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Visitors look at a model of PR1MA apartments in Sri Kampar, Perak at a home-buying event last year. This year's expo features units throughout the country. — Picture by Bernama

PR1MA expo targets B40, M40 groups

KUALA LUMPUR — Over 600,000 houses will be offered at the national-level housing exposition organised by PR1MA Corp Malaysia (PR1MA) from today until April 1.

Its chief executive officer, Datuk Abdul Mutalib Alias, said the biggest housing expo would not only feature those located in the Klang Valley but throughout the country.

"We are going to feature houses located throughout the country because we want to help those in the Bottom 40 and Middle 40 income groups who are working and living in the Klang Valley, but may want to make purchases in other states and settle down there.

"We urge the public to take this opportunity to visit the expo which will act

as a one-stop centre. Relevant government and other agencies, including banking institutions, will be present to assist homebuyers," he told a press conference here in conjunction with the nine-day expo.

Abdul Mutalib said PR1MA would offer 267,640 units and the rest would come from the Urban Wellbeing, Housing and Local Government Ministry; Syarikat Perumahan Negara Bhd; Rumah Wilayah Persekutuan; and 1Malaysia Housing Projects for Civil Servants.

He said 60 per cent of the units offered at the expo were worth RM300,000 per unit and below while the remaining were worth up to RM400,000.

He added that visitors could win prizes

from lucky draws, among them, two units of PR1MA houses in Cheras and Kajang, respectively, a Myvi car, travel vouchers and other items.

The expo is held at Dewan Tun Razak 1, Putra World Trade Centre (PWTC) in Kuala Lumpur.

For more details, visit its website at www.pr1ma.my, Facebook and Instagram pages @PR1MAHomes.

PR1MA, set up under the 2012 PR1MA Act, is an extensive programme in building quality houses for the middle-income group, with a household income between RM2,500 and RM15,000 per month. — Bernama