



ADITYA

"It's always been our commitment as a credible establishment to give and prioritise the personal touch in each of our customer's experience."



1983



MESSAGE FROM THE CHAIRMAN

Every idea of yesteryear is a **seed**.
A seed that is **nurtured** in the moment,
until we see its future **fruition**.

Our story begins with a simple idea of improving the quality of life through a series of quality household and sanitary products and services within affordability.

For more than three decades, our commitment and spirit has been established through an extensive journey of twists and obstacles that challenged our strength and synergy. Today, with continuous hard work, dedication, integrity, as well as full support from our stakeholders, we have taken Aditya Sarana Graha (ASG) further by demonstrating its capacity to keep innovating and improving.

Our capability and consistency in manifesting our noble values while maintaining trust has finally led ASG to a well-integrated distinguished corporate group that provides the leading products and services in building materials, home appliances, and others from related fields.

Awal perjalanan Aditya Sarana Graha (ASG) bermula dari sebuah gagasan sederhana. Kami ingin meningkatkan kualitas hidup melalui penyediaan produk dan layanan sanitasi rumah yang berkualitas dan terjangkau.

Selama perjalanan tiga dekade lebih yang penuh liku, komitmen dan semangat kami terus diuji melalui berbagai rintangan berat dan perjalanan yang terjal. Namun berkat kerja keras, dedikasi, integritas, serta dukungan penuh seluruh pemangku kepentingan, langkah ASG terus berkembang, semakin maju dan mantap dalam berinovasi dan memperbarui diri.

Berkat kemampuan dan konsistensi dalam menerapkan nilai-nilai mulia serta menjaga kepercayaan, kini ASG terus berkembang menjadi grup usaha terintegrasi yang unggul dalam penyediaan produk serta layanan bahan bangunan, peralatan rumah tangga dan produk lain terkait.

Haris Chandra



ADITYA SARANA GRAHA

Commitment has always been
the principal term we highly value,
for more than thirty years in service.

ABOUT US / TENTANG KAMI

Founded in 24 December 1983, Aditya Sarana Graha (ASG) is always committed to develop itself, both nationally and globally, serving as an integrated company network for manufactures, imports, distributions, and logistics in building materials, home appliances, as well as other related products, through a series of world-leading brands management, namely Ariston, Paloma, ROCA, and more.

Didirikan pada tanggal 24 Desember 1983, Aditya Sarana Graha (ASG) senantiasa berkomitmen untuk terus mengembangkan diri, baik secara nasional maupun global, sebagai jaringan perusahaan terintegrasi yang menyediakan layanan manufaktur, impor, distribusi, hingga logistik di bidang perlengkapan bangunan dan peralatan rumah tangga, beserta produk-produk terkait, melalui pengelolaan merek-merek terkemuka dunia seperti Ariston, Paloma, ROCA, dan lain sebagainya.

VISION / VISI

Becoming a trusted, largest, integrated and most modern business group in the field of distribution, building equipment products, household appliances and its connections in Southeast Asia based on Superior Character, Professionalism, Participatory Management and Technology Excellence.

Menjadi grup usaha terpercaya, terbesar, terpadu, dan termmodern di bidang distribusi, produk perlengkapan bangunan, peralatan rumah tangga dan kaitan-kaitannya se-Asia Tenggara dengan berbasiskan Karakter Unggul, Profesionalitas, Manajemen Partisipatif dan Keunggulan Teknologi.

MISSION / MISI

- Providing household appliances, building material supplies and reliable and innovative links and quality.
- Develop human resources with high performance and integrity through a conducive work environment and involve every employee in it.
- Focus on balancing IT solutions with business in providing addition value to products and services.
- Creating egalitarian values and improvements that ignite and positive benefits for stakeholders.
- Menyediakan produk peralatan rumah tangga, perlengkapan bahan bangunan dan kaitan-kaitannya yang handal dan inovatif serta berkualitas.
- Mengembangkan sumber daya manusia yang berkinerja tinggi dan berintegritas melalui lingkungan kerja yang kondusif dan melibatkan setiap karyawan didalamnya.
- Fokus pada keselarasan solusi IT dengan bisnis dalam memberikan nilai tambah pada produk dan jasa.
- Menciptakan nilai-nilai egaliter dan perbaikan yang berkelanjutan serta manfaat positif bagi para pemangku kepentingan.

MILESTONE

24 December 1983 marks a historical starting point of Aditya Sarana Graha's establishment. Through the course of its journey, ASG maintains its outstanding development by gaining its global reputation through various prominent achievements :

24 Desember 1983 merupakan tonggak sejarah terbentuknya Aditya Sarana Graha. Dalam perjalanannya, ASG terus berkembang dengan memperoleh pengakuan secara global, melalui beragam prestasi bergengsi seperti :

2006

ISO 9001:2000 Certification for Manufacturing of Small Home Appliances



2007

Winner of Good Design Award
Peraih penghargaan Good Design Award



2013

Ernst & Young Entrepreneur of the Year Finalist
Finalis Ernst & Young Entrepreneur of the Year



2017

Top Brand Award title holder
Peraih Top Brand Award



NATIONWIDE PRESENCE

From Sumatra to Papua, ASG grows an extensive area of active distribution network and service points.



