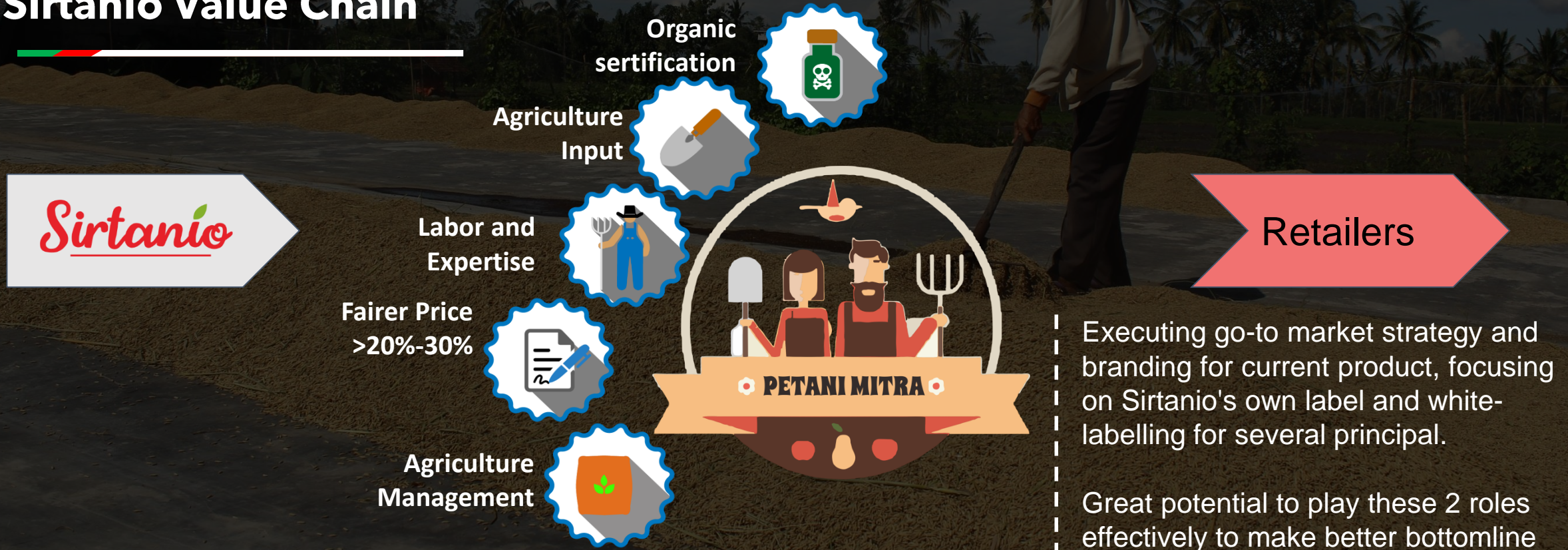
High production cost

Sirtanio's solution is an integrated value creator for both the farmers and the consumers.

Conventional value chain



Sirtanio Value Chain





Our Product On Market

- Organic Redrice (70%)
: Rp. 26.000/Kg
- Organic Melik Black Rice (4%)
: Rp. 40.000/Kg
- Organic Origin Black Rice (4%)
: Rp. 35.000/Kg
- Organic White Rice (8%)
: Rp. 22.000/Kg
- Organic Brown Rice (8%)
: Rp. 23.000/Kg
- Organic Germination Red Rice (4%)
: Rp. 45.000/Kg

Production Capacity : 100 Ton/Month

Be Sirtanio Partner





sirtanio.id

Message



394 posts

14.3k followers

2,913 following

Beras Organik Banyuwangi

Manufacturers of High Quality Organic Rice.

Red Rice, Brown Rice, Black Rice, and Mix Rice.

!ORDER HERE!

biolinky.co/sirtanio

Followed by aditivitas, eka_damayanti98, madasubangkit +45 more



Order



Promo



Produk



Reseller



Suroboyo!



Agustus 20, 2021

BERAS MERAH ORGANIK UNTUK DIET ..? EFEKTIF KAH ATAU CUMA MITOS..?



