

Headline	OK group launches new tea products		
MediaTitle	Malay Mail		
Date	13 Feb 2012	Color	Full Color
Section	Business	Circulation	20,816
Page No	21	Readership	49,000
Language	English	ArticleSize	197 cm ²
Journalist	N/A	AdValue	RM 2,251
Frequency	Daily	PR Value	RM 6,753



OK group launches new tea products

TRADITIONAL herbal drinks producer Orang Kampung Holdings (M) Sdn Bhd (OK group) has introduced two new products — “Teh D’tox” and “Teh Pecah Beling” (made from the leaves of the plant *Strobilanthes crispus*).

Group managing director Habibul’Ajmi Manggar said the new herbal tea products, in the market since the end of last year, are for health- and fitness-conscious consumers.

“Teh D’tox is formulated from green tea leaves, chrysanthemum, stevia and betel leaves, and aids in removing toxins and stimulating colon cleansing.

“Teh Pecah Beling is made of 100% selected ‘pecah beling’ leaves and aids in slowing the growth of retrovirus, the agent responsible for virus infections such as auto immune deficiency syndrome (AIDS), and also

HERBAL FOCUS: Habibul (left) with general manager Ismail Ali display the new products and packaging — BERNAMApic

helps to slow the growth of cancer cells,” he said at the products’ launch.

He said the new products are the result of three years of research and development costing RM250,000 by the group.

“The response has been very encouraging, with total monthly sales exceeding RM100,000, and we expect increased sales with their market launch.”

Adding the products are expected to enter the China market soon, he said: “This means all five of our products, in cooperation with distributors there, are able to penetrate the Chinese market.”

The group targets average monthly sales



of RM200,000.

Also launched was an upgraded and repackaged version of the Group’s “Teh Siphon OK”, which is made of 100% high-quality ‘misai kucing’

(*Orthosiphon stamineus*).

Habibul’Ajmi said all three health teas are available at all Mydin supermarkets, health kiosks, traditional ‘jamu’ stalls, and pharmacies. — Bernama