

NewStraitsTimes . WEDNESDAY, MARCH 28, 2018

28 | NEWS / Nation

PRIMA HAVEN APP

DISCOUNTS ON HOME ITEMS

PR1MA home buyers can download app to enjoy special rewards

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THOSE who register under the Malaysia People's Housing Project (PRIMA) can enjoy special rewards via the PRIMA HAVEN mobile application.

Those who download the application and register under the PRIMA scheme will receive dis-

counts when purchase household goods, such as kitchen equipment and electrical items.

Minister in the Prime Minister's Department Datuk Seri Dr Shahidan Kassim said the initiative could reduce the people's expenditure.

"A large portion of household spending involves buying items for their (new) home. This affects the low- and middle-income (B40 and M40) groups.

"The programme aims to reduce the people's burden, before and after buying a house," he said at the launch of the PRIMA HAVEN application at the national-level Home Sale Expo at the Putra World Trade Centre here yesterday.

Present were PRIMA chief ex-



Minister in the Prime Minister's Department Datuk Seri Dr Shahidan Kassim (centre) at the launch of the PRIMA HAVEN programme at the Home Sale Expo in Kuala Lumpur yesterday. With him is PRIMA chief executive officer Datuk Abdul Mutalib Alias (second from left). PIX BY LUQMAN HAKIM ZUBIR

ecutive officer Datuk Abdul Mutalib Alias and chief operating officer Datuk Ar Aminuddin Abdul Manaf.

Shahidan said the application had been downloaded 52,000 times since it was rolled out last month.

The application offers discounts on more than 100 branded and high-quality household goods and appliances.

The expo, which will end on April 1, serves as a one-stop centre for home buyers, particularly

those in the B40 and M40 groups.

It is organised by federal and state housing agencies, including Perbadanan PRIMA Malaysia, the Urban Wellbeing, Housing and Local Government Ministry, Syarikat Perumahan Negara Bhd, Rumah Wilayah Persekutuan, Malaysia Housing Projects for Civil Servants and state governments.

The expo offers 600,000 affordable housing units at 100 PRIMA exhibition booths from

all the states, RUMAWIP and housing projects under government agencies.

Financial institutions are participating in the expo include the Credit Counselling and Debt Management Agency, and National Higher Education Fund Corporation. Bank representatives are available to guide home buyers with the purchase process.

PRIMA HAVEN features 27 strategic brand partners, with the number expected to increase.



Visitors getting information at a booth during the Home Sale Expo yesterday.