



KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP



# **BERITA**

24 JAM

# **KPDN**

## **KERATAN AKHBAR & BERITA ONLINE**

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**Tarikh: 21 JULAI 2025**



KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP

# **KERATAN AKHBAR**

## **KPDN**



UNIT KOMUNIKASI KORPORAT

## Jualan Rahmah MADANI berkesan ringan beban rakyat

**Port Dickson:** Inisiatif Jualan Rahmah MADANI terbukti sebagai antara langkah intervensi berkesan dalam usaha kerajaan meringankan kos sara hidup rakyat khususnya pada peringkat akar umbi.

Menteri Perdagangan Dalam Negeri dan Kos Sara Hidup, Datuk Armizan Mohd Ali, berkata pelaksanaan inisiatif itu terus mendapat sambutan rakyat susulan perluasan program berkenaan di seluruh negara, termasuk di kawasan pinggir bandar.

Beliau berkata, selain membantu rakyat secara terus, prog-

ram itu juga memberi peluang kepada Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) berinteraksi secara langsung dengan masyarakat bagi mendapatkan maklum balas terhadap pelaksanaannya, termasuk cadangan penambahbaikan dan jenis unit penyimpanan stok (SKU) tambahan yang diharapkan rakyat.

"Masyarakat memperakui program ini benar-benar sampai ke akar umbi dan menepati keperluan harian mereka.

"Sebagaimana kita maklum, peruntukan bagi program Jualan

Rahmah tahun ini pun sudah ditambah. Maka, kita berharap Belanjawan 2026 turut memberi ruang tambahan agar lebih ramai dapat menikmati manfaatnya," katanya.

### Usaha dapat maklum balas

Beliau berkata demikian ketika meninjau program Jualan Rahmah MADANI dan Kenduri Rakyat di Kampung Pachitan sempena Program Ukhuwah MADANI dan Pemukiman Ahli Parlimen Kerajaan MADANI di sini semalam.

Selain di Kampung Pachitan,

Armizan berkata, program berkenaan turut dilaksanakan di Padang Petanque, Batu 1, Port Dickson yang masing-masing menawarkan 42 dan 50 SKU pada harga diskaun.

Beliau berkata, usaha untuk mendapatkan maklum balas daripada rakyat turut disokong melalui penyertaan Ahli Parlimen Kerajaan MADANI dalam program pemukiman selama dua hari itu, yang turut turun padang menyantuni penduduk dan menyenangi realiti kehidupan seharian mereka.

"Ini bukan sahaja soal jual ba-

rang murah, tetapi bagaimana dasar ini dilaksanakan berteras keperluan sebenar rakyat. Maka pembabitan Ahli Parlimen sendiri sangat penting untuk menyampaikan suara masyarakat dari kawasan masing-masing," katanya.

Dalam pada itu, Armizan berkata, program Jualan Rahmah MADANI turut membabitkan penyertaan sektor peruncitan sebagai rakan strategik, termasuk pasar raya dan kedai runcit, agar manfaat program dapat diperluas secara menyeluruh.

BERNAMA



# USM perluas menu rahmah, bantuan bersasar

**Georgetown:** Universiti Sains Malaysia (USM) mengambil langkah segera dan proaktif bagi menangani kesan kenaikan Cukai Jualan dan Perkhidmatan (SST) terhadap kos sara hidup pelajar, khususnya dalam kalangan B40.

Antaranya termasuk memperluas penyediaan menu rahmah di semua kafeteria desasiswa bagi memastikan pelajar dapat menikmati hidangan berkualiti pada harga yang lebih berpatutan.

Naib Canselor Universiti Sains Malaysia (USM), Prof Datuk Seri Ir Dr Abdul Rahman Mohamed, berkata inisiatif itu diyakini mampu memberi kelegaan kepada pelajar terutama bagi yang kurang berkemampuan.

Katanya, jawatankuasa 'Task Force' itu dipengerusikan oleh Prof Dr Azlan Amran bagi mengenalpasti inisiatif jangka pendek dan panjang dalam membantu pelajar terkesan.

"Pelajar yang memerlukan bantuan kecemasan boleh hubungi Unit Kebajikan dan OKU, BHE-PA malah Pejabat Zakat, Waqaf dan Infaq USM turut menyalurkan sumbangan menerusi peruntukan khas yang disediakan.

"Bantuan secara bersasar kepada pelajar daripada kategori B40 akan diteruskan dan diperkasa bagi memastikan mereka tidak terkesan secara langsung dengan kenaikan kos semasa," katanya dalam kenyataan media.



Mesyuarat Jawatankuasa 'Task Force' yang ditubuhkan bagi membantu pelajar USM kurang kemampuan. (Foto ihsan USM)





ORANG ramai hadir mengambil juadah makanan yang dimasak oleh penduduk kampung pada Majlis Kenduri Rakyat.

## **JUALAN RAHMAH MADANI**

# *Ringan kos sara hidup akar umbi*

**Port Dickson:** Inisiatif Jualan Rahmah Madani terbukti sebagai antara langkah intervensi berkesan dalam usaha kerajaan meringankan kos sara hidup rakyat khususnya di peringkat akar umbi.

Menteri Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) Datuk Armizan Mohd Ali berkata, pelaksanaan inisiatif itu terus mendapat sambutan rakyat susulan perluasan program berkenaan di seluruh negara termasuk di kawasan pinggir bandar.

Beliau berkata, selain membantu rakyat secara terus, program itu juga memberi peluang KPDN berinteraksi secara langsung dengan masyarakat bagi mendapatkan maklum balas terhadap pelaksanaannya termasuk cadangan penambahbaikan dan jenis unit penyimpanan stok (SKU) tambahan yang diharapkan rakyat.

"Masyarakat memperakui program ini benar-benar sampai ke akar umbi dan menepati keperluan harian mereka.

"Sebagaimana kita maklum, peruntukan bagi program Jualan Rahmah tahun ini pun sudah ditambah. Maka kita berharap Belanjawan 2026 turut memberi ruang tambahan agar lebih ramai dapat menikmati manfaatnya," katanya kepada Bernama.