Kenapa saya ga kurus-kurus padahal sudah konsumsi beras merah trus, atau jangan2 hanya mitos aja nih beras bisa buat diet. Eit tunggu dulu kadang memang gampang banget untuk membuat kesimpulan atas sebuah eksperimen yang tidak konsisten. Tapi kita perlu tau dulu kenapa bisa jadi makanan orang diet dan bagaiman agar efektif. karena saya sendiri punya bobot seperti beras ini, klo katanya anak2 berat saya kya sekarung gabah abis panen lebih dari 100 kg. Tidak merepresentatifkan kalo beras merah memang untuk diet. Sedih sih tapi menarik untuk mempelajari mengenai fungsi produk beras merah yang memang bisa



The product speak for itself; Sirtanio is growing with replicable low-touch pipeline grooming.

200+

Sales agents reaching 4.5 million customers has benefited from our products to date

Contract sample:

Secured a contract worth IDR 6,8 Billion - Jan 2021



PT.Sirtanio Organik Indonesia

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Pasal 3 Jangka Waktu

Jangka waktu kerjasama sebagaimana dimaksud dalam surat perjanjian ini berlaku selama 12 Bulan (1 Tahun) terhitung sejak 20 Januari 2021 sampai dengan 20 Januari 2022 dan selanjutnya akan dimusyawarahkan kembali. Apabila belum ada Surat Perjanjian Kerja sama baru sampai dengan batas waktu sebagaimana dimaksud pasal 4, maka Surat Perjanjian ini masih tetap berlaku dan sah.

Pasal 4 Kuota Penjualan dan Pembelian

- (1) Minimal Penjualan oleh Pihak Pertama dan pembelian oleh pihak kedua adalah 32.000-40.000 kg/bulan (tiga puluh dua ribu - empat puluh ribu kg per bulan).
- (2) Untuk peningkatan penjualan atau pembelian tidak dibatasi karena distributor berhak untuk meningkatkan penjualan sesuai dengan kemampuan.
- (3) Akumulasi pembelian pada bulan tersebut, tidak berlaku untuk akumulasi kuota bulan selanjutnya
- (4) Akan ada Skema insentive juga pihak kedua berhasil mencapai target penjualan

Some sales pipeline

BURGREENS



kimia farma



Lebarung
PINTAR

Industry	#Client 2020
White label	15
FMCG Distributor	9
Retail (off/online)	264 Reseller 1812 Store Disp

Sirtanio has established partnerships to gain support from stakeholders in the supply chain.

Institutions aligning with our mission

Farmer
group



Bondowoso, Situbondo,
Lumajang, Jember,
Klaten.

Research
Institute



Distribution
Network



Press
Coverage



Strengthening our network and values

- ❖ Promoted as the hub for organic farming best practice, pulling in supply.
- Support for supply chain improvement.
- Research destination for sustainable organic agriculture.

Exported to



Available in 27 cities in Indonesia

- ❑ Selected as the champion for sustainable agriculture.
- ❑ Promoted to modern families and potential customers in Indonesia.

EXECUTIVE SUMMARY

Sirtanio started the endeavor by patenting our own rice variety:

- resulting in a lab proven superior breed,
- that successfully capture the market's preference for smooth yet low glycemic rice.

Sirtanio strive to be a platform for sustainable agriculture landscape management:

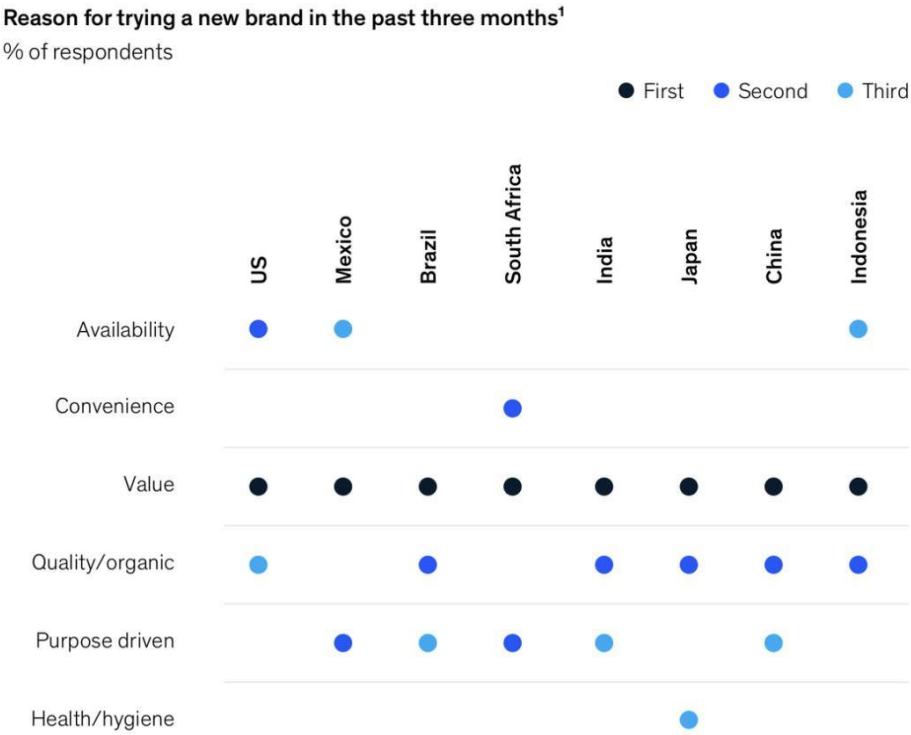
- providing onboarding tools for non-organic farmers to get 30% earning increase by turning to organic farming,
- while answering unfulfilled growing demand for health conscious customers.

