



# 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/2013/125

10-Jun-13

To: **All Member Publications**  
**All Accredited / Associate Advertising**  
**Agencies**

Dear Sirs,

## I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. R & H Enterprises, Site Office: Plot No.27 & 28, Commissariat Lines, Aga Khan III Road, Karachi. Ph: 34256991,34256992	M/s. Adcom (Pvt.) Ltd.  ( for Parsa Citi )
2	M/s. Harwinn (Pvt.) Ltd., Suite # 101, First Floor, Glass Tower, Frere Town, Clifton, Karachi,	M/s. Connect Marketing Communications
3	M/s. KAW Cosmetics, 38/63, Rehman Street, Ahmad Din Park, Islampura, Lahore. Ph: 042-37159194 Fax: 042-37159413	M/s. Orient Advertising (Pvt.) Ltd., ( for White Rose Hair Removing Cream and Lotion )  M/s. Manhattan Communications (Pvt.) Ltd. (for Black Rose Supreme Hair & Black Rose Hair Tonic  <u>MBH</u> M/s. Media Axis (for Black Rose Supreme Hair & Black Rose Hair Tonic

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 &amp; Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Askari Bank Ltd., 2nd Floor, AWT Plaza, The Mall Road, Rawalpindi. Ph: 051-5567495 Fax: 051-9272989	No new agency appointed	M/s. Interlink Advertising
2	M/s. Triple Tree Assoiates, 7th Floor, Siddiqsons Tower, 3 J.C.H. Society, Main Shahra-e-Faisal, Karachi. Ph: 34325193-5 Fax: 34325196	M/s. Orient Communications	M/s. Orient Advertising
3	M/s. Air Guide Travels., 12-Karachi Chamber of Commerce & Industries, Aiwan-e-Tijarat Road, Karachi. UAN:111-786-572 Fax:32414203	No new agency appointed	M/s. MAZ Advertising
4	M/s. M.P Cadet School., 2-K, Model Town, Lahore. Ph:35855111, 35855444	No new agency appointed	M/s. Impact Advertising

**III) APPOINTMENT OF MBH**

- 2 -

**S.No. Clients Name & Address**

1 **M/s. Silkbank Limited,**  
Silkbank Building, I.I. Chundrigar Road,  
Karachi. UAN: 111-00-7455 Fax: 32460464

**Creative Agencies**

M/s. Manhattan Communications: for Silkbank All in One Account Corporate Banking Ads, Munafa Rozana Product & Personal Loan.

M/s. Spectrum Communications: for Silkbank Mahana Munafa, Ready Line and Cash Ease.

**MBH**

M/s. Media Axis (Pvt.) Ltd.  
for Munafa Rozana & Personal Loan

**MBH**

M/s. Pak Media Comm  
for Silkbank All in One Account  
Silkbank Mahana Munafa,  
Ready Line and Cash Ease.

**IV) ADDITIONAL APPOINTMENT**

**S.No. Client Name & Address**

**Product/Area/ Agency**

1 M/s. Digital World Pakistan (Pvt.) Ltd.,  
5 Zafar Ali Road, Gulberg V,  
Lahore . UAN: 111-184-184 Fax: 042-35751980

M/s. Kimco Advertising: for ECO Star.  
M/s. Adcom (Pvt.) Ltd.: for Gree Split Air Conditioners.

2 M/s. National Bank of Pakistan,  
Corporate Communication Division,  
Jubilee Insurnace Building, 6th Floor,  
I.I. Chundrigar Road, Karachi. Ph: 99220773

M/s. Synergy Advertising: for NBP Campaigns related to Corporate Branding, celebrating / observing national and other significant days and events, NBP Saibaan - House Loan, Islamic Banking, NBP Public Notice Ads and NBP HR / Career opportunities.

M/s. Mass Advertising (Pvt.) Ltd.: for all advertising related to agricultural products and Agri Gold of Kissan Dost, NBP Remittance related products, NBP Cash Card / ATM & Debit Card and NBP Dividend and other Financial Announcement.

M/s. Argus Advertising: for NBP Advance Salary, NBP Public Service Message, NBP CSR Activities, NBP Protection Sheild and Credit Card if any, NBP Investor Advantage, NBP SME Karsaz, NBP Enhanced Saving Account, NBP Lockers Ads, NBP Student Loan & NBP Providend Fund Announcement.

M/s. The Brand Partnership:  
for NBP Karobar, NBP Premium Saver-Saving Scheme, NBP Premium Aamdani - Deposit Scheme, NBP Cash & Gold, Auction / Bid Ads and Tender Notice / Requirement Ads.

**( M/s. Interflow Communications cleared)**

Thanking You,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS

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