



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2013/119

May 27, 2013

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. Elixir Dairy (Pvt.) Ltd., 1-D, Mian Plaza, Nawab Town, 3rd Floor, Upper the Bank of Punjab, Main Raiwind Road, Lahore. Ph: 342-35315841-3 Fax: 35315845	M/s. Art Techniques (Pvt.) Ltd., (for Prime Yogurt, Prime Milk, Rocco Ice-Cream and other Dairy Products)
2	M/s. Elixir Beverages (Pvt.) Ltd., 1-D, Mian Plaza, Nawab Town, 3rd Floor, Upper the Bank of Punjab, Main Raiwind Road, Lahore. Ph: 342-35315841-3 Fax: 35315845	M/s. Art Techniques (Pvt.) Ltd., (for Prime Pure Water and Prime Juice)
3	M/s. British Canadian International Education (Pvt.) Ltd., Flat No.4, 2nd Floor, Mount View Plaza, F-6 Markaz, Islamabad. Ph: 051-2601733	M/s. Message Communications
4	M/s. Gerry's Travel Agency (Pvt.) Ltd., Office 14-G, Clifton Centre, KDA Scheme 5, Clifton, Schon Circle, Karachi. Ph: 35873545-46	M/s. Interflow Communications (for Hajj & Umrah)
5	M/s. Laurin & Co., Suit # 402, 4th Floor, Al-Hayat Chamber, K.C.H.S.U., Shahrah-e-Faisal, Karachi. Ph: 34547556	M/s. Message Communications
6	M/s. Unicore Retails International (Pvt.) Ltd., ISE Towers: Office # 10, 11th Floor, Jinnah Avenue, Islamabad. Ph: 2895511-22 Fax: 2895533	M/s. Synergy Advertising (Pvt.) Ltd. (for Second Cup Coffee Company)

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. Hi-Tech Lubricants Ltd., 1-A Danepur Road, GOR-1, Lahore. UAN: 111-645-942 Fax: 36311884	M/s. Orient Communications	M/s. Orient Advertising
2	M/s. Nagina Cotton Mills Ltd., Nagina House, 91-B-1, M.M. Alam Road, Gulberg-III, Lahore. Ph: 042-35756270-77 Fax: 35711856	No new agency appointed	M/s. Evernew Concepts (Pvt.) Ltd.
3	M/s. Ellcot Spinning Mills Ltd., Nagina House, 91-B-1, M.M. Alam Road, Gulberg-III, Lahore. Ph: 042-35756270-77 Fax: 35711856	No new agency appointed	M/s. Evernew Concepts (Pvt.) Ltd.
4	M/s. Prosperity Weaving Mills Ltd., Nagina House, 91-B-1, M.M. Alam Road, Gulberg-III, Lahore. Ph: 042-35756270-77 Fax: 35711856	No new agency appointed	M/s. Evernew Concepts (Pvt.) Ltd.

5 M/s. PM Auto Industries,
Plot # P-2, S.I.T.E.,
Hyderabad. Ph: 3880699 Fax: 3886101

M/s. Orient Advertising

M/s. Transworld Advertising

III) APPOINTMENT OF MBH

S.No. Clients Name & Address

Creative Agency

MBH

1 M/s. Surviv (Pvt.) Ltd.,
Rahimtoola House, 38/C,
Khayaban-e-Shahbaz, Phase-6,
D.H.A., Karachi. Ph: 35243301-6 Fax:
35243307

M/s. Contract Advertising

M/s. T Media

2 M/s. TPL Properties (Pvt.) Ltd.,
39-K, Block-6, PECHS,
Karachi. Ph: 3430300-5 Fax: 34529429

M/s. JWT Asiatic

M/s. T Media

3 M/s. Tapal Tea (Pvt.) Ltd.,
Plot No.40, Sector 15, Korangi Industrial Area,
Karachi. Ph: 35063891-4 Fax: 35063890

M/s. Adcom (Pvt.) Ltd.:
for Tapal Family Mixture, Tapal
Tezdum, Tapal Gulbahar, Tapal
Special and Tapal Shades of
Green

M/s. Group M Pakistan

M/s. International Advertising:
for Tapal Danedar, Tapal DD Tea
Bag, Tapal Corporate, Tapal
Mezban Premier Dust and Tapal
Chenak Dust

4 M/s. Searle Company Ltd.,
(Formerly Searle Pakistan Ltd.)
1st Floor, NIC Building, Abbasi Shaheed Road,
Karachi. Ph: 35674321-8 Fax: 35687693

M/s. G.H. Thaver: for Corporate Matters

M/s. Sundial Advertising: for Pharma Products.

Creative Agency

M/s. Fourays (Pvt.) Ltd.
for CANDEREL

MBH

M/s. Pak Media Comm
for CANDEREL

(M/s. Wahedna cleared)

IV) ADDITIONAL APPOINTMENT

S.No. Client Name & Address

Product/Area/ Agency

1 M/s. Pakistan Defence Officers Housing
Authority,
2/B East Street, Phase-I, DHA,
Karachi.

M/s. Orient Advertising (Pvt.) Ltd.: for DHA Mega Projects,
Defence Authority Clubs, Felicitations Ads for DHA & DCK,
DHA Educational Institutions Ads (Except Admission), DHA
Services
Ads and DHA Tender Notices (Except Engineering Division)

M/s. Hawks Advertising: for DHA Tender Notices
(Engineering Division only) and DHA Educational Institutions
(Admission only.)

M/s. Kimco Advertising: for DCK Tender Notices (Projects), DCK
Career Opportunities (Employment Ads) and DCK Misc Annou-
cements / Notices.

M/s. Maxim Advertising: for DCK Tender Notice (Const of Roads
/ Infrastructure Dev) and DCK Medical / Educational Projects.

Thanking You,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General, APNS