Beliau berkata demikian ketika meninjau program

Jualan Rahmah Madani dan Kenduri Rakyat di Kampung Pachitan sempena Program Ukhwah Madani dan Permukiman Ahli Parlimen Kerajaan Madani, di sini.

Selain di Kampung Pachitan, Armizan berkata, program itu turut dilaksanakan di Padang Petanque, Batu 1, Port Dickson yang masing-masing menawarkan 42 dan 50 SKU pada harga diskaun.

Beliau berkata, usaha mendapatkan maklum balas rakyat turut disokong melalui penyertaan Ahli-ahli Parlimen Kerajaan Madani dalam program permukiman selama dua hari itu, yang turut turun padang menyantuni penduduk dan menyelami realiti kehidupan seharian mereka.

"Ini bukan sahaja soal jual barang murah, tetapi bagaimana dasar ini dilaksanakan berteraskan keperluan sebenar rakyat. Maka penglibatan Ahli Parlimen sendiri sangat penting untuk menyampaikan suara masyarakat dari kawasan masing-masing," katanya.

Dalam pada itu, Armizan berkata, program Jualan Rahmah Madani turut melibatkan penyertaan sektor peruncitan sebagai rakan strategik termasuk pasar raya dan kedai runcit agar manfaat program dapat diperluas.



## RAHMAH MADANI SALES

# 'I hope that it can be held every week'

**PORT DICKSON:** The Rahmah Madani Sales initiative has proven to be an effective approach in helping the government ease the cost of living, particularly for those at the grassroots level.

Domestic Trade and Cost of Living Minister Datuk Armizan Mohd Ali said the initiative continued to receive strong public support, especially with its expansion to all regions nationwide.

Apart from providing immediate relief, he said the programme served as a valuable platform for the ministry to obtain feedback directly from the public, including suggestions for improvements and additional stock keeping units that people wanted to see.

"The community has acknowledged that this programme truly reaches the grassroots and fulfils their daily needs," he said.

"As we know, the allocation for the Rahmah Sales Programme has also been increased.



Datuk Armizan Mohd Ali

"So we hope the 2026 Budget will further expand its reach so that more people can benefit from it," he said when visiting the Madani Rahmah Sales and Kenduri Rakyat programmes in Kampung Pachitan, held alongside the Ukhwah Kepimpinan Kerajaan Madani retreat for government members of parliament (MPs).

Armizan said efforts to gather public feedback were further strengthened through the involvement of Madani MPs during the retreat, allowing them to engage directly with residents and better understand the challenges of daily life.

"This initiative goes beyond simply selling affordable goods. It reflects how policy is shaped around the real needs of the people. That is why the active participation of MPs is crucial in representing the voices of their communities," he said.

He also highlighted the involvement of the retail sector, such as supermarkets and gro-



A man buying groceries at the Madani Rahmah Sales in Batu 1, Port Dickson, yesterday. BERNAMA PIC

cery stores, as strategic partners to ensure the benefits of the programme are expanded and felt more widely.

As part of the Madani Rahmah Sales event, 500 free chickens were distributed to visitors at Batu 1, here, and 2,000 at Dataran Kampung Pachitan.

The programme was jointly organised by the Malaysian Nationhood Academy, in collaboration with the ministry.

Checks at Batu 1 showed that people began arriving as early as

8am, with crowds growing steadily by midday to purchase essential goods at prices lower than market rates.

Negri Sembilan Menteri Besar Datuk Seri Aminuddin Harun took part in the distribution of free chickens at Batu 1, joined by Madani MPs and cabinet ministers who mingled with visitors.

Visitor Nurul Nabila Salleh, 36, said she looked forward to the programme as the goods sold were cheap.

"If possible, I hope that it can be

held every week or at least at the end of every month so that the people can enjoy these savings," she said.

Former headmaster A. Damutaran, 68, echoed her views, saying the initiative not only helped to save money, but provided the convenience of buying groceries in one place.

"There are onions, eggs, chicken, sardines, coconut milk, all sold cheaper than elsewhere. We do not have to shop around, we get everything here," he said.



## Rahmah help ease rakyat's cost of living

**PORT DICKSON:** The Rahmah Madani Sales initiative has proven to be an effective measure to ease the people's cost-of-living burden.

Domestic Trade and Cost of Living Minister Datuk Armizan Mohd Ali said the initiative continues to receive strong public support, particularly with its expansion to all regions nationwide, including suburban and rural areas.

He said that apart from providing immediate relief, the programme also serves as a valuable platform for the ministry to engage directly with communities to obtain feedback, including suggestions for improvements and additional stock preferences.

"The community has acknowledged that this programme truly reaches the grassroots and fulfils their daily needs.

"As we know, the allocation for the Rahmah Sales Programme has also been increased. So we hope that the 2026 Budget will further expand the programme's reach so that more people can benefit from it," he told Bernama.

He said this during a visit to the Madani Rahmah Sales and Kenduri Rakyat programmes in Kg



**Reaching out:** Armizan (centre) and Communications Minister Datuk Fahmi Fadzil (Armizan's left) interacting with residents of Kg Pachitan in Port Dickson during their visit to the Madani Rahmah Sales and Kenduri Rakyat programmes. — Bernama

Pachitan here, held in conjunction with the Madani Ukhwah programme and the Madani government MPs retreat.

In addition to Kg Pachitan, Armizan said the programme was also held at Petanque Field, offering various types of goods at discounted prices.

He noted that public feedback

efforts were further enhanced during the two-day retreat, where MPs engaged directly with residents to gain deeper insight into their everyday struggles.

"This initiative goes beyond simply selling affordable goods ... it reflects how policy is shaped around the real needs of the people. That's why the active partici-

pation of MPs is crucial in representing the voices of their communities," he added.

Armizan also said the Rahmah Madani Sales programme includes collaboration with the retail sector as a strategic partner, involving supermarkets and grocery stores to ensure its benefits are more widely felt.



## Cooking oil app gets thumbs up at first trial in JB



Above: Asiah says officers helped those who are not tech-savvy.

Left: KPDN officer Mohd Zulkifli Sulaiman (second from right) explaining the eCOSS app to a customer during the Madani Rahmah Sales at Dewan Muafakat Kampung Bakar Batu. — Photos: Bernama

THE Cooking Oil Price Stabilisation Scheme (eCOSS), currently in its pilot phase in Johor, has received positive consumer feedback as an effective initiative to ensure subsidised cooking oil reaches those who truly need it.

