



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/2012/138

July 05, 2012

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. Childlife Foundation, 3rd Floor, Adamjee House, I.I. Chundrigar Road, Karachi.	M/s. Hayder Ali Communications
2	M/s. DHS International, 65-Industrial Estate, Kot Lakhpat, Lahore. Ph: 042-35149071-8 Fax: 35140981	M/s. Kimco Advertising "for Artdeco & Essence Brands" (M/s. Evernew Concepts cleared)
3	M/s. I.S Abbac International (Pvt.) Ltd., Jan Plaza, 2nd Floor, Office # 1, Ghos-e-Azam Road, Rawalpindi Cantt.	M/s. Linkers Communications
4	M/s. Study in Pakistan, Education Expo 314-A, Main Sawan Road, G-10/1, Islamabad. Ph: 2110331-32 Fax: 2110332	M/s. Manhattan Communications
5	M/s. Pakistan Afghanistan Joint Chamber of Commerce and Industry (PAJCCI), 1st Floor, KCCI Building, Aiwan-e-Tijarat Road, Off. Shahrah-e-Liaquat, Karachi. Ph: 99218024-7	M/s. Orient Communications (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. Sharif Milk Products (Pvt.) Ltd., 55-K, Model Town, Lahore. Ph: 042-35857233-5 Fax: 042-34918095	No new agency appointed	M/s. Synergy Advertising

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agencies</u>	<u>MBH</u>
1	M/s. Colgate-Palmolive (Pakistan) Ltd., Lakson Square, Building No.2, Sarwar Shaheed Road, Karachi. Ph: 35698000 Fax: 35684712	M/s. Wahedna D'Arcy: for Express and Sparkle. M/s. Spectrum Communications: for other than Express and Sparkle (M/s. Manhattan Int'l. cleared)	M/s. Group M Pakistan

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Pak Suzuki Motor Co. Ltd., DSU-13, Pakistan Steel Industrial Estate, Bin Qasim, Karachi. Ph: 34723551-58 Fax: 34723521-3	M/s. Orient Communications: for Mehran, Cultus, Ravi, Bolan and Jimny. (Till July 31, 2012) (M/s. Evernew Concepts cleared)

Thanking You,

Yours faithfully,

Masood Hamid
Secretary General