

MONTE CARLO  
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## **Indonesia**

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### **Mooryati Soedbiyo**

President Director

**PT Mustika Ratu Tbk.**

Mooryati Soedbiyo was brought up under the restrictive traditions of a Javanese palace that did nothing to encourage any interest in business. She first began to make jamu (herbal based products) as a hobby. It was when she was in her mid 40's and needing to plan for an additional income source to finance the education of her children overseas that she introduced her products to a wider public.

Initially a cottage industry, Mustika Ratu has now developed to become a successful publicly listed company marketing beauty and health solutions in 20 countries across Asia Pacific, Middle East, Europe and Africa. Starting with a minimal range of products, the business was launched in 1975 in Mooryati's garage, with 10 employees. The company was incorporated in 1978 and became publicly listed in 1995. Currently Mustika Ratu has over 3,000 employees and produces 300 different jamu products and some 400 cosmetics products, the ingredients for which are all locally grown or produced. The company has expanded into the development of health spas which has become a rapidly growing national and international franchise business.

Mooryati's passion for the physical and psychological benefits gained from traditional recipes for health and beauty care, blended with her entrepreneurial abilities, have enabled Mustika Ratu to become a market leader. She has achieved numerous awards in Indonesia and overseas in recognition of her commitment to social welfare as well as her successes in business. Other activities she is involved in beyond Mustika Ratu include the Miss Universe pageant license for Indonesia.