The first eCOSS trial was conducted during the Madani Rahmah Sales at Dewan Muafakat Kampung Bakar Batu in Johor Baru.

A Bernama survey found the public generally welcoming the government's move to curb leakages in the distribution of the commodity.

Younger users described the mobile eCOSS app as user-friendly and easy to navigate, although senior citizens appeared to require some assistance.

Asiah Saripan, 62, said officials from the Domestic Trade and



Vivie Kassim says eCOSS is a great initiative as it was previously hard to get subsidised cooking oil.

Cost of Living Ministry (KPDN) guided older participants like her on how to use the app.

"I am not very good with smartphones."

"This is something new, and it may take some time for seniors like me to get used to it," added the housewife.

Vivie Kassim Zuini, 42, said the eCOSS app, which only required users to scan a QR code during purchase, helped prevent misuse and overbuying.

"I think it's a great initiative. Previously, it was difficult to get subsidised cooking oil, especially at small grocery stores."

"This system is more organised and we know it reaches the people who truly need it," said the housewife.

J. Anitha, 38, said eCOSS could help the government distribute the subsidised item more efficiently and transparently.

"We're concerned about abuse. What's meant for households is sometimes used by foreigners."

"This app helps ensure only eligible recipients get it," said the

flower vendor.

Earlier, a survey found that KPDN had set up a booth to assist the public in buying subsidised cooking oil.

For those without a phone, identification card, e-mail account or who forgot their password or whose device was incompatible with the eCOSS app, manual registration was made available as an alternative.

Domestic Trade and Cost of Living Minister Datuk Armizan Mohd Ali was quoted as saying that Johor was expected to be the first state to fully roll out eCOSS to end users, enabling all purchases of subsidised cooking oil to be digitally recorded to curb leakages.

He said eCOSS verified users' identities through an e-KYC (Know Your Customer) process using MyKad, ensuring access to only eligible Malaysians.



# Rahmah MADANI Sales effective approach to ease living cost

**PORT DICKSON:** The Rahmah MADANI Sales initiative has proven to be an effective intervention approach in the government's efforts to help ease the cost of living of the people, especially at the grassroots level.

Domestic Trade and Cost of Living (KPDN) Minister Datuk Armizan Mohd Ali said the initiative continues to receive strong public support, especially with its expansion to all regions across the country, including suburban and rural areas.

He said that apart from providing immediate relief, the programme also offers a valuable platform for the ministry to engage directly with the community to obtain feedback, including suggestions for improvements and additional stock-keeping units (SKUs) that people would like to see.

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Datuk  
Armizan  
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He said this when visiting the MADANI Rahmah Sales and Kenduri Rakyat programmes in Kampung Pachitan, held in conjunction with the MADANI Ukhwah Programme and the MADANI Government Members of Parliament Retreat here.

In addition to Kampung Pachitan, Armizan said the programme was also implemented at the Petanque Field, Batu 1, Port Dickson,

offering 42 and 50 stock keeping units (SKUs) at discounted prices, respectively.

He noted that efforts to gather public feedback were further strengthened by the involvement of MADANI Government MPs in the two-day retreat by engaging directly with residents to better understand the realities of their daily lives.

"This initiative goes beyond simply selling affordable goods...it reflects how policy is shaped around the real needs of the people. That's why the active participation of MPs is crucial in representing the voices of their communities," he said.

Armizan also highlighted that the MADANI Rahmah Sales programme includes the involvement of the retail sector as a strategic partner, such as supermarkets and grocery stores, to ensure its benefits are expanded and felt more widely across the population.  
— Bernama



## Jualan Rahmah MADANI intervensi berkesan ringankan kos sara hidup rakyat: Armizan

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**TEMU BUAL:** Armizan ketika ditemui media pada Majlis Kenduri Rakyat sempena Program Ukhwah Kepimpinan MADANI sempena Pemukiman Anggota Pentadbiran dan Ahli-ahli Parlimen Kerajaan MADANI di Dataran Kampung Pachitan di Port Dickson, semalam. — Gambar Bernama

Beliau berkata demikian ketika meninjau program Jualan Rahmah MADANI dan Kenduri Rakyat di Kampung Pachitan sempena Program Ukhwah MADANI dan Permukiman Ahli Parlimen Kerajaan MADANI di sini.

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rut turun padang menyantuni penduduk dan menyelami realiti kehidupan seharian mereka.

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## 补贴食油掺劣质废油 不法徒每公斤卖5元牟暴利

(八打灵再也 20 日讯) 补贴食油太便宜？获得政府补贴的食用油竟被不法分子重新包装成废油或工业用油转售，以从中牟取暴利。

国内贸易及生活成本部副部长拿督傅芝雅指出，这些犯罪集团以每包 2 令吉 50 仙的价格购买一公斤补贴食油，再将其掺入劣质油或废弃食油。

“随后，他们将这此掺混产品重新包装及贴上废弃食油或工业油标签，并以每公斤 4 至 5 令吉的价格出售。”

她补充，调查发现，幕后涉及多个有组织的犯罪集团。执法单位已查获数千公斤被转售至黑市的

补贴食油。

内贸部执法团队通过实地检查与线上监控，揭发上述非法活动，包括发现可疑的网络销售清单。

犯罪集团利用未贴标签或伪造标签的油桶掩盖补贴油的运输过程，甚至试图将这些非法产品出口国外市场。

### 3 案件均在雪州

傅芝雅表示，其中，3 起违反 1961 年供应管制法令 (122 法令) 的案件均发生在雪兰莪州，查获的非法产品总值超过 36 万 4000 万令吉。

“当中，两起案件已开庭审理，另一起仍在调查中。”



傅芝雅

根据该法令，一旦罪成，违反滥用补贴食油等管制商品的公司将面临最高 200 万令吉的罚款，而个人则面临最高 100 万令吉的罚款，或 3 年监禁，又或两者兼施。重犯者将面临



食用油竟被不法分子重新包装成废油或工业用油转售，以从中牟取暴利。(档案照)

