



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/2015/71

May 07, 2015

To: All Member Publications

Sub: Ads of M/s. Rufi Builders / Rufi Properties / Rufi Margalla Hills, Ibd.

Dear Sirs,

Please refer our Circulars No.APNS/2010/121 dated May 24, 2010 and No.APNS/2012/155 dated July 24, 2012 wherein we had suspended the advertisements of the above clients and its projects on default of dues of M/s. Maxim Advertising Co. (Pvt.) Ltd.

We have been approached by M/s. Maxim Advertising Co. (Pvt.) Ltd. wherein they have maintained that M/s. Rufi Properties have launched their housing project in Islamabad under the name and style of Water Front (Pvt.) Ltd. "Water Front Executive Residency". The agency has provided documentary evidence that this project is owned by the above suspended clients.

Member publications are hereby advised not to publish the advertisements of the above clients and its projects i.e. "Water Front Executive Residency" till further communications.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General

ال پاکستان نیوز پیپر سوسائٹی