

'Keluarga Malaysia' rebrand cost over RM62mil

KUALA LUMPUR: Over RM62mil was spent by former prime minister Datuk Seri Ismail Sabri Yaakob in the rebranding of his Keluarga Malaysia government, the Dewan Rakyat was told.

According to Minister in the Prime Minister's Department Datuk Armizan Mohd Ali, a total of RM62.09mil was spent on rebranding by Ismail Sabri's administration, which lasted from August 2021 to November 2022.

His predecessor, Tan Sri Muhyiddin Yassin's Kerajaan Prihatin administration, spent RM181,752.20 while the current government under Prime Minister Datuk Seri Anwar Ibrahim spent RM489,216 on its Malaysia Madani concept.

"The amount spent is based on the programmes implemented during the administration of the eighth Prime Minister until now.

"There was only one programme by Kerajaan Prihatin during the administration of the eighth prime minister because the country was then under the movement control order," said Armizan in a written reply dated Feb 14.

Armizan, who is in charge of the Sabah and Sarawak Affairs and Special Functions portfolio, was replying to Aminolhuda Hasan (PH-Sri Gading).