更高惩罚，公司最高可判处 500 万令吉罚款，个人则最高判处 300 万令吉或 5 年监禁。

《星报》早前报道曾揭露，油农报告称，有人将新食油作为废弃食油转售，以从中牟取差价。

报道指，补贴食油售价为每公斤 2 令吉 50 仙，

若被滥用为废弃食油转售，每公斤售价可高达 3 令吉 50 仙，足以成为人们牟取暴利的“产品”。

为此，大马棕油局 (MPOB) 也在审查相关标准，以更好地地区分废弃食油与棕油副产品 (例如棕油渣)，尤其是在出口环节的活动中。

## 审核制造商包装商 确保合规防止滥用

傅芝雅指出，内贸部还在对制造商和包装商进行审核，确保其合规并防止滥用。

她补充说，这种协调一致的战略能够迅速响应公众投诉和数字监控结果，从而启动调查、数字追溯和联合执法等突击行动。

“我们还可根据其他相关条例采取法律行动，包括 2001 年反洗钱、反恐怖主义融资及非法活动收益法令 (613 法令)。”

她强调，这起事件涉及滥用公共补贴，属于严重性

质的罪行。财政部将毫不犹豫地对于那些枉顾人民利益为代价牟利的人采取行动。

为遏止补贴食油遭滥用，内贸部展开多管齐下行动，包括与海关、警方、海事执法机构、反贪会及棕油局等单位合作，同时也与电商平台及社交媒体公司协作，识别并下架可疑商品。

此外，该部透过食用油价格稳定计划监测系统，追踪补贴油从炼油厂到零售商的供应链，并在地方市场实施分区分销机制，以防被不法分子钻漏洞。

尽管政府明确规定，仅可使用废弃食油生产生物柴油，但不法分子却滥用这项惠民政策，公然收购未经使用的补贴食油，从中牟取暴利。

根据《星报》调查，巴生谷一名回收商毫无避讳地收购补贴食油，即便是未使用过的油品，也无需混合即可收集。另一名来自雪兰莪的回收商也证实，市场上确实存在类似操作。

这显示，补贴油与市场价格之间的巨大价差，已为非法牟利打开缺口。以每公斤 2 令吉 50 仙出售的补贴

油，往往被当作废弃食油处理，转售或用于其他用途。

### 部分零售商转售牟利

业内人士指出，一些回收商，特别是拥有补贴油配额的业者，可能正利用制度漏洞牟利。相比之下，部分零售商则倾向囤积补贴油，再高价转售牟利。

“一箱售价约 51 令吉，平均每包装约 3 令吉，仍远低于每公斤约 6 令吉的无补贴食油价格，”一名知情人士透露。

另一位业内人士则对市面上数量庞大的非正式回收

## 回收商滥用惠民政策

商表示忧虑，担心他们为谋利而涉足这些非法活动。

根据大马废弃食油发展协会的说法，废弃食油一般以批量方式回收，并运送至持牌仓库进行预处理，随后才送往生物柴油制造商进行转化。

根据国际永续发展与碳认证 (ISCC EU) 指南，废弃食油因具降解特性，适用于特定生物柴油生产工艺。相比之下，未经使用或初榨的食用油并不属于废弃物，若将其用于生物燃料制造，将违背利用真实废弃物转化为能源的永续发展原则。

## 【消部查105商販 2業者違規受罰1人被警告】



納閩貿消部不時監督島內大小企業活動。

納閩20日訊 | 餐館經營者和一名作坊商販因未按照《2011年價格管制和反暴利法》（第723法）的規定張貼價格標籤，被開出罰單。

納閩國內貿易和生活成本部（KPDN）在一份聲明中表示。

与此同时，一小型市場商販也接獲警告通知，以要求其提交所售商品的价格信息。

昨日（19日）进行的执法行动共检查了105处营业场所。

至于其他场所商販皆遵守KPDN執行的規定，管制商品的供应也充足，且在市場上容易获取。

納閩貿消部将继续不时加强监管和执法活动，以确保消费者权益获得保护，并确保企业经营符合道德规范并依法合规。



## 阿米占：扩展至全国获响应 慈悯促销有效减负担

（波德申 20 日讯）昌明慈悯销售倡议获证明是政府协助减轻人民，特别是基层的生活成本所采取的有效介入措施之一。

国内贸易及生活成本部长拿督阿米占指出，随着昌明慈悯销售倡议扩展至全国包括城市边缘地区，该倡议继续得到人民的响应。

他提到，除了直接帮助人民之外，该倡议也为内贸部提供机会，以直接与社会大众交流，获取关于实施方面的反馈，包括改善建议及人民期望的额外库存单位(SKU)类型。

“社会大众坦言该倡议真正深入基层，并满足他们的日常需求。”

“如大家所知，今年慈悯销售计划的拨款也有所增加。因此，我们希望 2026 年财政预算案能提供额外空间，让更多人能从中受惠。”

他今天在甘榜巴吉丹（Kampung Pachitan）巡视昌明慈悯销售活动及人民餐会时，对《马新社》这么说。

阿米占说，除了甘榜巴吉丹之外，该活动也在波德申 1 英里法式滚球场展开，以折扣价格分别提供 42 及 52 种商品。

他指出，昌明政府人民代议士参与为期两天的活动，在实地与居民见面，深入了解他们日常生活的实际情况，这为收集民众反馈的努力予以支持。

“这并非仅是卖价格便宜商品的问题，而是如何根据人民的真正需求实施此政策。因此，议员们的参与对于传达各自选区人民的声音至关重要。”

另外，阿米占说，昌明慈悯销售活动也涉及零售业作为战略合作伙伴，包括超市和杂货店，以便全面扩大该倡议的效益。#



阿米占。

## 阿米占：慈憫銷售有效減輕生活成本

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KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP

# **KERATAN AKHBAR**

## **UMUM**

# Pengguna ubah cara berbelanja

- Strategi rakyat hadapi ketidaktentuan harga bahan mentah
- Ramai pilih beli barang di pasar borong untuk harga murah

Oleh MOHD. SHARKAWI  
LONDING dan NURSYASYA  
NADHIRAH ZABIDI

**JOHOR BAHRU** – Rakyat kini mula mengambil pendekatan lebih bijak dan berstrategi dalam berbelanja terutama melibatkan barang keperluan dan bahan mentah susulan keadaan ekonomi yang semakin mencabar se-

lain tekanan kos sara hidup yang tidak menentu.

