

orami
#SemuaUntukSiKecil

**Hi,
We're Orami**

The first parenting platform in
Indonesia that connects
Commerce, Content, and
Community in one ecosystem



From Commerce to Super App

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2013 - 2014

First founded in 2013.
The first Mom & Baby e-commerce in Indonesia.



2015 - 2016

Scale up warehouse & logistic capability.



2017 - 2020

Build content & community (OramiForum, OramiMagazine, IbuSibuk, OramiParenting)



2021

- Transforming as parenting super app
- Officially part of SIRCLO Group, the leading e-commerce enabler in Indonesia

What We Do

We deliver all parenting needs through sustainable ecosystem by streamlining existing infrastructure using technology



5.2mio+ monthly active users

8.1mio+ monthly traffics

30.000+ community members

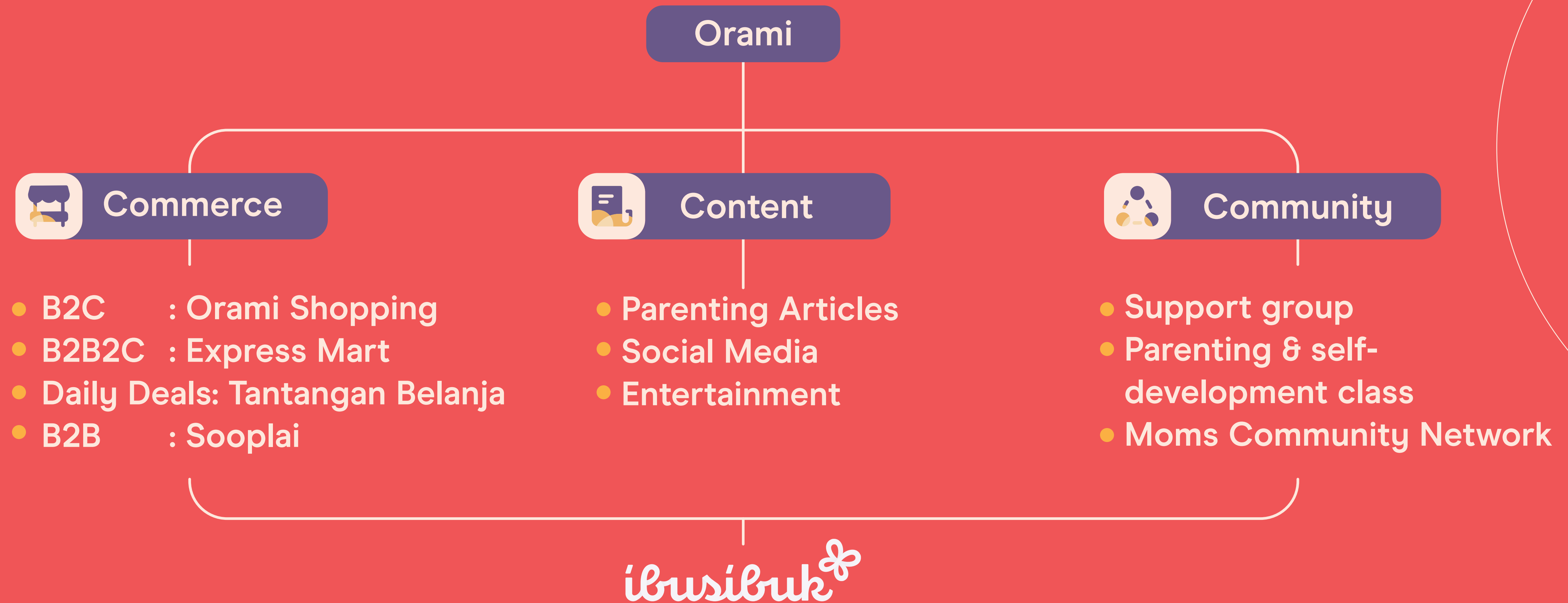
1.000+ brands

100.000+ SKU

SIRCLO Group

Mom & Baby Market Niche

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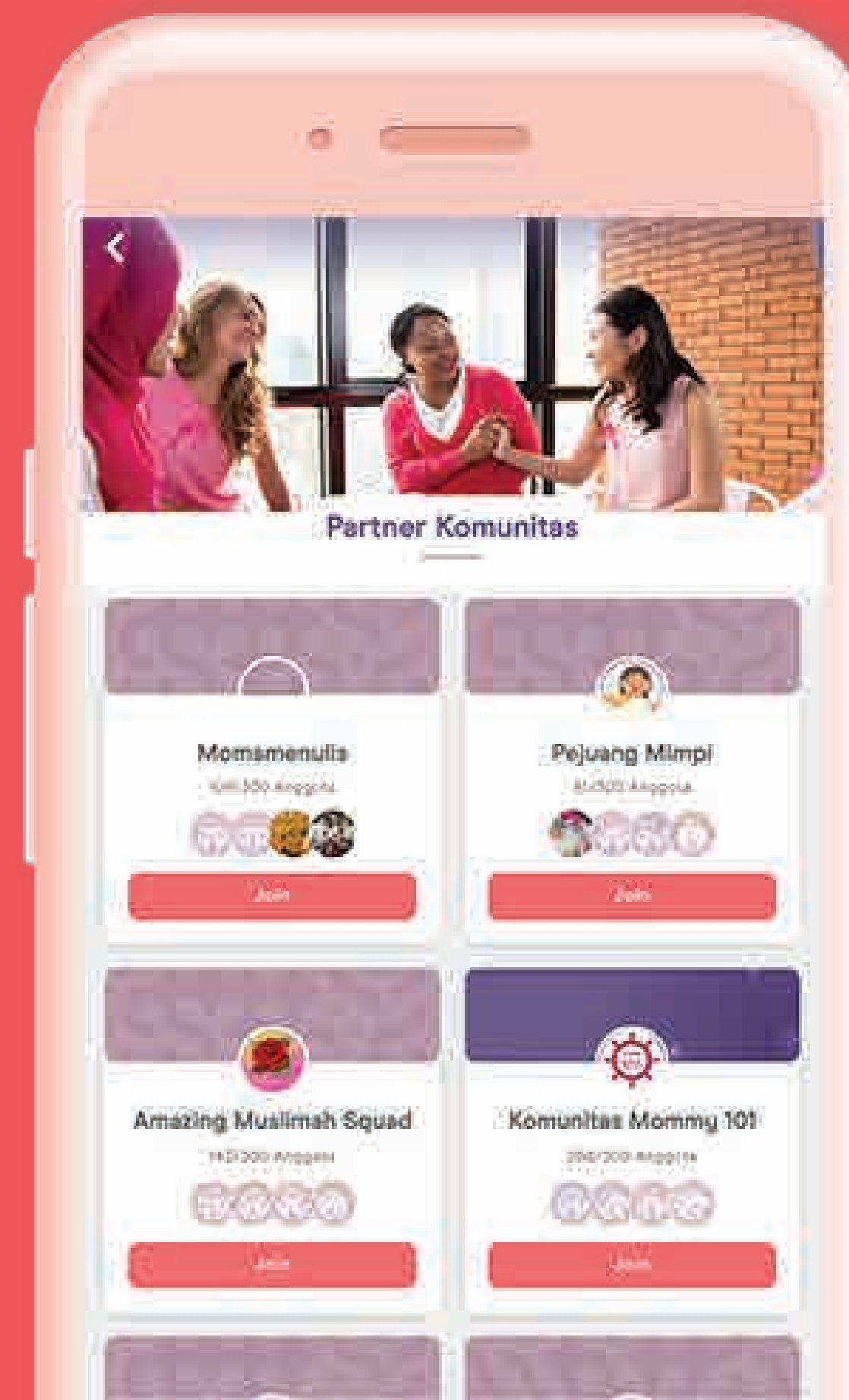
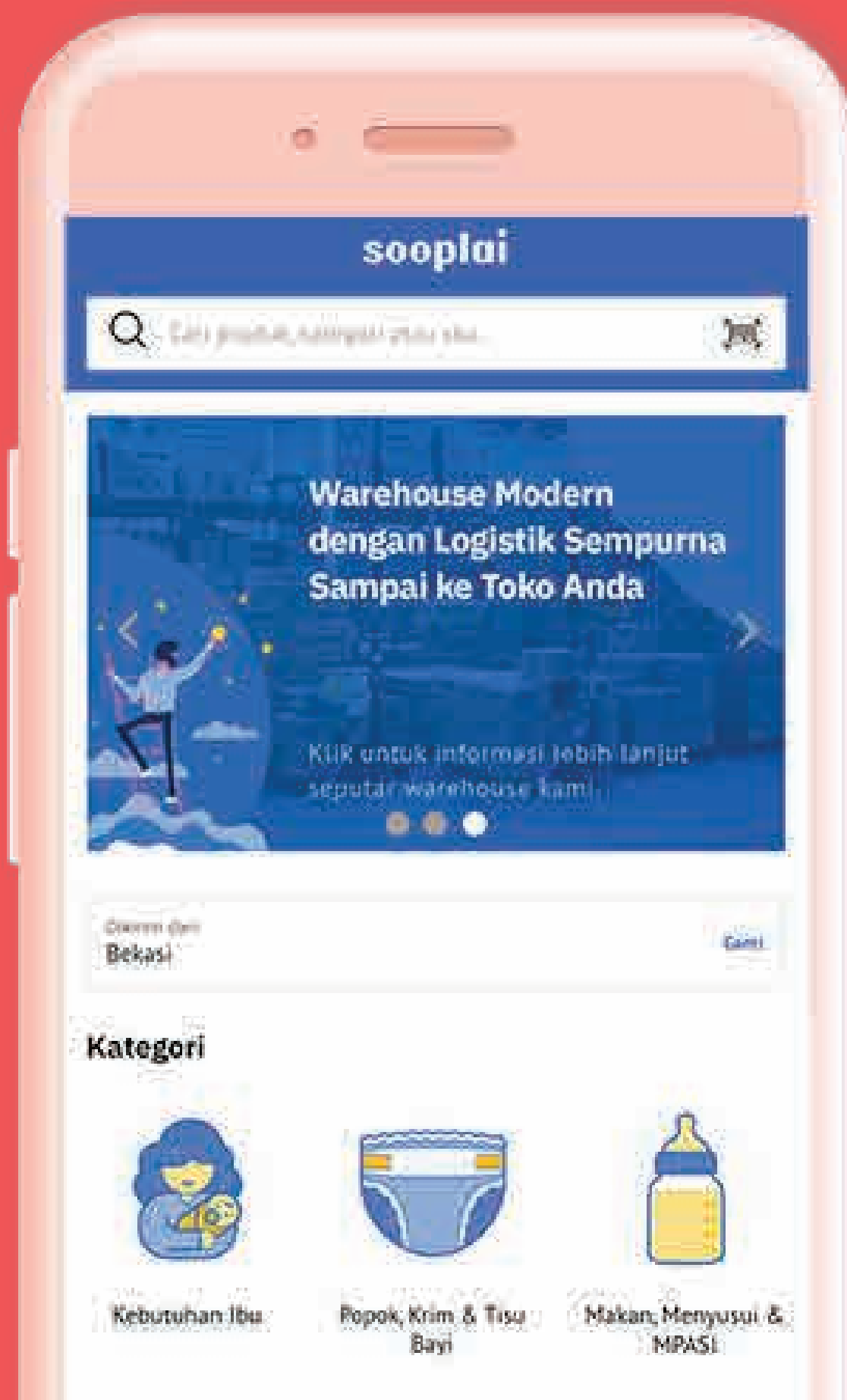