Measurement	2020	2023
Sale of product (tonnes)	580	2.225
Revenue (IDR Billion)	7,8	58,7
Farmers impacted (headcount)	665	4.611
Converted land (hectare)	440	1.383



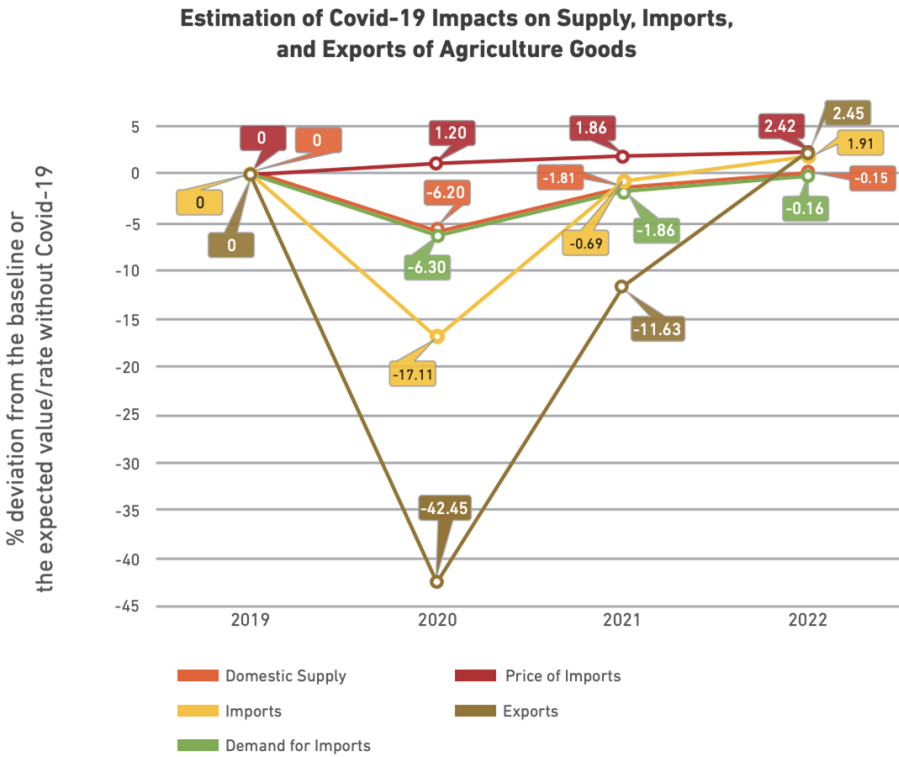
With 20 million of Indonesian population suffering from diabetic, rice with low glycemic index is the recommended alternative by medical advisors to replace mainstream staple.

Influenced by the pandemic, consumers pick healthier choices to compliment fit lifestyle for maternal & elder care.