Bagi sebahagian besar pengguna, antara faktor yang dipertimbangkan bagi tujuan perbelanjaan berhemah adalah dengan mencari pasar alternatif yang menawarkan harga lebih murah berbanding lokasi tumpuan umum seperti pasar besar.

»BERSAMBUNG DI MUKA 2



RAKYAT mengambil peluang membeli barang keperluan sempena Jualan Madani yang dianjurkan kerajaan.



# Pengguna ubah cara berbelanja

DARI MUKA 1

Selain itu, ramai juga mula merancang cara berbelanja harian termasuk membeli dalam kuantiti lebih kecil dan berdasarkan keperluan semasa.

Seorang suri rumah, Siti Noor Asiah Muda, 36, berkata, dia kini lebih selesa berbelanja barang basah di pasar borong ketika harga barang diturunkan.

"Sekarang ini, harga barang semakin naik jadi sebagai pengguna harus bijak ketika membeli barang.

"Saya biasanya akan beli barang-barang basah seperti ikan, ayam serta makanan laut yang lain di pasar-pasar borong atau pasar awam.

"Saya tinggal di Larkin, tempat paling dekat ialah Pasar Awam Larkin Sentral. Harga barang di sini agak berpatutan walaupun menjadi tumpuan warga Singapura untuk berbelanja.

"Kalau mahu harga murah, kena pergi masa pasar nak tutup iaitu sekitar 11 pagi hingga 12 tengah hari. Ada masa peniaga akan buat lelongan jualan mereka," katanya kepada *Kosmo!*.

Menurut Siti, cara yang digunakan itu membolehkannya mendapatkan harga bahan mentah yang jauh lebih murah, sekaligus mengurangkan perbelanjaannya berbanding sebelum ini.

"Jika dulu saya berbelanja sehingga RM100 untuk sekali ke pasar, tetapi kini dapat dikurangkan sekitar RM30," katanya.

Bagi pekerja swasta, Rosiah Ismail, 49, pula, dia lebih memilih untuk berbelanja barang keperluan di pasar raya yang terletak di luar bandar raya Johor Bahru.

Katanya, dia biasanya akan



**PASAR Orang Asli di Permas Jaya, Johor Bahru** antara lokasi pilihan pengguna untuk membeli bahan mentah pada harga murah dan segar.

memilih pasar raya di Taman Daya yang menawarkan harga lebih murah berbanding dengan pasar-pasar borong yang ada di tengah bandar seperti di Pandan.

"Kadang-kadang saya terus pergi membeli ke Pasar Orang Asli di Permas Jaya, dekat situ pengguna dapat beli lauk-pauk segar dengan harga lebih rendah.

"Kalau di pasar raya atau pasar borong peniaga jual dengan timbang kilo, dekat pasar Orang Asli kira longgok," katanya.

Seorang pemandu bas di Singapura, Helmizi, 48, mengakui harga makanan di sekitar Johor Bahru terutama yang berhampiran dengan pintu masuk Malaysia-Singapura sangat tinggi

berbanding kawasan lain.

"Sebagai contoh, harga nasi lemak ayam goreng di sekitar Stulang boleh mencecah RM10 sepinggan. Lagipun, banyak kedai makan di sini lebih mengutamakan pelanggan dari Singapura," katanya.

Susulan itu kata Helmizi, dia lebih selesa mencari kedai makan yang terletak di luar kawasan pintu masuk sempadan untuk harga yang lebih murah.

Di **Kuala Terengganu**, ketidaktentuan kos sara hidup dan harga barangan basah sejak akhir-akhir ini membuatkan ramai pengguna mula menghadkan pembelian iaitu dalam kuantiti lebih kecil.

Seorang pengguna, Zaiton Jusoh, 65, berkata, dia dan keluarganya kini membeli barangan basah dalam kuantiti kecil bagi mengelakkan pembaziran.

"Saya jarang beli barang basah seperti ikan, ayam dan sayur dalam kuantiti banyak. Cukup untuk makan hari ini dan esok.

"Kita masih boleh dapat tiga ikat sayur pada harga cuma RM5 di pasar borong. Kalau di tempat lain, seikat sahaja sudah RM3. Ikan dan ayam pun jauh beza harganya," katanya.

Suri rumah, Siti Kalsom Yacob, 37, pula berkata, dia sekeluarga mengambil pendekatan membeli secara berperingkat bagi mengelak pembaziran dan

## CARA BERBELANJA DENGAN BIJAK

- Beli ikut keperluan dan buat senarai barang sebelum ke pasar atau pasar raya
- Beli dalam kuantiti kecil dan berperingkat bagi mengelak pembaziran
- Pilih masa dan lokasi berbelanja yang sesuai dengan keperluan
- Pasar borong atau pasar pagi sering menawarkan harga lebih rendah berbanding pasar besar atau pasar raya
- Kunjungi pasar pada waktu hampir tutup sebab ramai peniaga akan buat jualan lelong untuk habiskan stok
- Elak beli barang di kawasan tumpuan pelancong atau berhampiran sempadan
- Bandingkan harga sebelum membeli termasuk guna aplikasi yang disediakan KPDN
- Ambil peluang beli barang ketika promosi atau Program Jualan Rahmah

mengekalkan kesegaran bahan mentah.

"Memang kena pergi pasar lebih kerap, tapi sekurang-kurangnya tidak ada bahan yang terbuang," katanya.

## 'Tinjau dua tiga kedai untuk cari harga lebih murah'

Oleh NOOR HASLIZA NUSI

**GEORGE TOWN** – Majoriti pengguna kini lebih selesa menjalani cara hidup sederhana dan berjimat cermat sehingga ada yang sanggup membuat tinjauan harga barangan harian di dua atau tiga kedai termasuk di pasar borong.

Rata-rata pengguna mengakui mereka perlu mengubah gaya hidup baharu bagi memastikan perbelanjaan dapat diurus dengan baik untuk keperluan-keperluan lain.

