



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2021/109

9-Dec-21

To: **All Member Publications**
All Accredited / Associate Advertising Agencies

Dear Sirs,

I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Hundred Alpha (Pvt.) Ltd., A 214, Block-A, S.M.C.H.S., Karachi. Ph: 34392033-5	M/s. Blitz Advertising (Pvt.) Ltd. (for "JagahOnline.com")
2	M/s. US Soyabean Export Council, 16305 Swingley Ridge Road, Suite 200, Chesterfield, MO 63017 Phone: 636.449.6400 ; 800.408.4993 Fax: 636.449.1292	M/s. M&C Saatchi World Services (Pvt.) Ltd.
3	M/s. East Park Builders (Pvt.) Ltd., Whiteley Mall, Bahria Lifestyle, Plot # 3, 4, 5 & 6, Islamabad.	M/s. Manhill Advertising (for Whiteley Mall, Islamabad through M/s. Star Marketing)
4	M/s. Tariq Sharif Bhatti Developers and Builders 59-C, Satellite Town, Murree Road, Near: Rehmanabad Metro Station, Rawalpindi. Ph: 051-2373590	M/s. Manhill Advertising (for Rawal Mall & Residencia, Rawalpindi through M/s. Star Marketing)
5	M/s. J7 Emporium Plot No.01, MR 9, Block-C, Multi Gardens B-17, Islamabad.	M/s. Oktopus 360 Media
6	M/s. Quality Brands (Pvt.) Ltd., 5/6 D-1, Khayaban-e-Firdousia, Johar Town, Lahore. Ph: 042-32305477	M/s. Oktopus 360 Media (for KIPS College, KIPS School, KIPS Education System, KIPS Entry Tests Preparation, KIPS Evening Coaching, KIPS Foreign Test Preparation and KIPS School of Language)
7	M/s. Guardian Developers, 170-CCA, Phase 6, DHA, Lahore Cantt. Ph: 042-37182209	M/s. Revolution Media
8	M/s. Udaan Marketing (Pvt.) Ltd., Marina Mall, Abdara Chowk, Grand Trunk Road, University Town, Peshawar. Ph: 091-7253336-7	M/s. Revolution Media (for The City Mall, a project of Mazdoor Builders and Q Mall, a project of A.M.S Enterprises, Peshawar)

9 M/s. 7Sky Immigration,
157-P, Mini Market,
M.M. Alam Road Extension,
Gulberg-II, Lahore

M/s. Revolution Media

10 M/s. Eagle Testing Service (ETS)
Office No.02, 1st Floor, Plot No.14,
E-11/3 Markaz, Islamabad.
Ph: 051-2375081 Fax: 2375081

M/s. Smart Ways Communications

11 M/s. Dakson Institute of Health
Sciences (SMC-Private) Ltd.,
Athal Chowk, Main Kiani Road,
Bahara Kahu, Islamabad
Ph: 051-2303605, 2321998

M/s. Smart Ways Communications

12 M/s. Asghari Begum (Pvt.) Ltd.,
Office / Hospital - Abu Bakar Block,
New Garden Town, Lahore.
Ph: 35837014 Fax: 35831433

M/s. Synergy Advertising
(for Hameed Latif Hospital, Hameed Latif Hospital Laboratories,
LIFE Clinic and Hameed Latif Medical Centre)

13 M/s. Chief Machinery Corporation,
5-KM Raiwind Road,
Lahore. UAN: 111-124-433

M/s. Time & Space Media (Pvt.) Ltd.

Note: As per our list, no other accredited agency appear to be handling account of the clients in question.