Source: McKinsey Consumer Sentiment 2020

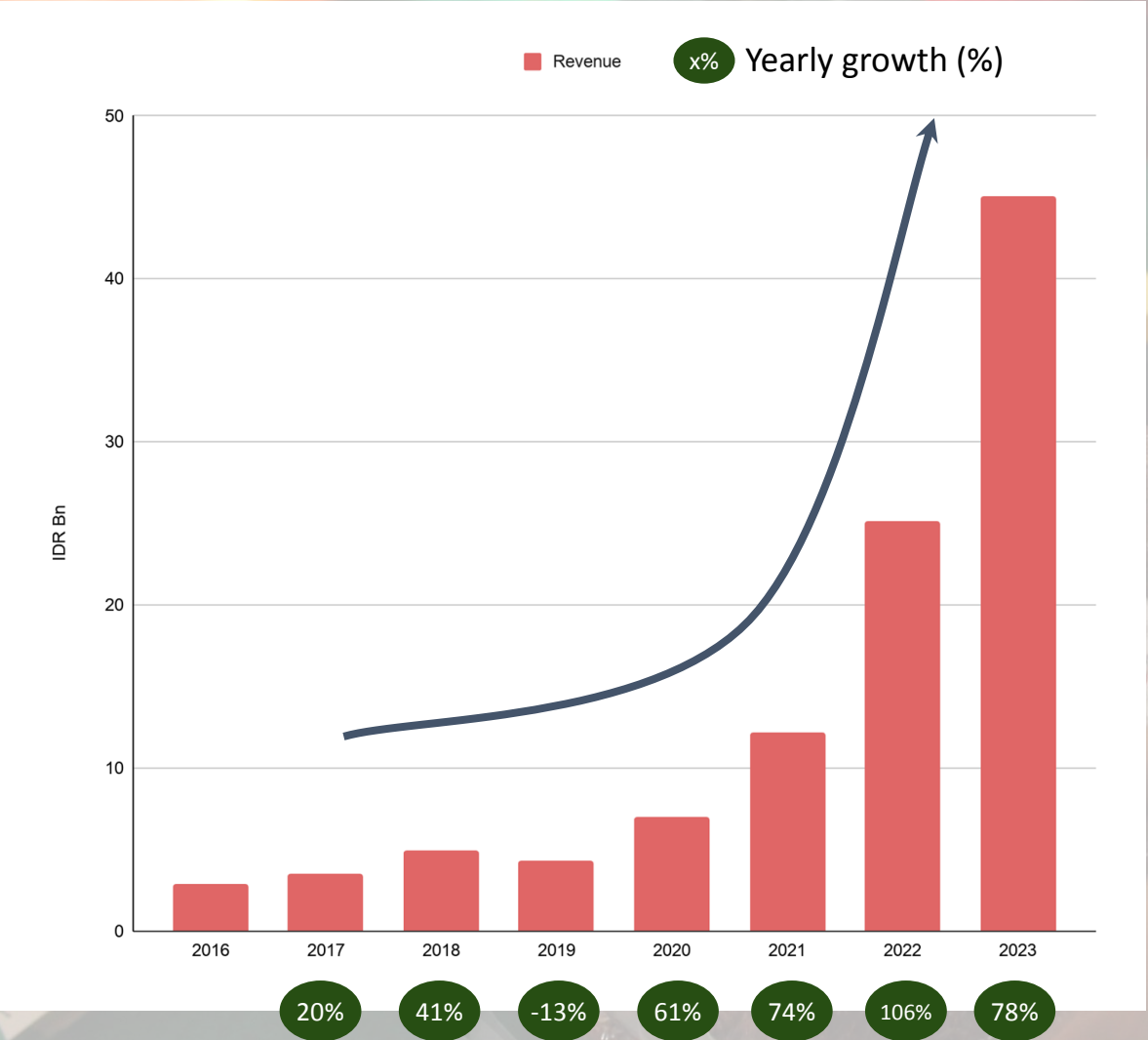
Customers turning to home grown organic rice as a substitute to imported premium rice (import volume at \$870 Million in 2018).