Seorang suri rumah, Faridah Ismail, 55, berkata, mengurus perbelanjaan harian bukan han-

ya melibatkan bahan mentah dan barang dapur, tetapi juga membabitkan keperluan lain seperti sabun mandi, pencuci pakaian dan peralatan sekolah anak.

Katanya, bagi tujuan itu, dia kini lebih suka meninjau kedai-kedai yang terdapat di sekitar rumahnya di Bayan Baru yang ada menawarkan harga barangan harian paling murah.

"Setiap hari dia akan menghabiskan masa lebih dua jam semata-mata untuk mengunjungi premis atau pasar borong sehingga ke kawasan pusat bandar sebelum membuat pembelian.

"Saya juga akan pastikan harga barangan kering itu berbaloi

untuk dibeli pada harga serendah RM4. Untuk barangan basah pula, saya akan beli ayam segar yang biasanya pada harga RM18 seekor dan minta dipotong 22 atau 24 ketul.

"Memang terpaksa berjimat termasuk mengurangkan kuantiti juadah dari tiga hidangan kepada satu atau dua jenis lauk sahaja setiap hari," katanya.

Faridah berkata, sebelum ini dia akan membeli stok barangan basah dan kering untuk kegunaan seminggu dengan jumlah harganya mencecah RM150.

"Kali ini, memang kami terpaksa berjimat dan tidak boleh hidup senang lagi," katanya.



PENGUNA perlu lebih bijak untuk membandingkan harga barangan termasuk bahan mentah. - GAMBAR HIASAN



# M40 group treading water

Middle income individuals grappling with impact of rising cost of living, stagnant wages and expanded Sales and Service Tax, with need to take on second job being common option to make ends meet.



# M40 families face **new struggles**

► Once backbone of economy, middle-income earners say financial footing slipping with mounting pressure from impact of rising costs and shrinking savings

■ BY **HARITH KAMAL**  
newsdesk@thesundaily.com

**PETALING JAYA:** Once seen as the engine of Malaysia's economy, the M40 or middle-income group is now fighting to stay afloat – squeezed by rising living costs, stagnant wages and the expanded Sales and Service Tax (SST).

For 37-year-old Mohd Kamarrul, providing for a family of four now means holding down two jobs. By day, he works full-time in an office. At night and on weekends, he delivers food or helps at events to make ends meet.

"Groceries and utility bills are eating up a bigger chunk now."

"We used to spend around RM1,100 on groceries each month. Now it's RM1,500 or more."

Some of that, he admits, is due to his growing children. But the financial strain has become constant.

He said family dinners are now a rare treat. His daughter's piano lessons were the first to go. School holiday trips have turned into quick mall outings.

Although they are managing, Kamarrul said their savings are dwindling fast.

"Car repairs, school supplies – we've dipped into our savings more than once this year."

"The government helps the B40, and that's important. But we're slipping too."

"Some tax breaks or fuel subsidies would go a long way. Right now, we're on our own."

Ray (not his real name), 33, is in a similar boat but with fewer safety

nets. Between a housing loan, car payments and student debt, his single income barely stretches beyond monthly commitments.

"I used to have some room to save or invest, but now I plan around survival."

"Streaming, online shopping – all that's cut. I'm just trying to get through the month."

"Some months I delay loan payments just to keep things afloat. It's not ideal, but I don't have a choice."

He believes policies should reflect the new reality, especially for the young ones.

"Freeze SST on essentials. Give tax relief for student loans. Just something to help people like us."

In Kepala Batas, Penang, teacher Mohamad Firdaus Ab Rahman, 36,

feels similar pressure, despite living in a semi-urban setting.

"It's slightly cheaper here than in KL, but raising four kids is still expensive, even with both of us working full-time," he said.

He and his wife spend about RM2,500 a month on childcare – relying on babysitters and van services to coordinate their children's daily routines.

Once a promising youth footballer, Mohamad Firdaus left competitive sports behind for the security of a teaching career.

He doesn't regret the choice but it hasn't shielded him from stress.

"We're not struggling day to day, but one unexpected bill like a car breakdown or a medical emergency could derail our whole month."

For Izzati Abdul Rahman, 45, the financial shift has been even more drastic.

"Five years ago, I could save, invest and take my kids on holidays. Now we're living paycheck to paycheck," she said.

Izzati has cancelled streaming

services, gym memberships and scaled back her children's extracurriculars.

Her grocery strategy now hinges on timing.

"After 7pm, meat and vegetables are usually discounted, so I buy in bulk and freeze them," she said.

Earlier this year, she had to use her credit card for her son's dental procedure, and later she took out a personal loan for urgent home repairs.

"There's no buffer anymore. One big bill, and we're in trouble."

Her biggest fear now is a medical emergency.

"Just because we earn a little more than the B40 doesn't mean we're not struggling."

"Help should be based on how people actually live, not just gross income. We're not asking for handouts but just fairness."

As SST-driven prices ripple across the economy, many M40 families are quietly slipping into survival mode, trading comfort for caution, plans for panic and stability for silent sacrifice.





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Report on  
page 3

Middle income individuals grappling with impact of rising cost of living, stagnant wages and expanded Sales and Service Tax, with need to take on second job being common option to make ends meet.





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KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP

