

***Ardisia krauensis*, a new species of Primulaceae (Myrsinoideae) from Peninsular Malaysia**

ABSTRACT

Ardisia krauensis, a new species of Primulaceae from Peninsular Malaysia, is described and illustrated. The new species is assignable into subgenus (§) *Pyrgus* on account of specialised lateral reproductive branches bearing a terminal inflorescence subtended by foliose bracts. Morphologically, the new species mostly resembles *Ardisia rigida* in having elliptic leaves. However, the new species can be distinguished by the combination of its lateral veins number, the inflorescence branching pattern, the rachis and flower colour, and the stigma shape. *Ardisia krauensis* is found in an entirely protected habitat, thus, it is assessed as Least Concern (LC).