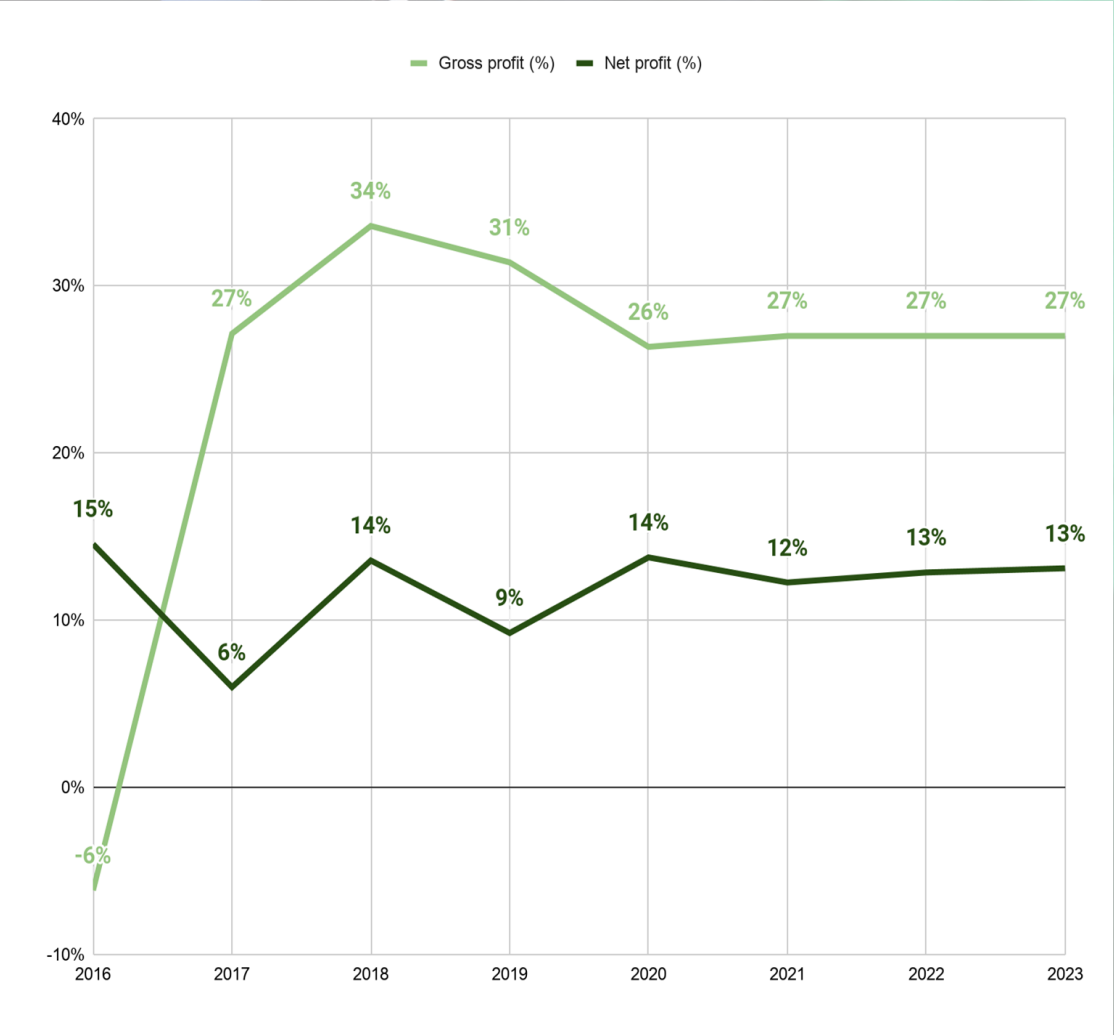
Source: McKibbin & Fernando (2020).

Sirtanio's competitiveness is being translated into its strong financial performance

