



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2015/135

September 08, 2015

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. Cadet College Chakwal, Liaqatabad Talagang Road, P.O. Mureed Tehsil & Distt. Chakwal. Ph: 0543-594040, 594422	M/s. Ad World (Pvt.) Ltd.
2	M/s. Al-Farooq Builders, (Contractor & Developers) 2nd Floor, RimJhim Shopping Centre, ZC-10, Block-6, Gulshan-e-Iqbal, Karachi. Ph: 34800740-41 Fax: 34984355	M/s. Cross Check Commuications
3	M/s. Fourways (Pvt.) Ltd., Suite # 201, Building # 1C, 2nd Floor, Lane-5, Zamzama Commercial, Phase V, DHA, Karachi. Ph: 35370421-3	M/s. Emotion (Pvt.) Ltd.
4	M/s. Adam Smith International, 3 Albert Embankment, Lodon. SE1 7SP, United Kingdom, Ph: +44 20 7735 6660	M/s. Interflow Communications
5	M/s. Pakistan Defence Officers Housing Authority, 2/B, East Street, Phase-1, DHA, Karachi. Ph: 99266825 Fax: 35310202	M/s. Manhill Advertising (for DHA Oasis)
6	M/s. Model Customs Collectorate Multan, Custom House, LMQ Road, Multan. Ph: 061-9200377 Fax: 9200924	M/s. Midas Communications
7	M/s. Pakistan - France Business Alliance, D-118/2, Block 5, Kehkashan, Clifton, Karachi. Ph: 35373018 Fax: 35373016	M/s. Manhattan Communications (Pvt.) Ltd.
8	M/s. Federal Public Service Commission, F.5/1, Aga Khan Road, Islamabad.	M/s. M Communications (NOCs received from M/s. Channel 7 Communications, M/s. Midas Communications and M/s. Orient Advertising)
9	M/s. Metro Shoes, 3rd Floor, 40/3, Jahanzeb Centre, Bank Road, Rawalpindi. UAN: 111-560-560 Fax: 5512075	M/s. The Brand Partnership (Pvt.) Ltd.
10	M/s. State Life Employees Co-Operative Housing Society Limited Karachi, 4th Floor, Alfalah Court, Opp. NIB Bank, I.I. Chundrigar Road, Karachi. Ph: 32216109	M/s. The Brand Partnership (Pvt.) Ltd.

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. Descon Engineering Ltd., (Formerly JGC Descon Engineering (Pvt.) Ltd.) Descon Headquarters, 18-Km, Ferozepur Road, Lahore. UAN: 111-337-266 Fax: 35811005	M/s. Lowe & Rauf (Pvt.) Ltd.	M/s. Spectrum Communications

2	M/s. Berger Road Safety (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Manhattan Communications
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III) APPOINTMENT OF MBH

S.No. Clients Name & Address

	S.No. Clients Name & Address	Creative Agency(s)	MBH(s)
1	M/s. Shakarganj Food Products Ltd., 10th Floor, 10B, E-II, Main Boulevard, Gulberg III, Lahore. Ph: 35783801-04 Fax: 35783811	M/s. Contract Advertising For Brands "Any Time", "Oolala" and "Good Milk"	M/s. T Media For Brands "Any Time", "Oolala" and "Good Milk"
2	M/s. United Industries Limited (UIL) 101, Regency Arcade, The Mall, Faisalabad. UAN: 111-111-845 Fax: 2601732	M/s. Interflow Communications	M/s. Group M

IV) ADDITIONAL APPOINTMENT

S.No. Client Name & Address

	S.No. Client Name & Address	Product/Area/ Agency
1	M/s. Al Ghurair Giga Pakistan (Pvt.) Ltd., Shahrah-e-Sheikh Zayed Bin Sultan Al Nahyan, DHA Islamabad-Phase II, Near: Gate 2, G.T. Road, Islamabad.	M/s. Magmass Communications: for Image Building Campaigns, Job Vacancy and other Announcements Ads. M/s. Manhattan Communications: for Tender Notices only.
2	M/s. House Building Finance Co. Ltd., 3rd Floor, Finance & Trade Centre, Shahrah-e-Faisal, Karachi. Ph: 99202301-5 Fax: 99203440	M/s. Interflow Advertising: for Consumer Products. M/s. Spectrum Communications: for Corporate / Image Building. M/s. Maxim Advertising: for Notices, Recovery, Tenders & Quotations.
3	M/s. Pakistan Broadcasting Corporation (PBC), Constitution Avenue, Broadcasting House, Islamabad. Ph: 051-9219439	M/s. Adgroup (Pvt.) Ltd.: for Tender Notices by PBC Hqrs. Islamabad and Display Ads. M/s. M Communications: for Tender Notices by other units / stations and auctions other than Islamabad. M/s. TNI Communications: for Recruitment, Hiring of Services and Show Cause Notices.
4	M/s. Sindh Engineering (Pvt.) Ltd., 16, Dockyard Road, West Wharf, Karachi. Ph: 32202721 Fax: 32313552	M/s. Oktopus360 Media: for Tender Notices, Seminars, Conventions, Company Profile, Corporate, Supplement at the Special Occassions, and Special Purpose Vehicle(s). M/s. Maxim Advertising: for Passenger Car only. M/s. Transworld Advertising: for Mazda, T-Series Vehicles Bus, Troops Carrier, Prisoners Vans, B-Series and Pickup.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General