# **BERITA ONLINE**

## **KPDN**



UNIT KOMUNIKASI KORPORAT

**BERITA ONLINE BERTARIKH 21 JULAI 2025**

| TARIKH | TAJUK                                                                                                | PAUTAN                                                                                                                                                                                                                                                                                                            | MEDIA          |
|--------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 21-Jul | KPDN keluarkan 47 notis harga ikut kenaikan SST di KL                                                | <a href="https://thesun.my/cerita/berita/kpdn-keluarkan-47-notis-harga-ikut-kenaikan-sst-di-kl-LI14495952">https://thesun.my/cerita/berita/kpdn-keluarkan-47-notis-harga-ikut-kenaikan-sst-di-kl-LI14495952</a>                                                                                                   | THE SUN        |
| 21-Jul | Op Kesan 4.0: KL KPDN Issues 47 Notices After Inspecting Over 80 Premises                            | <a href="https://www.bernama.com/en/crime_courts/news.php?id=2446573">https://www.bernama.com/en/crime_courts/news.php?id=2446573</a>                                                                                                                                                                             | BERNAMA        |
| 21-Jul | KPDN KL issues 47 notices under Op Kesan 4.0 for SST compliance                                      | <a href="https://thesun.my/malaysia-news/kpdn-kl-issues-47-notices-under-op-kesan-40-for-sst-compliance-AI14495757">https://thesun.my/malaysia-news/kpdn-kl-issues-47-notices-under-op-kesan-40-for-sst-compliance-AI14495757</a>                                                                                 | THE SUN        |
| 21-Jul | KPDN KL issues 47 notices under Op Kesan 4.0 for SST compliance                                      | <a href="https://newswav.com/article/kpdn-kl-issues-47-notices-under-op-kesan-4-0-for-sst-compliance-A2507_IglmeF">https://newswav.com/article/kpdn-kl-issues-47-notices-under-op-kesan-4-0-for-sst-compliance-A2507_IglmeF</a>                                                                                   | NEW SWAV       |
| 21-Jul | Ops Kesan: KPDN Selangor periksa 120 premis, 416 barangan sejak 1 Julai                              | <a href="https://selangorkini.my/2025/07/ops-kesan-kpdn-selangor-periksa-120-premis-416-barangan-sejak-1-julai/">https://selangorkini.my/2025/07/ops-kesan-kpdn-selangor-periksa-120-premis-416-barangan-sejak-1-julai/</a>                                                                                       | SELANGOR KINI  |
| 21-Jul | Op Gasak: KPDN dan PDRM serbu premis jual LPG tanpa lesen                                            | <a href="https://berita.rtm.gov.my/jenayah/senarai-berita-jenayah/senarai-artikel/op-gasak-kpdn-dan-pdrm-serbu-premis-jual-lpg-tanpa-lesen">https://berita.rtm.gov.my/jenayah/senarai-berita-jenayah/senarai-artikel/op-gasak-kpdn-dan-pdrm-serbu-premis-jual-lpg-tanpa-lesen</a>                                 | BERITA RTM     |
| 21-Jul | RUU e-dagang lebih komprehensif dibentang awal tahun depan                                           | <a href="https://selangorkini.my/2025/07/ruu-e-dagang-lebih-komprehensif-dibentang-awal-tahun-depan/">https://selangorkini.my/2025/07/ruu-e-dagang-lebih-komprehensif-dibentang-awal-tahun-depan/</a>                                                                                                             | SELANGOR KINI  |
| 21-Jul | Sabah Ministry of Domestic Trade and Cost of Living seizes 16,160 litres of diesel in Penampang raid | <a href="https://www.dailyexpress.com.my/news/262757/sabah-ministry-of-domestic-trade-and-cost-of-living-seizes-16-160-litres-of-diesel-in-penampang-raid/">https://www.dailyexpress.com.my/news/262757/sabah-ministry-of-domestic-trade-and-cost-of-living-seizes-16-160-litres-of-diesel-in-penampang-raid/</a> | DAILY EXPRESS  |
| 21-Jul | KPDN Pahang Rampas Simpanan Minyak Diesel Tanpa Permit Sah                                           | <a href="https://malaysiaaktif.my/2025/07/kpdn-pahang-rampas-simpanan-minyak-diesel-tanpa-permit-sah/">https://malaysiaaktif.my/2025/07/kpdn-pahang-rampas-simpanan-minyak-diesel-tanpa-permit-sah/</a>                                                                                                           | MALAYSIA AKTIF |
| 21-Jul | Program Jualan Rahmah MADANI agih 2,500 daging ayam percuma di Port Dickson                          | <a href="https://utusanv.com/2025/07/20/program-jualan-rahmah-madani-agih-2500-daging-ayam-percuma-di-port-dickson/">https://utusanv.com/2025/07/20/program-jualan-rahmah-madani-agih-2500-daging-ayam-percuma-di-port-dickson/</a>                                                                               | UTUSAN TV      |



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| 21-Jul | Program Jualan Rahmah MADANI agih daging ayam percuma di Port Dickson         | <a href="https://thesun.my/cerita/berita/program-jualan-rahmah-madani-agih-daging-ayam-percuma-di-port-dickson-AA14507531">https://thesun.my/cerita/berita/program-jualan-rahmah-madani-agih-daging-ayam-percuma-di-port-dickson-AA14507531</a>                                   | THE SUN            |
| 21-Jul | 2,500 free chickens distributed at Madani Rahmah Sales in Port Dickson        | <a href="https://www.nst.com.my/news/na-tion/2025/07/1247541/2500-free-chickens-distributed-madani-rahmah-sales-port-dickson">https://www.nst.com.my/news/na-tion/2025/07/1247541/2500-free-chickens-distributed-madani-rahmah-sales-port-dickson</a>                             | NEW STRAITS TIMES  |
| 21-Jul | Free chicken distribution at Port Dickson Madani Rahmah Sales                 | <a href="https://thesun.my/malaysia-news/free-chicken-distribution-at-port-dickson-madani-rahmah-sales-HA14507462">https://thesun.my/malaysia-news/free-chicken-distribution-at-port-dickson-madani-rahmah-sales-HA14507462</a>                                                   | THE SUN            |
| 21-Jul | Madani Sale: Port Dickson residents excitedly receive 2,500 free chickens     | <a href="https://www.malaymail.com/news/malaysia/2025/07/20/madani-sale-port-dickson-residents-excitedly-receive-2500-free-chickens/184580">https://www.malaymail.com/news/malaysia/2025/07/20/madani-sale-port-dickson-residents-excitedly-receive-2500-free-chickens/184580</a> | MALAY MAIL         |
| 21-Jul | Program Jualan Rahmah MADANI Agih 2,500 daging Ayam Percuma di Port Dickson   | <a href="https://bernama.com/bm/am/news.php?id=2447180">https://bernama.com/bm/am/news.php?id=2447180</a>                                                                                                                                                                         | BERNAMA            |
| 21-Jul | Jualan Rahmah MADANI terus terima sambutan, ringankan beban rakyat            | <a href="https://themalaysiapress.com/jualan-rahmah-madani-terus-terima-sambutan-ringankan-beban-rakyat/">https://themalaysiapress.com/jualan-rahmah-madani-terus-terima-sambutan-ringankan-beban-rakyat/</a>                                                                     | THE MALAYSIA PRESS |
| 21-Jul | Rahmah MADANI Sales: Effective approach to ease cost of living for the people | <a href="https://www.sarawaktribune.com/rahmah-madani-sales-effective-approach-to-ease-cost-of-living-for-the-people-armizan/">https://www.sarawaktribune.com/rahmah-madani-sales-effective-approach-to-ease-cost-of-living-for-the-people-armizan/</a>                           | SARAWAK TRIBUNE    |
| 21-Jul | Jualan Rahmah MADANI bantu ringankan kos sara hidup rakyat                    | <a href="https://thesun.my/cerita/berita/jualan-rahmah-madani-bantu-ringankan-kos-sara-hidup-rakyat-JA14506971">https://thesun.my/cerita/berita/jualan-rahmah-madani-bantu-ringankan-kos-sara-hidup-rakyat-JA14506971</a>                                                         | THE SUN            |
| 21-Jul | Jualan Rahmah MADANI terus dapat sambutan, ringan beban rakyat di akar umbi   | <a href="https://www.hmetro.com.my/mutakhir/2025/07/1242725/jualan-rahmah-madani-terus-dapat-sambutan-ringan-beban-rakyat-di-akar-umbi">https://www.hmetro.com.my/mutakhir/2025/07/1242725/jualan-rahmah-madani-terus-dapat-sambutan-ringan-beban-rakyat-di-akar-umbi</a>         | HARIAN METRO       |