REVENUE TRAJECTION

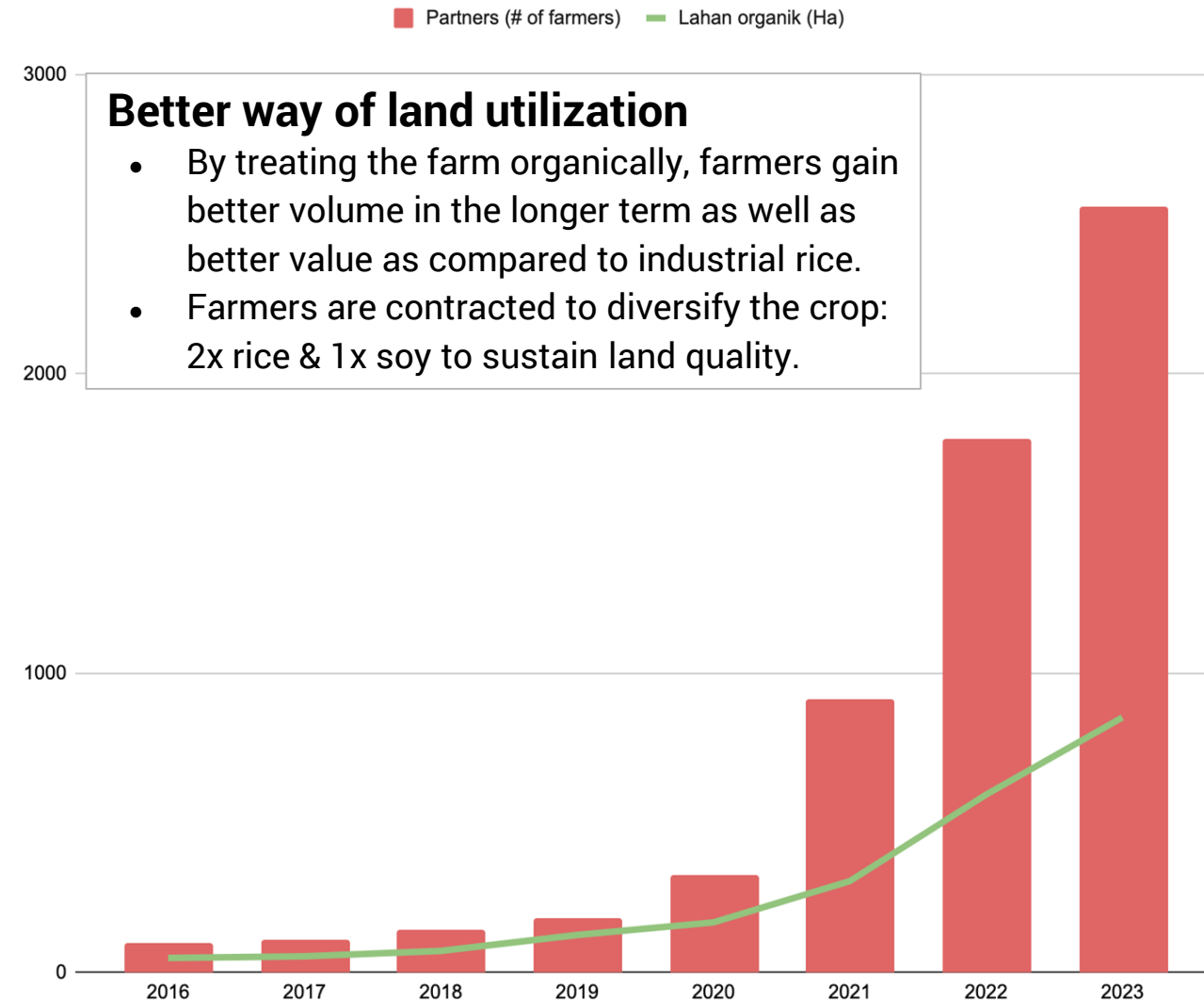


SUSTAINABLE PROFIT UPON SCALING



And fuels the company to create more impacts to the community

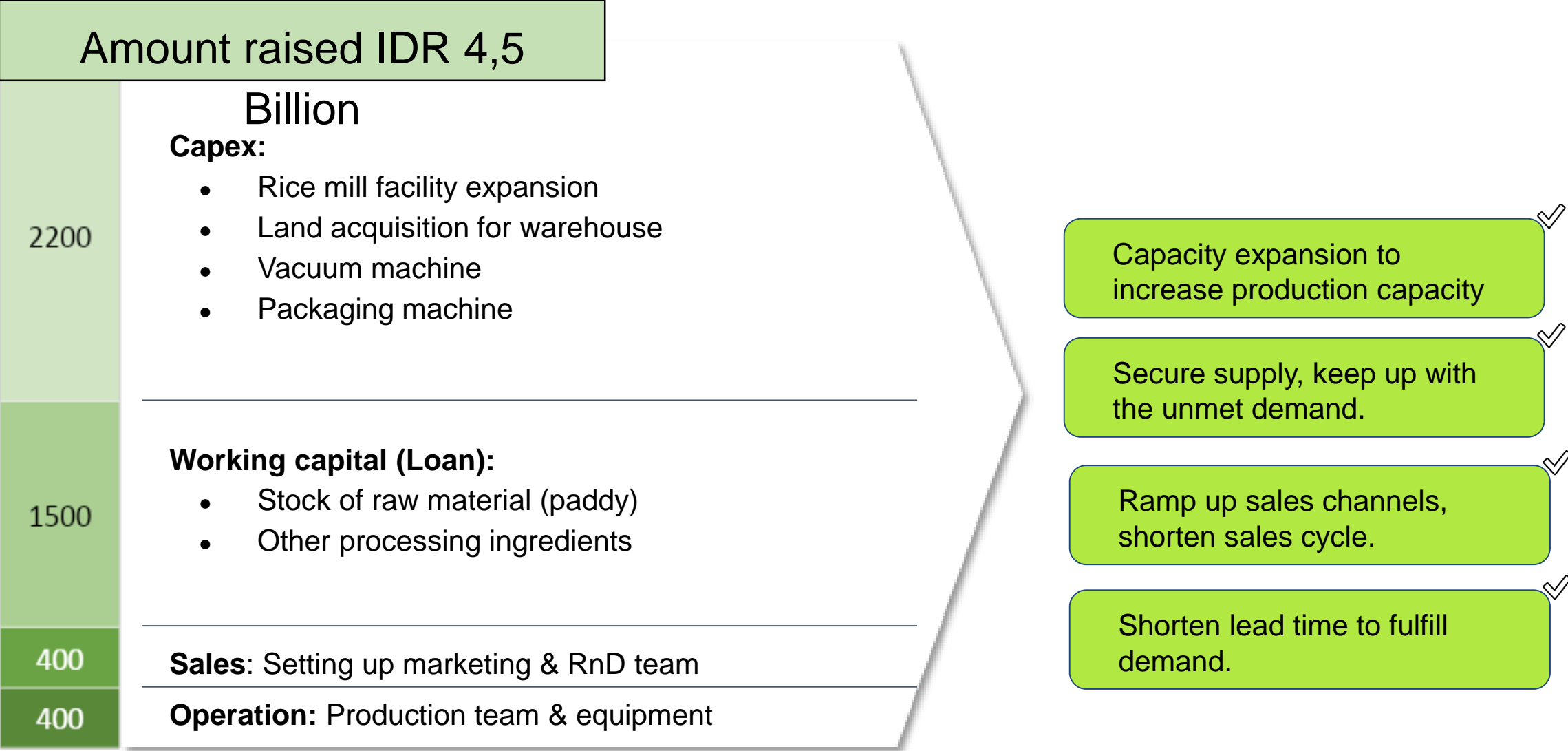
Our partners are our assets



- The great barrier for well funded corporation to enter the market lies in building trust with farmers in order to secure the supply.
- The founding members has established deep rooted trust, empowering farmers' wives in the region with a ratio of 1 person for 200kg/day.



We are looking for **strategic investors** who share the mission to support the acceleration of organic landscape management.



Sirtanio aim to achieve the following milestones in the next 18 months

	S1 2021	S2 2021	S1 2022
Product	<ul style="list-style-type: none"> • Increase organic rice production capacity. • Adding a new product line (organic soy). 	<ul style="list-style-type: none"> • RnD for organic rice derivatives (cereal, etc). • Maintain organic soy product development. 	<ul style="list-style-type: none"> • Launch organic rice derivative product. • Maintain existing product lines quality.
Sales	<ul style="list-style-type: none"> • Hire content creator to activate sales campaign. • Hire sales resource to renew contracts & develop channels to supermarket chain. 	<ul style="list-style-type: none"> • Maintain sales, explore export market. • Stabilize sales operation. 	<ul style="list-style-type: none"> • New product sales development. • Maintain domestic & export market development.
Operation	<ul style="list-style-type: none"> • Production line process improvement. • Operation team expansion to ensure quality control. 	<ul style="list-style-type: none"> • Pick up the partnership (grant) by Ministry of Agriculture. • Renew EU & USDA organic certification. 	<ul style="list-style-type: none"> • Pacing up production supply expansion in East Java. • Farm & supply development in Klaten.
Farmers training	<ul style="list-style-type: none"> • Onboarding 353 new farmers. 	<ul style="list-style-type: none"> • Onboarding 445 new farmers. 	<ul style="list-style-type: none"> • Onboarding 718 new farmers.



If you're interested in investing in this opportunity, we invite you to discuss further.

**Thank You
From Banyuwangi's Farmer
To Indonesia**

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