

## **Najib Will Launch PR1MA Kuantan Tomorrow**

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PETALING JAYA, March 22 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak will launch the Perumahan Rakyat 1Malaysia (PR1MA) Kuantan at the Jelajah Janji Ditepati (Promises Fulfilled Roadshow), Saturday.

The housing project, comprising federal, state and private land, will cater for the housing needs of the people across three major constituencies in the Kuantan area, namely Bandar Kuantan, Indera Mahkota and Paya Besar.

Established by the government to promote home ownership among Malaysians in the middle-income group, the announcement of PR1MA Kuantan is timely as it is strategically located within the three constituencies with a total population of 467,000 people, PR1MA Chief Executive Officer Datuk Abdul Mutalib Alias told a press conference Friday.

He said the demand for affordable houses has been increasing steadily in Pahang with the bustling petrochemical industry in Gebeng, automotive industry in Pekan and the growing township of Kuantan.

"With the price of a double-storey house in Kuantan already reaching RM500,000 in some areas, PR1MA Kuantan will help fulfil some of the demand for affordable housing for middle-income earners in an area that is essential to the success of the East Coast Economic Region," he said.

PR1MA Kuantan will be an integrated development, comprising PR1MA homes, public parks, retail outlets, a shopping mall, offices and other public and communal amenities.

It is easily accessible via Jalan Gambang, Jalan Tanjung Lumpur and Jalan Pekan, Abdul Mutalib said.

The project will be a mix of double-storey and apartment homes, with the starting price expected to be at least 20 per cent lower than the prevailing market price in Kuantan.

Abdul Mutalib said the demand for affordable houses by middle-income earners in the Kuantan area is among the top five demand areas in Malaysia, on par with Kuching and Kota Kinabalu.

He said PR1MA Kuantan will be the first integrated development of its kind that would offer affordable lifestyle homes in a safe and secured environment.

Abdul Mutalib encouraged eligible buyers to quickly register their name for PR1MA Kuantan homes through its website at [www.pri1ma.my](http://www.pri1ma.my).

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