SOOPLAI

Orami Parenting Instagram

Orami Community

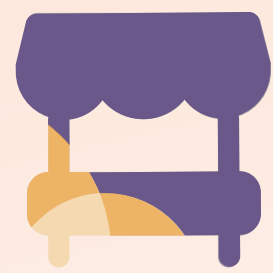
Orami Articles



Commerce

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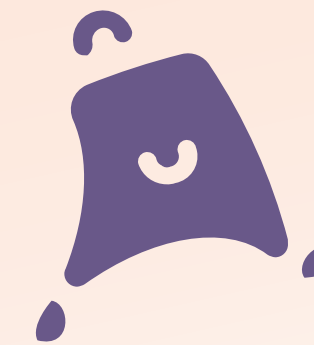
The largest e-commerce platform for moms & babies products in Indonesia



Orami Shopping (B2C)
Online store for mom & baby products.



Express Mart (B2B2C)
Marketplace platform designed for mothers and baby retailers



Tantangan Belanja (Daily Deals)
Group buying and cashback as core features.

SCOPLAI (B2B)

Reseller platform. Currently serves 5K+ mothers and baby retailers across Indonesia.

ibusibuk^{*} (Social Commerce)

Mother empowerment program and online platform connecting brands to their super consumers (moms) to collaborate in brand campaigns, market research, and social commerce as KOL and reseller.

Content

Multi channel digital media publishing
on parenting & womanhood



Articles

20K+ original articles, offering credible and fresh views on parenting, personal motherhood stories, health, and relationships.



Social Media

Parenting and relationship tips made fun and easy through Instagram platform **(300K+ followers)**



Entertainment

Various choices of entertainment video for parents about parenthood, sex and relationship from celebrity perspectives
(1mio+ viewers, 200K+ subscribers, 100+ original video)

Community

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An inclusive space for all mothers to connect, share ideas, and empower each other.



Support Group

Community of women supporting each other by sharing everyday experiences of motherhood through group chat. 90+ groups, 30K+ members, spread across 75+ cities Indonesia



Parenting & self development class

Various uplifting online class and sharing session full of expert sharing ideas and mom-to-mom inspiration about parenting, health, and womanhood



Orami Community Network

Community development program, aims to enhance mothers leadership skills and to grow their own community with a series of training and coaching sessions.



ibusbuk⁺

Entrepreneurship program for mothers. Empowering mothers to grow the business alongside their family without sacrificing one another.

Notable Clients

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Contact Us

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