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| 21-Jul | Jualan Rahmah MADANI intervensi berkesan ringankan kos sara hidup rakyat – Armizan | <a href="https://utusanv.com/2025/07/20/jualan-rahmah-madani-intervensi-berkesan-ringankan-kos-sara-hidup-rakyat-armizan/">https://utusanv.com/2025/07/20/jualan-rahmah-madani-intervensi-berkesan-ringankan-kos-sara-hidup-rakyat-armizan/</a>                                 | UTUSAN TV         |
| 21-Jul | Jualan Rahmah MADANI intervensi berkesan ringankan kos sara hidup rakyat – Armizan | <a href="https://www.bernama.com/bm/am/news.php?id=2447151">https://www.bernama.com/bm/am/news.php?id=2447151</a>                                                                                                                                                               | BERNAMA           |
| 21-Jul | Jualan Rahmah Madani intervensi berkesan ringankan kos sara hidup rakyat – Armizan | <a href="https://www.tvsarawak.my/2025/07/20/jualan-rahmah-madani-intervensi-berkesan-ringankan-kos-sara-hidup-rakyat-armizan/">https://www.tvsarawak.my/2025/07/20/jualan-rahmah-madani-intervensi-berkesan-ringankan-kos-sara-hidup-rakyat-armizan/</a>                       | TV SARAWAK        |
| 21-Jul | Jualan Rahmah MADANI intervensi berkesan ringankan kos sara hidup rakyat - Armizan | <a href="https://www.bharian.com.my/berita/nasional/2025/07/1422211/jualan-rahmah-madani-intervensi-berkesan-ringankan-kos-sara-hidup">https://www.bharian.com.my/berita/nasional/2025/07/1422211/jualan-rahmah-madani-intervensi-berkesan-ringankan-kos-sara-hidup</a>         | BERITA HARIAN     |
| 21-Jul | PGA tumpas cubaan seludup 510 liter diesel ke Thailand                             | <a href="https://berita.rtm.gov.my/jenayah/senarai-berita-jenayah/senarai-artikel/pga-tumpas-cubaan-seludup-510-liter-diesel-ke-thailand">https://berita.rtm.gov.my/jenayah/senarai-berita-jenayah/senarai-artikel/pga-tumpas-cubaan-seludup-510-liter-diesel-ke-thailand</a>   | BERITA RTM        |
| 21-Jul | Pahang PJRM 2025 Records RM25 Million In Sales In First Six Months                 | <a href="https://malaysiantribune.com/pahang-pjrm-2025-records-rm25-million-in-sales-in-first-six-months/">https://malaysiantribune.com/pahang-pjrm-2025-records-rm25-million-in-sales-in-first-six-months/</a>                                                                 | MALAYSIAN TRIBUNE |
| 21-Jul | Kedai runcit jual rokok dan arak tidak bercukai diserbu, rampasan RM416,668        | <a href="https://www.malay.news/kedai-runcit-jual-rokok-dan-arak-tidak-bercukai-diserbu-rampasan-rm416668/">https://www.malay.news/kedai-runcit-jual-rokok-dan-arak-tidak-bercukai-diserbu-rampasan-rm416668/</a>                                                               | MALAY NEWS        |
| 21-Jul | Polis serbu kedai runcit jual rokok, arak tidak bercukai                           | <a href="https://www.buletintv3.my/nasional/polis-serbu-kedai-runcit-jual-rokok-arak-tidak-bercukai/">https://www.buletintv3.my/nasional/polis-serbu-kedai-runcit-jual-rokok-arak-tidak-bercukai/</a>                                                                           | BULETIN TV3       |
| 21-Jul | Kedai runcit jual rokok dan arak tidak bercukai diserbu, rampasan RM416,668        | <a href="https://www.hmetro.com.my/amp/mutakhir/2025/07/1242902/kedai-runcit-jual-rokok-dan-arak-tidak-bercukai-diserbu-rampasan-rm416668">https://www.hmetro.com.my/amp/mutakhir/2025/07/1242902/kedai-runcit-jual-rokok-dan-arak-tidak-bercukai-diserbu-rampasan-rm416668</a> | HARIAN METRO      |
| 21-Jul | Python, smuggled liquor and cigarettes seized in Kulim raid                        | <a href="https://www.nst.com.my/news/crime-courts/2025/07/1247723/python-smuggled-liquor-and-cigarettes-seized-kulim-raid">https://www.nst.com.my/news/crime-courts/2025/07/1247723/python-smuggled-liquor-and-cigarettes-seized-kulim-raid</a>                                 | NEW STRAITS TIMES |