



PRESS RELEASE

For Immediate Release

The Story of the *Ibu Juara* Dairy Champ Program: Empowering Thousands of Mothers from Homemakers to Entrepreneurs

Jakarta, January 27th, 2026 - Amid the ongoing economic pressures faced by many families in Indonesia, women—particularly housewives—play a crucial role in maintaining household economic resilience. Data from Statistics Indonesia (BPS) show that as of March 2025, the number of low-income individuals in the country remained at approximately 23.85 million people, or 8.47 percent of the total population, a condition that directly affects family well-being. Within this context, women often face limited access to business capital, mentoring, and equal economic opportunities. These challenges are further compounded by the fact that more than 64 percent of women work in the informal sector or rely on small-scale microenterprises, even as they serve as one of the key pillars of Indonesia’s MSME sector. This situation underscores the importance of tangible support from various stakeholders to expand access and create more inclusive business opportunities for women.

Building on these conditions, and as part of its long-term commitment to creating sustainable social impact, PT Etika Beverages Indonesia, through its sweetened condensed creamer and evaporated milk brand **Dairy Champ**, introduced the **Mothers of Champion (*Ibu Juara*) Program**. Launched in August 2023, this women’s empowerment initiative focuses on strengthening the role of mothers in improving family welfare through entrepreneurship, while also serving as a concrete expression of the company’s contribution to supporting Indonesia’s social and economic development. To date, the *Ibu Juara* Dairy Champ Program has reached more than 1,000 mothers, with approximately 800 active participants across the Greater Jakarta (Jabodetabek) area, Bandung, and Surabaya.

CEO of PT Etika Beverages Indonesia, Airil Haidi Ahmad Rafiae, stated that the *Ibu Juara* Dairy Champ Program was born out of an awareness of the strategic role of mothers—not only in managing households, but also as agents of change at the community level.

“Women’s empowerment is one of the key pillars of our sustainability strategy. Through the *Ibu Juara* Program, we leverage Dairy Champ products, which are already familiar and used daily in many households, as a practical starting point for mothers to begin their entrepreneurial journey. By opening access to business opportunities, providing ongoing mentorship, and strengthening entrepreneurial capacity, we aim to deliver tangible support that enables mothers to grow, achieve economic independence, and create sustainable positive impacts for their families and surrounding communities,” he said.

The *Ibu Juara* Program is designed as a comprehensive empowerment initiative, combining initial financial support with ongoing mentorship. **Dodi Afandi, Marketing Manager of PT Etika Beverages Indonesia**,



explained that each *Ibu Juara* participant is supported by a monitoring team that regularly tracks business progress, provides product knowledge training, sales coaching, and motivation to help build self-confidence.

“We also provide access to products at special prices so that the mothers can achieve more optimal profit margins, as well as hold regular gatherings as a platform for sharing experiences, additional training such as cooking demonstrations, and support in the form of business equipment. This program not only encourages sales activities, but also develops entrepreneurial skills and mindsets to enable mothers to build sustainable businesses,” Dodi added.

As a form of tangible support at the initial stage, each participant in the *Ibu Juara* Program also receives start-up capital amounting to IDR 250,000. The program targets housewives from lower- to middle-income socioeconomic groups who are motivated to support their family’s economy and are committed to growing together with Dairy Champ.

One of the participants of the *Ibu Juara* Dairy Champ Program is **Cholifah, a housewife from Bekasi**, who previously ran a small food stall to meet her daily needs. Before joining the *Ibu Juara* Program, she faced limitations in sales skills, menu development, and self-confidence when offering her products.

Through the mentoring and training she received, Cholifah gained a deeper understanding of Dairy Champ products, including how to process and market them. She then began developing a wider variety of menu offerings, one of which was mung bean ice pops made with Dairy Champ sweetened condensed creamer and evaporated milk. This innovation boosted her confidence in promoting her products within her local community. As a result, her income increased by approximately 45 percent, while her customer reach also expanded. For her family, this additional income has become a source of happiness and motivation to continue growing.

“The *Ibu Juara* Dairy Champ Program has helped broaden my business knowledge while also building my confidence in selling. After participating in various training sessions, my menu has become more diverse, and my sales have increased. I hope the availability of Dairy Champ products will always be well-maintained so customers do not switch to other brands. Going forward, I also hope there will be more varieties of sweetened condensed creamer and additional mentoring activities so that we, the *Ibu Juara* participants, can continue to grow,” Cholifah shared.

The *Ibu Juara* program not only drives improvements in skills and income, but also builds self-confidence and empowers mothers to play a more active role in their families’ and communities’ economies. Through this program, Dairy Champ hopes to continue being a trusted partner for Indonesian mothers in creating sustainable positive change, while strengthening the foundation of a more independent, inclusive, and prosperous society.



About Etika Group Indonesia

Etika Group Indonesia is a subsidiary of Asahi Holding Southeast Asia (AHSEA), which was established to provide high-quality and delicious products to the rapidly growing population of Southeast Asia. Etika Group Indonesia has 3 entities in Indonesia, namely PT. Etika Beverages Indonesia, PT. Etika Dairies Indonesia & PT. Etika Manufacturing Indonesia.