

Company Name : Ni Hsin Resources Berhad  
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## Ni Hsin Partners With KPT To Grow BlackBixon' Energy Coffee Drink



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KUALA LUMPUR: Ni Hsin Resources Bhd's unit Blackbixon Sdn Bhd has partnered with Koperasi Tenaga dan Petroliaam Bhd (KTP), a cooperative for entrepreneurs in the oil and gas (O&G) industry, to grow the market for "BlackBixon" energy coffee drink.

Ni Hsin said the collaboration would see BlackBixon retailing its drinks at various onshore and offshore O&G locations owned by members of KTP.

"The agreement will not only benefit BlackBixon through having more locations to distribute the energy coffee drink, but also benefits members of the cooperative, who will have another source of income through their participation in the BlackBixon business," it said.

BlackBixon managing director Khoo Chee Kong said KTP was a cooperative established by professionals from the energy sector in 2019.

"One of KTP's main mission is to enhance the economic and social well-being of its members through investment and entrepreneurial activities. BlackBixon's business model fits in nicely, promoting small scale business which the members of KTP can participate," he said at the signing ceremony today.

Alos present were Malaysia Petroleum Resources Corp president and chief executive officer Yazid Jaafar and KTP chairman Sofiyan Yahya.

Khoo said KTP would offer extensive networking and marketplace, primarily among the O&G and energy sectors.

KTP also has an online business platform called e-dagang.

"We are optimistic this growing online business platform will further enhance the visibility of and offer business opportunities for BlackBixon.

"We view this brand partnership agreement between KTP and BlackBixon as synergistic for both parties. Together, we are powering the energy people!" he added.

BlackBixon represented the first venture by Ni Hsin into the food and beverage industry, with other plans in the pipeline to grow the business regionally given the heightened interest in energy drinks combined with the coffee-drinking culture of today.

Blackbixon recently appointed Red One Network Sdn Bhd, a mobile virtual network operator (MVNO), to market and retail BlackBixon coffee to its 1.2 million subscribers.

Subsequently, Ni Hsin also filed for a patent for BlackBixon's invention, which includes the composition for boosting energy level, anti-fatigue and boosting mental alertness as well as use of the composition thereof, to protect the company's rights and to secure competitive advantage for its F&B business in selling products using the invention.