

Company: PT Perusahaan Gas Negara Tbk, Jakarta, Indonesia
Company Description: PT Perusahaan Gas Negara Tbk (PGN) is an Indonesian state-owned natural gas distribution company. Established in 1859, PGN has played a significant role in the development of the natural gas industry in Indonesia. The company is listed on the Indonesian Stock Exchange and is considered one of the largest natural gas companies in Southeast Asia. PGN has been the recipient of numerous awards.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Utilities - Large
Nomination Title: PT Perusahaan Gas Negara Tbk



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

[REDACTED FOR PUBLICATION]

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 182 words used.

PT Perusahaan Gas Negara Tbk (PGN / PGAS) is Indonesia’s national natural gas company and a subsidiary of Pertamina, established to develop and distribute natural gas infrastructure and services across the archipelago. With over five decades of experience, PGN has played a critical role in advancing Indonesia’s energy resilience, delivering natural gas to residential, commercial, and industrial sectors.

PGN operates the country’s largest gas pipeline network, supporting over 800,000 residential customers and numerous industrial clients nationwide. Historically focused on infrastructure expansion and utility-grade reliability, PGN has recently transformed from a traditional energy provider into a customer-oriented, digitally enabled service innovator.

In 2024, PGN's performance demonstrated resilience amid regulatory price ceilings (HGBT) and supply challenges, including the natural decline of key West Java fields. The company responded by introducing LNG as a premium energy alternative and by launching new digital platforms to streamline engagement, from website-based registration to online industrial consultations.

With a sharpened customer focus, data-driven marketing, and consistent year-over-year growth, PGN now leads Indonesia’s transition to cleaner energy with sustainable, innovative, and inclusive solutions tailored to both households and large-scale enterprises.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 249 words used.

Key achievements include:

- **Residential Segment Transformation:** PGN repositioned its residential brand *GasKita* from a utility-based offer to an emotionally resonant, value-driven service. Campaigns like *Bedah Dapur GasKita* increased registrations by **360%** and gas usage by up to **30%** for incentivised users. The www.pgas.id welcomed **over 209,000 visitors** in 2024 alone.
- **Digital Experience Overhaul:** PGN launched a mobile-first redesign of www.pgas.id, dramatically improving usability and call-to-action visibility. A dedicated B2B landing page enabled **59 online industrial meetings**, leading to **4 new customers** and over **IDR 2 billion in revenue**.
- **B2B Strategy & LNG Commercialization:** PGN addressed supply constraints by introducing **LNG as a premium energy source**—achieving **100% market absorption**. Through tiered pricing, flexible contracts, and industrial promotions, PGN maintained a **strong 4.66 CSI score**.
- **Marketing 5.0 Execution:** PGN embraced omnichannel campaigns—from **Commuter Line and Transjakarta ads to TikTok livestream raffles**—resulting in **11.6 million impressions, 63,000 YouTube views, and above-industry conversion rates** (B2B: 3,9%).
- **Performance Growth:** Overall, PGN's 2024 performance was **22% better than 2023**, with net profit more than USD 330 million and distributed cash dividends of USD 271.5 million or equivalent to IDR 182.08 per share, derived from 80% of net profit for the 2024 fiscal year. With the closing stock price on May 28, 2025 and the Bank Indonesia mid-rate of IDR 16,255/USD, the dividend yield is estimated to reach 10%, making PGAS one of the energy issuers with the highest yields on the IDX

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 235 words used.

PGN’s achievements stand out due to their **multi-dimensional impact**: combining innovation, regulation compliance, digital transformation, and customer satisfaction—all under challenging market conditions. Unlike many traditional utilities focusing solely on infrastructure, **PGN has successfully evolved into a customer-centric, digitally savvy energy brand**.

Most notably, **PGN achieved a 22% year-over-year performance increase in 2024**, [REDACTED FOR PUBLICATION]. Despite this revenue pressure—unfavourable to most industry peers—PGN not only maintained volume but expanded customer engagement and brand value.

Competitors in the region largely rely on pipeline infrastructure or state-mandated contracts. PGN, by contrast, innovated with **LNG commercialization**, achieving **100% market absorption**, and expanded into **Gaslink (beyond pipeline solution) and Biomethane** for industrial and green customers. This positions PGN as a **regional leader in flexible, low-carbon energy solutions**.

PGN’s **digital initiatives** are a first in Southeast Asia’s natural gas industry. The revamped www.pgas.id/business platform introduced **online industrial consultations**, [REDACTED FOR PUBLICATION]

In marketing, PGN’s **TikTok livestreams and commuter campaigns** garnered **11.6 million impressions**, a level of reach and conversion rarely seen in energy utilities. The residential segment alone saw a **360% registration surge**, proving the impact of emotionally resonant campaigns.

In short, PGN didn’t just adapt—it **redefined the gas utility model** for Indonesia and the region.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 155 words used.

PGN Net Profit USD339 million: <https://shorturl.at/8mGIM>

PGN Distribute USD271 million deviden : <https://shorturl.at/0cmpD>

PGN Uses LNG, Gas Price Set at US\$16,77/mmbtu: <https://shorturl.at/8FMNE>

PGN Relies on Digitalization: <https://shorturl.at/fVDM7>

PGN develop biomethane project with Japanese Company: <https://shorturl.at/JrskO>

new landing page for residential segment: www.pgas.id

new landing page for business segment: www.pgas.id/business

PGN Kitchen Make Over Campaign ("Bedah Dapur"): <https://web.facebook.com/photo.php?fbid=818524180394417&>

[One of the Winner Kitchen Make Over Campaign: https://www.youtube.com/watch?v=5gQQtBo6nqs](https://www.youtube.com/watch?v=5gQQtBo6nqs)

PGN provide LNG from domestic source: <https://www.instagram.com/p/DG2trtXS-hx/?locale=id>

Provide cleaner fuel for incinerator in Bali: <https://www.instagram.com/p/DFrbs1JN9L-/?locale=id>

PGN increase ESG Score: <https://www.instagram.com/p/DFFBcwBJxfW/?locale=id>

Moody's Increase the rating to Baa2: https://www.instagram.com/p/DE6dGf_KCSG/?locale=id

PGN Product "Gaskita" receive world brand award recognition: <https://www.instagram.com/p/DC6MTqKPsNA/?locale=id>

PGN Product gain awareness awards: https://nasional.kompas.com/read/2025/03/21/18003261/gaskita-kian-diminati-pgn-raih-penghargaan-branding-bergengsi#google_vignette

Attachments/Videos/Links:

[PT Perusahaan Gas Negara Tbk](#)

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