



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2021/30

2-Apr-21

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. Wahid Industries Ltd., G.T. Road, Gujrat. Ph: 053-3726091-96 Fax: 053-3726089-90	M/s. Adcom (Pvt.) Ltd.
2	M/s. Pakistan Insurance Institute, 30-B, Lalazar Drive, M.T. Khan Road, Karachi. Ph: 35611063-64 Fax: 35610020	M/s. Argus Advertising
3	M/s. Junaid Jamshed (Pvt.) Ltd., Plot No.615/616, I-CC/2, P.E.C.H.S, Karachi. Ph: 38797470 Fax: 35072051	M/s. Brainchild Communications
4	M/s. U&I Garments (Pvt.) Ltd., Plot No.40, Sector 19, Korangi Industrial Area, Karachi. UAN: 111-112-111	M/s. Brainchild Communications
5	M/s. GE (Air) Masroor (E-6 Section), Karachi.	M/s. Hawk Advertising & Communications
6	M/s. Mumtaz Construcion Co. (Pvt.) Ltd. Off. # 4, Ground Floor, Evacuee Trust Complex, Agha Khan Road, F-5/1, Islamabad. Ph: 051-8437993-4 Fax: 051-8357772	M/s. Manhill Advertising (for Project Mall VIII, Islamabad through M/s. Star Marketing)
7	M/s. RR Hospitality Development (Pvt.) Ltd., Plot # 2E, I-9 Markaz, Islamabad. Ph: 051-4101210-11	M/s. Manhill Advertising (for Project Swiss International Resorts, Changla Gali through M/s. Star Marketing)
8	M/s. Qasim Associates, C-10, St.01, F-11/1, Navy Housing Scheme, Islamabad.	M/s. Manhill Advertising (for Project Rafi Square, Rawalpindi through M/s. Star Marketing)
9	M/s. Shaukat Ali Associates, Office No.9-11, 2nd Floor, Pakland Business Centre, I-8, Markaz, Islamabad.	M/s. Manhill Advertising (for Project Barkat Square, Rawalpindi through M/s. Star Marketing)

10	M/s. Gohar Associates, (Real Estate & Builders) Office No.7, 2nd Floor, Irfan Mansion, F-10 Markaz, Islamabad. Ph: 051-8350002	M/s. Manhill Advertising (for Project Sardar Arcade, Islamabad through M/s. Star Marketing)
11	M/s. Engititan (Pvt.) Ltd., 101 - Plot 11-C, 27th Street, Tauheed Commercial Area, Phase-V, D.H.A, Karachi. Ph: 35300052-53	M/s. Manhill Advertising (for Projects Gawadar Commercial Zone & CPEC Logistics & Warehouse, Gawadar through M/s. Star Marketing)
12	M/s. Saif Associates (Pvt.) Ltd., Office No.1004, Business Plaza, I.I. Chundrigar Road, Karachi.	M/s. Manhill Advertising (for Project Saif Mall & Residency, Peshawar)
13	M/s. Realty Professionals, Office No.07, 1st Floor, Trade Center, F-11, Islamabad.	M/s. Message Communications (for the Life Residencia)
14	M/s. Lakhani Apex Builders & Developers, 4th Floor, Batool Arcade, SB-4, Block 13-B, University Road, Gulshan-e-Iqbal, Karachi.	M/s. Oktopus 360 Media
15	M/s. CIBAK Solutions (Pvt.) Ltd., Office # 6-8, 2nd Floor, Plot No.8, Pakland Business Center, I-8 Markaz, Islamabad. Ph: 051-8359172	M/s. Spectrum Communications
16	M/s. Golf Floras Luxury Apartments, 4th Floor, Beverly Centre, Blue Area, Islamabad.	M/s. Velocity Marketing

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. Syngenta Pakistan Ltd., 15th Floor, Al-Tijarah Centre, 32-1-A, Block-6, P.E.C.H.S., Main Shahrah-e-Faisal, Karachi. Ph: 38677200 Fax: 38677233	M/s. Brainchild Communica- tions, Pakistan	M/s. JWT Asiatic and M/s. Oktopus360 Media
2	M/s. Shaheed Zulfiqar Ali Butto Law University, Karachi.	No New Agency Appointed	M/s. Zenith Advertising

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>MBH(s)</u>
1	M/s. Takaful Pakistan Ltd., Business Centre, 6th floor, Plot No.19-1-A, Block-6, P.E.C.H.S. Shahrah-e-Faisal, Karachi. UAN: 111-875-111	M/s. Pak Media Communications

2 M/s. JB Films,
The Place, Khayaban-e-Shaheen,
D.H.A., Phase 8, Zone-B,
Karachi. UAN: 111-683-683

M/s. Group M Pakistan

IV) ADDITIONAL APPOINTMENT

S.No. Client Name & Address

1 M/s. National Bank of Pakistan,
Corporate Communication Division,
Head Office Building, 12th Floor,
I.I. Chundrigar Road,
Karachi. 99220470, 99220499

Product/Area/ Agency

M/s. Synergy Advertising: for NBP Campaigns related to Corporate Branding, celebrating / observing national, NBP Advance Services and other significant days and events.

M/s. Spectrum Advertising: for Agricultural products, Agri Gold of Kissan Dost, all advertising related to Islamic Banking, NBP Remittance related products, NBP Public Service Message, NBP Cash Card / ATM & Debit Card, NBP CSR Activities, NBP Prepaid Credit Cards, NBP Protection Shield and Credit Card, Prime Minister Youth Business Loan, NBP Investor Advantage, NBP Bancassurance, NBP SME Karsaz, NBP Enhanced Saving Account, NBP Lockers Ads, NBP Student Loan, NBP Provident Fund Announcement, NBP Dividend and other Financial Announcements.

M/s. The Brand Partnership: for NBP Saibaan - House Loan, NBP Cash & Gold, NBP Advance Salary, NBP Current Choice Account, NBP Premium Saver-Saving Scheme, NBP Asaan Account, NBP Premium Aamdani - Deposit Scheme, NBP Passport, NBP Karobar, Auction / Bid Ads, Tender Notice / Requirement Ads NBP Public Notice Ads and NBP HR / Career Opportunities.

M/s. Brainchild Communications: for NBP Telethon.

Thanking you,

Yours faithfully,

-s/d-

(Nazafreen Saigol Lakhani)
Secretary General, APNS

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