

Company Name : Ni Hsin Resources Berhad  
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## Ni Hsin Unit Partners RedONE In Coffee Retail Venture



KUALA LUMPUR: Ni Hsin Resources Bhd's food and beverage arm Blackbixon Sdn Bhd has partnered mobile virtual network operator Red One Network Sdn Bhd to market and retail a new energy coffee beverage.

The coffee, named Blackbixon, provides the benefits of caffeine along with the patented Bionergy Ribose when consumed, said Blackbixon in a statement.

There is also the nutritional coffee variant enriched with acai berry extract for a good source of phytonutrients and antioxidants enhancing immunity while providing anti-ageing benefits, it added.

"We are delighted to have this collaboration with redONE as we see a lot of synergy in terms of how we 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," said Blackbixon managing director Khoo Chee Kong.