



All Pakistan Newspapers Society

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Ref: APNS/2012/53

March 12, 2012

All Member Publications

All Accredited / Associate Advertising Agencies

Dear Sirs,

I) NEW APPOINTMENT

S.No.	Clients Name & Address	Accredited Advertising Agencies
1	M/s. Al-Haj Faw Motors (Pvt.) Ltd., Main National Highway, Zulfiqarabad, Karachi. Ph: 34100922	M/s. Wahedna D' Arcy <i>(for Small Vehicle Division)</i>
2	M/s. Orient Textile Mills, Plot No.501, Landhi, Main National Highway, Karachi. Ph: 35001592-5 Fax: 35001444	M/s. Brainchild Communications
3	M/s. Vegetake Food Industries (Pvt.) Ltd., 306-Umer Block Iqbal Town, Lahore. Ph: 042-35420298, 35434358	M/s. Future Vision Advertising
4	M/s. Salim Agenceis 16-B, S.M.C.H.S., Karachi. Ph: 34525124, 34524821 Fax: 34548471	M/s. G Force Communications
5	M/s. Chinese Hospital, 52-M, Gulberg III, Bhabhra Market, Firozpur Road, Lahore. Ph: 042-35838892	M/s. Media One Communications
6	M/s. As Seen on TV (Pvt.) Ltd., Suite No.21, 2nd Floor, Al Hafeez View, 67-D-1, Sir Syed Road, Liberty Commercial Zone Gulberg III, Lahore. Toll Free: 0800-22467	M/s. MHN Communications
7	M/s. KKT Pakistan Centre of Spine (Pvt.) Ltd., 49-E Block, Johar Town, Lahore. Ph: 042-35222980-83 Fax: 35222984	M/s. Midas (Pvt.) Ltd.
8	M/s. Beaconhouse Newlands, Plot No.632/I, Block J, Phase VI, DHA, Lahore. Ph: 37010105, 37009144	M/s. Midas (Pvt.) Ltd.
9	M/s. TNS Beaconhouse, 1-H Jail Road, Gulberg II, Lahore. UAN: 111-867-867 Ph: 042-35876391	M/s. Midas (Pvt.) Ltd.
10	M/s. The National School "Aimed Education" Vision House, Main Barki Road, Lahore. Ph: 042-36637951-2 Fax: 36639706	M/s. Midas (Pvt.) Ltd.
11	M/s. Universal School System, 289 B, Street 1, National Police Foundation, E-11/4, Islamabad. Ph: 051-22781 Fax:22783	M/s. Modem4 (Pvt.) Ltd.
12	M/s. Bearing Point, (Management & Technology Consultants) 11th Floor, Saudi Pak Tower, 61-A, Jinnah Avenue, Islamabad. Ph: 051-2800397-8 Fax: 2800399	M/s. Orient Communications (Pvt.) Ltd. <i>for "Nationwide Financial Literacy Program"</i>
13	M/s. United Energy Pakistan Ltd., 3rd Floor, Bahria Complex-1, 24, M.T. Khan Road Karachi. Ph: 35611194 Fax: 35610634	M/s. The Circuit (Pvt.) Ltd.

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

II) CHANGE OF AGENCY

S.No.	Client Name & Address	New Advtg Agency	Outgoing Agency
1	M/s. Forman Christian College, Ferozpur Road, Lahore.	M/s. Creative Junction (Pvt.) Ltd.	M/s. Manhattan Pakistan (Pvt.) Ltd.

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<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
2	M/s. FUJIFILM Pakistan (Pvt.) Ltd., 37-D, Block-6, PECHS, Karachi. Ph: 3442933	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
3	M/s. Harem Marketing, Suit # B3, 1st Floor, Maree Hights, SB-31, Block 13-C, Gulshan-e-Iqbal, Karachi. Ph: 34985920	No new agency appointed	M/s. Value Added Marketing.
4	M/s. Minawa Construction, House No.6, Street No.66, F-7/3, Islamabad. Ph: 2610985-7 Fax: 2610988	M/s. Message Communication (for Peppercorn Grill, Country Club Apartments & Wakefield Gardens)	M/s. Promoters Advertising
5	M/s. Sitara Hamza (Pvt.) Ltd. 219-220, 2nd Floor, Eden Centre, 43-Jail Road, Lahore. Ph: 37550709-10 Fax: 37597397	M/s. Golden Thoughts Advertising	M/s. Think Tank Advertising
6	M/s. Subway (Famous Franchises) DA's Office, Karim Chambers, Merewether Road, Civil Lines, Karachi. Ph: 35681417 Fax: 35684335	M/s. 4 Square Communications	M/s. Synergy Advertising / M/s. Golden Thoughts

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agencies</u>	<u>MBH</u>
1	M/s. TPL Direct Insurance Ltd., 51-M, Denim Road, Quaid-e-Azam Industrial Estate, (Kot Lakhpat), Lahore. UAN: 111-000-300 Fax: 35157233	M/s. JWT Asiatic	M/s. T Media

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Export Processing Zones Authority, Landhi Industrial Area Ext., Mehran Highway, Karachi. UAN: 111-777-222 Ph: 35082001-2 Fax: 35082009	<p><u>M/s. X-Nine Communication:</u> for Public Tender Notices, EOIs pertaining to HR Division and Engineering Division and Corporate Advertisements of EPZA.</p> <p><u>M/s. Kimco Advertising:</u> for Public, Tender Notices and EOIs pertaining to Investment Division.</p> <p><u>M/s. Interflow Communications:</u> for Public Notices and EOIs pertaining to Finance Division.</p> <p><u>M/s. TNI Communications:</u> for Special Projects including 30 years performance and yearly export campaign.</p> <p>(M/s. Adarts & M/s. Fourays cleared)</p>
2	M/s. Jubilee General Insurance Co. Ltd., (Formerly New Jubilee Insurance Co. Ltd.) 2nd Floor, Jubilee Insurance House, I.I. Chundrigar Road, Karachi. UAN: 111-654-111 Fax: 32416728	<p><u>M/s. Synergy Advertising:</u> for Personal Lines Products.</p> <p><u>M/s. Lowe & Rauf:</u> for Rebranding Campaign</p> <p><u>M/s. JWT Asiatic:</u> for other than Personal Lines Products and Rebranding Campaign.</p>

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General