
Hendy Setiono

PT. Baba Rafi Indonesia & Baba Rafi Malaysia sdn. Bhd.



“ I saw an opportunity to bring Middle Eastern cuisine to Indonesia while supporting local entrepreneurs. ”

COUNTRY	Indonesia
INDUSTRY	Food & Beverage
YEAR SELECTED	2013
WEBSITE	www.babarafi.com

COMPANY SNAPSHOT

Kebab Turki Baba Rafi is the pioneer and leading consumer brand for Middle Eastern-inspired fast food in Indonesia. Baba Rafi manages 1,145 carts, stands and small store-fronts throughout Indonesia. Hendy Setiono, the entrepreneur behind Baba Rafi recently introduced the “Baba Rafi Academy,” an educational platform to develop the next generation of socially and environmentally responsible micro-entrepreneurs, many of whom gain professional experience as managers for his stores.
