

Company Name : Ni Hsin Resources Berhad
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Ni Hsin's F&B Unit Inks Deal With RedONE To Market BlackBixon Coffee



Ni Hsin Resources Bhd (NHR) food and beverage (F&B) unit Blackbixon Sdn Bhd (BSB) signs a partnership with Red One Network Sdn Bhd (redONE), a mobile virtual network operator (MVNO), to market and retail NHR's new energy coffee under the brand name BlackBixon.

KUALA LUMPUR: Ni Hsin Resources Bhd (NHR) food and beverage (F&B) unit Blackbixon Sdn Bhd (BSB) signed a partnership with Red One Network Sdn Bhd (redONE), a mobile virtual network operator (MVNO), to market and retail NHR's new energy coffee under the brand name BlackBixon.

BSB managing director Khoo Chee Kong said the collaboration with redONE has a lot of synergy.

"We will look on how the company can leverage on redONE's reach of 1.2 million subscribers to market our products.

"We believe redONE's network can strengthen our marketing efforts and outreach to the target consumers, both business-to-business and business-to-consumer," he said in a statement today.

Also present at today's signing ceremony were deputy inspector-general of police Datuk Seri Acryl Sani Abdullah Sani, NHR chairman Sofiyan Yahya, redONE chief executive officer Farid Yunus and chief sales officer Ben Teh.

The signing of today's agreement comes after the collaboration agreement NHR entered into with Fiatec Biosystem Sdn Bhd in August 2020 for the development and formulation of health and bioenergy products marking the company's move into the F&B business.

In January 2021, the company entered into a supply and technical assistance agreement with Global Coffee Resources Sdn Bhd (GCR) for the appointment of GCR as the supplier for the coffee beans and coffee powders.

In February 2021, NHR also filed for a patent for BlackBixon to protect the company's rights to the invention and to secure the competitive advantage of its F&B business in selling products using the invention.

"We see our entry into F&B as strategic for the future of Ni Hsin as this new business will enhance the earnings of the company given the interest in energy and coffee drinks, as well as the increased demands in home coffee consumption.

"NHR has other plans in the pipeline to grow the F&B business, with Malaysia being the initial market, and the regional market in our next step," Khoo said.

BlackBixon coffee combination helps in accentuating the human body's natural process of energy synthesis while at the same time lessening fatigue and boosting mental alertness.

Khoo further said the Covid-19 pandemic has been challenging for many, NHR included.

"Our move into F&B will also be the beginning of our pivot from being a cookware manufacturer as we will grow the business to be bigger than the cookware business over time.

"We see domestic and overseas consumer sentiment improving in the second-half of the year as vaccines become available and the economy recovers. This will also hopefully translate into better demand for our new business," he said.