II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Berger Paints Pakistan Ltd., 36 Industrial Estate, Kot Lakhpat, Lahore. Ph: 042-35151545-48 Fax: 042-35151549	M/s. Manhattan International (Pvt.) Ltd.	M/s. Firebolt63 (Pvt.) Ltd.
2	M/s. Government College University, Opp: Pinyari Police Station, Kali Mori, Hyderabad Sindh, Ph: 022-2111877-8	M/s. Exuberance Advertising	M/s. Hawk Advertising
3	M/s. People's University of Medical & Health Sciences for Women, PMC Hospital Road, Nawabshah (Shaheed Benazirabad) Ph: 0244-9370519	M/s. Exuberance Advertising	M/s. Synergy Advertising
4	M/s. The First Micro Finance Bank Ltd., 16-17 Floor, Habib Bank Tower, Blue Area, Near: China Chowk, Islamabad. UAN: 111-362-362 Fax: 051-2821817	M/s. Prestige Communications	M/s. JWT Asiatic M/s. Orient Communications
5	M/s. Benazir Bhutto Shaheed University, Fakir Muhammed Dura Khan Road, Near: Kashti Chowk, Lyari, Karachi. Ph: 99216529	M/s. Hawk Advertising (for Recruitment / Vacancy / Tender Notices / Admission and Corporate Ads.)	M/s. Creative Junction

6	M/s. Hilton Pharma (Pvt.) Ltd.	No new agency appointed	M/s. The Brand Partnership
7	M/s. Blue World City, Rawalpindi	No new agency appointed	M/s. Revolution Media

III) APPOINTMENT OF MBH

S.No.	Clients Name & Address	MBH(s)
1	M/s. Martin Dow Marker Ltd., Nice Trade Orbit Building, Plot No.44-A & B, PECHS, Block-VI, Shahrah-e-Faisal, Karachi. UAN: 111-111-634	M/s. Adcom Media (Pvt.) Ltd. (for EVION)
2	M/s. Tabeer Energy (Pvt.) Ltd., Floor # 14-A, The Harbour Front, Dolmen City, HC-3, Block-04, Scheme-5, Clifton, Karachi. Ph: 35294361-7	M/s. Adcom Media (Pvt.) Ltd.

IV) ADDITIONAL APPOINTMENT

S.No.	Client Name & Address	Product/Area/ Agency
1	M/s. Abbott Laboratories (Pakistan) Ltd., 8th Floor, Faysal House, ST-02, Shahrah-e-Faisal, Karachi. UAN: 111-222-688 Fax: 32800244	<u>M/s. Synergy Advertising:</u> for Surbex Z and Mospel. <u>M/s. Manhattan Communications:</u> for Medisense Optimum Electrodes Strip Medisense Optimum Sensor and Optimum Xceed Sensor. <u>M/s. MCM Advertising:</u> for Corporate, Financial and Human Resource.
2	M/s. Al Shaheer Corporation Ltd., Suite # G/5/5, 3rd Floor, Mansoor Tower, Block-8, Shahrah-e-Roomi, Clifton, Karachi. Ph: 38781100 Fax: 35877017	<u>M/s. Synergy Advertising:</u> for Meat One. <u>M/s. JWT Asiatic:</u> for Khaas. <u>M/s. Z2C Pakistan:</u> for Chef One <u>M/s. T Media (MBH):</u> for Khaas

V) LIST OF CLIENTS UPDATED

We have initiated process of updating list of clients of advertising agencies. Following agencies have informed that the clients mentioned hereunder, are not being handled by them, hence, be deleted from their list of clients. The member publications are advised to accept the ads of these clients through any source :

S.No.	Agency Name
	<u>M/s. Red Communication Arts., Lahore.</u>
1	M/s. Anmol Company, Lahore
2	M/s. Braintree Group, Islamabad
3	M/s. Canadian Migration Concerns, Lahore
4	M/s. Crescent Software Products (Pvt.) Ltd., Lahore

- 5 M/s. Faraz Foods (Pvt.) Ltd., Lahore
(*for Best Classic*)
- 6 M/s. Grocel International, Islamabad
- 7 M/s. Kamal Ltd., Faisalabad
- 8 M/s. LG Electronics Inc., Karachi
(Pak Electron Ltd.)
(*for LG Home Appliances including Air Conditioners,
Refrigerators, Microwave Ovens, Vacume Cleaners
Washing Machines and Dish Washers*)
- 9 M/s. PEL Daewoo Electronics Ltd.,
(*for PEL Daewoo Color Television*)
- 10 M/s. Praetorian (Pvt.) Ltd., Karachi
- 11 M/s. Punjab Entertainment Co. (Guarantee) Ltd.,
(*for Corporate Account Creative, Communication
Strategy and Media Campaign*)
- 12 M/s. Styles & Trends (Pvt.) Ltd.,
Lahore
- 13 M/s. Touchstone Communications,
Islamabad.

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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