



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2013/157

July 18, 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. Xinhua Enterprises, 102-C 2, Gulberg III, Lahore. Ph: 35772434-35 Fax: 042-35772436	M/s. Interflow Communicatins (for X2 Pan Asian Dining requirements)
2	M/s. SS Fashion Resources, 2nd Floor, A-44 Hill Street, Off Manghopir Road, S.I.T.E., Karachi. Ph: 32593371-85 Fax: 32573575	M/s. Marketing & Advertising (Pvt.) Ltd. (for Sana Safinaz & other brands)
3	M/s. Shopmax Super Stores (Pvt.) Ltd., Plaza-5, CCA Phase-II, DHA, Lahore.	M/s. The Brand Partnership (Pvt.) Ltd.
4	M/s. Hyderabad Development Authority, Directorate of Public Relations, Near Civic Center, Thandi Sarak, Hyderabad. Ph: 9200094	M/s. X Nine Communication

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. National Refinery Ltd., 7-B Korangi Industrial Area, Karachi. Ph: 35064977-79 Fax: 35054663	No new agency appointed	M/s. Orient Advertising
2	M/s. Wartsila Pakistan (Pvt.) Ltd., 16 Km, Raiwind Road, Lahore. Ph: 042-35418846 Fax: 35419833	No new agency appointed	M/s. Creative Consultants

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agencies</u>	<u>MBHs</u>
1	M/s. Silk Bank Ltd., 3rd Floor, Silkbank Building, I.I. Chundrigar Road, Karachi. UAN: 111-00-7455	<u>M/s. Spectrum Communication:</u> for Silk Bank Mahana Munafa Ready Line and Cash Ease. <u>M/s. Manhattan Communications:</u> for Silk Bank All in One Account, Corporate Banking Ads, Munafa Rozana Products, Personal Loan and Emaan Islamic Banking	<u>M/s. Pak Media Comm:</u> for Silk Bank all in one Account, Silk Bank Mahana Munafa, Ready Line and Cash Ease. <u>M/s. Media Axis:</u> for Munafa Rozana Personal Loan and Emaan Islamic Banking.

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Sitara Energy Ltd., 601-602, Business Centre, Mumtaz Hassan Road, Karachi. Ph: 32413944 Fax: 32415452	<u>M/s. Marksman Advertising:</u> for Corporate Advertisements <u>M/s. Orient Advertising:</u> for other than Corporate Advertisements.

Thanking You,

Yours faithfully,

-s/d-
(Masood Hamid)
Secretary General