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CONSUMERS may call a hotline number and get their sugar supply within 24 hours, said Deputy Domestic Trade and Consumer Affairs Minister Datuk S. Veerasingam.

Upon receiving calls at the 1800-886-800 number, personnel at the respective state departments would immediately investigate the complaint and send supplies to the area, he told reporters today.

The promise of swift action to alleviate the sugar shortage is valid nationwide, he said.

"There is no need to worry if you run short of sugar for Hari Raya, Deepavali or the Lantern Festival," he said at an open-air sale of 7,000kg of coarse sugar organised by a local wholesaler with the cooperation of the ministry today.