



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2017/151

10-Nov-17

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. Arysta LifeScience Pakistan (Pvt.) Ltd., 3rd Floor, Building # 5/A, P.E.C.H.S, Block-06, Shahrah-e-Faisal, Karachi. Ph: 34522611-3 Fax: 34522614	M/s. Manhattan Communications ( for Oshin, Radiant and cleanwave )
2	M/s. Ferrero Trading Lux S.a. Findel Business Center, Complexe B Route De Treves, L-2632 Findel Luxembourg Tel: (352)349711-1 Fax: (352) 349411	M/s. Manhattan International
3	M/s. Spar Pakistan (Pvt.) Ltd., Plot No.M-1, Gegum Rabia Siddiqui Road, Central Commercial Area, Bahadurabad, Karachi. Ph: 34949595 Fax: 34924323	M/s. Prestige Communications
4	M/s. Dr. Masood Homoeopathic Phamaceuticals, 30-Allama Iqbal Road, Lahore. Ph: 042-36293296 Fax: 36361138	M/s. The Brand-Ache Communications
5	M/s. MRF Electronics and Home Appliances, 404, 405, 4th Floor, Park Avenue, Plot 24-A, Block-6, P.E.C.H.S., Main Shahrah-e-Faisal, Karachi. Ph: 34320180-1	M/s. The Brand Partnership (for Home Appliances Products only )
6	M/s. Royal Residencia (Pvt.) Ltd., Royal Residencia Housing Scheme, New Defence Road, Lahore. UAN: 111-001-002 Fax: 35978110	M/s. 4 Square Communications

As per our list, no other accredited agency appear to be handling account of the clients in question.

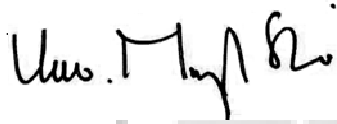
## II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Afro-Asian Institute, 74 West Wood Colony, Near: Farooq Hospital, Canal Road, Lahore. Ph: 042-37498586-87	M/s. SB & B Advertising	M/s. Revolution Media
2	M/s. First Floor, 20-C, 26th Street, Tauheed Comm. Area, Phase V, D.H.A., Karachi. Ph: 35304261-63 Fax: 35304268	M/s. Oktopus 360 Media	M/s. Think Tank Advertising
3	M/s. Shangrila (Pvt.) Ltd., 293/16, Block-3, B.Y.I.C.H.S., Bahadurabad, Karachi. Ph: 34855654-6 Fax: 34856755	M/s. Lowe & Rauf (Pvt.) Ltd.	M/s. Synergy Advertising

### III) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Abbott Laboratories (Pakistan) Ltd., Plot No.13, Sector-B3320, Korangi Industrial Area, Karachi.	<u>M/s. Synergy Advertising</u> : for Surbex-Z.  <u>M/s. Manhattan Communications</u> : for Medisense Optimum Electrode (Strip Medisense Optimum Sensor, Optimum Xceed Sensor)  <u>M/s. MCM Advertising</u> : for Corporate, Financial and Human Resources.
2	M/s. International Islamic University Islamabad (IIUI), Office of the Incharge (Protocol & Public Relations) Islamabad. Ph: 9019247 Fax: 9257611	<u>M/s. Channel 7 Communications</u> : for Institute of Professional Development (IPD).  <u>M/s. Orient Communications</u> : for Faculty of Arabic.  <u>M/s. M Communications</u> : for Faculty of Languages of Literature.  <u>M/s. The Circle Agency</u> : for Short Courses, Ads of Dawah Academy other than faculty of Arabic and Faculty of Languages and Literature,  ( M/s. Manhattan Communications cleared )
3	M/s. The Imperial Electric Company (Pvt.) Ltd., National Tower, 28 Egerton Road, Lahore. Ph: 36304861-5 Fax: 36304866	<u>M/s. SB &amp; B Advertising</u> : for GE Brand.  <u>M/s. S.V. Advertising</u> : for other than GE Brand.

Thanking you,



( Umer Mujib Shami )  
Secretary General  
APNS

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