



— Since 1960 —



# COMPANY PROFILE

**PT. SIRAJ BADAWI CUKUP RUPIAH**



## ABOUT US

PT. Siraj Badawi Cukup Rupiah, better known as **Surabraja**, is a family-owned food manufacturing company founded by a Muslim entrepreneur. The company produces chili sauce, sweet soy sauce, Tjap Buah Delima syrup, and rock sugar. Established in 1960, **Surabraja** is not only one of the longstanding players in Indonesia's food industry but also a witness to the nation's culinary development over the decades.

### History and Vision

Starting from a small home-based business, the company was built on a simple yet powerful vision: to provide halal products that are accessible to everyone. The first generation began with family recipes prepared using traditional methods, ensuring every product carried an authentic taste. Over time, commitment to quality and innovation has become the foundation driving the company's growth.

### Core Products and Innovation

Surabraja's main products—chili sauce, sweet soy sauce, syrup, and rock sugar—have become staples in many households across the country. Each product is crafted from carefully selected ingredients, processed with modern technology, yet still carries a traditional touch. To keep up with changing consumer preferences, the company continues to innovate by introducing new flavor variations and more practical packaging. Still, the essence of Surabraja's products remains unchanged: consistent quality and taste.

### Values and Family Legacy

As a family business, Surabraja is guided by values of gratitude, harmony, honesty, and reflection—principles that shape its daily operations. Leadership has been passed down from generation to generation, ensuring that the company's traditions and legacy remain intact. Strong relationships with employees, suppliers, and customers are built not only on business transactions but also on trust and respect. This is what set Surabraja apart from competitors, making it more than just a business—it is a valuable heritage.

With more than six decades of experience, Surabraja has proven that the combination of strong tradition, continuous innovation, and deeply held family values is the key to staying resilient and growing in a competitive industry.

## OUR MACHINE







## WHY US ?

1. Over six decades of experience in producing high-quality soy sauce and chili sauce.
2. Skilled and professional workforce with expertise in delivering products that meet customer standards.
3. Strict adherence to food safety standards, with a well-regulated process from raw material selection to finished products.
4. Widely recognized and trusted by consumers for generations, proving our dedication to consistent quality and reliability.



## OUR SERVICE

We provide end-to-end solutions for producing high-quality sweet soy sauce and chili sauce at competitive prices. Our services include consultation, raw material selection, product sample research, production, packaging design, product delivery, and after-sales support.

## MAKLON PROCESS

-  1 Initial Product Discussion
-  2 Sample Production
-  3 Document Finalization & Partnership Agreement (MoU)
-  4 Initial (Down) Payment of 50%
-  5 Custom Product Development
-  6 Production Process
-  7 Final Payment
-  8 Goods Delivery



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SURABAJA

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## OUR PRODUCTS



### **Tjap Surabaja Saus Cabe**

(Chili sauce—available in 275 ml plastic bottle)



### **Tjap Surabaja Saus Tomat**

(Tomato ketchup—available in 275 ml plastic bottle)



### **Kecap Manis Sedap SB**

(Sweet-soy sauce—available in 275 ml plastic bottle)



### **Kecap Manis Sedap SB**

(Sweet-soy sauce—available in 135 ml plastic bottle)



### **Kecap Manis Sedap SB**

(Sweet-soy sauce—available in 520 ml pouch)

E-Catalogue



PT. Siraj Badawi Cukup Rupiah  
Desa Kasugengan Kidul, Kecamatan Depok  
Kabupaten Cirebon 45155  
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[www.surabaja.com](http://www.surabaja.com)





SURABAJA

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## OUR PRODUCTS



### **Tjap Surabaja Saus Cabe**

(Chili sauce—available in 9 g plastic sachet)



### **Tjap Surabaja Saus Tomat**

(Tomato ketchup—available in 9 g plastic sachet)



### **Kecap ESBE**

(Sweet-soy sauce—available in 135 ml plastic bottle)



### **Kecap ESBE**

(Sweet-soy sauce—available in 520 ml pouch)



### **Kecap Manis ESBE**

(Sweet-soy sauce—available in 6 kg plastic jerrycan)

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**JOIN  
WITH  
US**

## Mengapa harus join Mitra Surabaja ?

Keuntungan menjadi agen:

1. Potensi profit penjualan 15% s/d 50% HET
2. Pasar sangat potensial di semua daerah di Indonesia
3. Kualitas produk terstandarisasi
4. Rasa sangat diminati
5. Persyaratan mudah dan proses cepat
6. Mendapatkan layanan dukungan dari sales



### Syarat Menjadi Agen

1. KTP
2. Mengisi formulir pendaftaran
3. Memiliki kendaraan roda empat untuk distribusi produk
4. Memiliki gudang yang representatif
5. Memiliki tenaga penjual (salesman)
6. Minimum order:  
550 dus / karton untuk agen



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# Tradition You Can Taste, Quality You Can Trust.



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