DISTRIBUTION & SERVICE POINTS



Branches

Medan
Palembang
Bandung
Semarang
Surabaya
Makassar
Bali
Banjarmasin



Distribution Representatives

Aceh
Pematang Siantar
Padang
Bukittinggi
Payakumbuh
Pekanbaru
Duri
Dumai
Tanjung Pinang
Bengkulu
Palembang
Teluk Betung
Metro
Lampung
Bangka
Cirebon
Purwakarta
Tasikmalaya
Purwokerto
Solo
Yogyakarta
Malang
Kediri
Blitar
Kupang
Sampit
Samarinda
Tarakan
Manado
Gorontalo
Palu
Kendari
Sorong
Balikpapan
Palangkaraya

LOGISTICS AND WAREHOUSE MANAGEMENT

We operate logistic facilities independently throughout Indonesia.



Aditya Sarana Graha integrates its services from warehouse, inventory, to transport management system comprehensively to deliver an optimum continuous service, with its 14 warehouses, 43 branch offices, and 35 service centres that house more than 1000 staffs and thousands of business partners.

Aditya Sarana Graha mengintegrasikan seluruh layanannya, mulai dari sistem pengelolaan pergudangan, persediaan, hingga transportasi secara komprehensif, demi memberikan layanan prima yang berkesinambungan, melalui 14 gudang logistik, 43 kantor cabang, dan 35 pusat layanan yang mempekerjakan lebih dari 1000 karyawan dan ribuan mitra kerja.

PRODUCTS

Since the establishment, ASG has always striven to deliver **high quality products and solutions.**



PROJECT REFERENCES

It is such a tremendous honour for Aditya Sarana Graha to show its capabilities in collaborating and be fully trusted for its contribution in mutual advancement.

Adalah sebuah kebanggaan besar tersendiri bagi Aditya Sarana Graha yang telah mampu berkolaborasi dan dipercaya penuh atas segala kontribusi yang dilakukan demi kemajuan bersama.

- Alam Sutera Cluster Orlando
- Anandamaya Apartment
- Bellagio Mansion
- Bellagio Residence
- Bintaro Town House
- Brawijaya Apartment
- Casablanca Apartment
- Central Park
- Cibubur Country
- Ciputra Puri Serang
- Ciputra Cirebon
- Dharmawangsa Apartment
- Discovery Hotel Ancol
- Four Seasons Regent Residence
- FX. Harris
- Gandaria City
- Grand Madison
- Hotel Moxy Bandung
- Kelapa Gading Square
- Kemang Village
- Kempinski Apartment
- Kota Kasablanka
- Kota Kasablanka 3
- Metland Tambun
- Neo SOHO Central Park
- One Park
- Padang Airport
- Pakubuwono Residence
- Pakubuwono View
- Permata Berlian Kondominium
- Permata Hijau Apartment
- Pondok Indah Apartment
- Poso City Mall
- Ruko Embarcadero
- Senayan Apartment
- SOHO Pancoran
- Solo Paragon
- Spring Hill
- St. Moritz
- Summarecon Karawang
- Survana Sutera
- Tangerang City
- The Bellezza
- The Branz BSD
- The Peak
- The Regatta
- West Vista
- Others



Tough Pump Construction with Multistage System, suitable for household uses and buildings with deep ground well.

www.wasser.co.id



A sanitary brand that promotes innovations in clean water access and healthy living.

www.wasser.co.id



Renowned for its high quality home and kitchen appliances for your daily needs.

www.kirin.co.id



Carries innovative sanitary products and solutions in more than 170 markets across the globe.

www.roca.com

PEOPLE

Balance and collaboration.

Two of the most significant aspects in delivering our signature services.



HUMAN RESOURCES

Aditya Sarana Graha keeps its credibility and capability through a sensible leadership and characterised work ethics, creating young-spirited individuals with integrity.

Aditya Sarana Graha secara berkelanjutan terus berupaya mempertahankan kredibilitas beserta kapasitasnya melalui kepemimpinan yang bijaksana dan etos kerja berkarakter yang menghasilkan individu-individu berjiwa muda dan berintegritas.

SERVICE CENTRE

To keep our service efficient, reliable, and affordable, Aditya Sarana Graha conducts an always-updated extensive after-sales assistance, supported by a well-integrated maintenance and repair service system.

Untuk dapat memberikan layanan yang efisien, handal, sekaligus terjangkau, Aditya Sarana Graha senantiasa menyediakan fasilitas layanan purna jual menyeluruh yang terus diperbaharui dan didukung dengan sistem jasa perawatan dan perbaikan terpadu.

