



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2025/ 40

March 26, 2025

To: All Member Publications

Sub : Violation of Govt. Policy by Pakistan State Oil Co. Ltd. (PSO)

Dear Sirs,

This refers letter No.F.15(36)/2008-Advt. and F.18(03)/2025-Advt-Vol-II. received from Press Information Department regarding ads of Pakistan State Oil Co. Ltd. (PSO)

In the above letter, the D.G. Advertisement PID has stated as under:

- 1. It is highlighted that the Pakistan State Oil Co. Ltd. (PSO) is not adhering to Federal Government's Advertisement Policy 2021 (as amended in 2022). PSO has undertook the selection process of advertising agencies without taking PID, Karachi on board and has been releasing the classified advertisements directly to the newspapers without routing through PID, Karachi.*
- 2. It is pertinent to mention here that bills related to disbursement of advertisements without adhering to the Federal Government's Advertisement Policy 2021, as approved by the Federal Cabinet, will not be approved by the AGPR and would be liable to audit objection.*
- 3. All Pakistan Newspapers Society (APNS) is also requested to advise its member publications to exercise due diligence and refrain from publishing advertisements that are in violation of the advertisement Policy 2021 (as amended in 2022)*

We therefore request our member publications to refrain from accepting PSO ads without PID number.

Thanking you.

Yours faithfully,

(Muhammad Athar Kazi)
Secretary General

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