



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2014/132

July 11, 2014

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. University of the Punjab, Public Relations Department, Room No.14, Admin Block, Quaid-e-Azam Campus, Lahore Ph: 042-99231127 Fax: 99231517.	M/s. Creative Junction (Pvt.) Ltd.
2	M/s. Punjab Clinic of Radiology, 8/2, Gulberg Complex, Jail Road, (Gulberg 5), Lahore. Ph: 35715231, 35716231	M/s. Future Vision Advertising
3	M/s. Lion Builders & Developers, Office No.M-16, Mezzanine Floor, Rafi Star Building, Star Gate, Shahrah-e-Faisal, Karachi. Ph: 021-4604600	M/s. Hayder Ali Communications
4	M/s. TPL Direct Insurance Ltd., 172-B, 2nd Floor, Najeeb Center, Block-2, P.E.C.H.S., Karachi. Ph: 34322555 Fax: 34322515	M/s. Interflow Communications (for Auto Insurance, Travel Insurance, Home Insurance, Bancassurance and Health Insurance.) (M/s. JWT Asiatic / T Media cleared)
5	M/s. Waste Busters, 7-Shami Road, Lahore Cantt. Lahore. Ph: 36672632 Fax: 36654356	M/s. Interflow Communications
6	M/s. Shapar (Pvt.) Ltd., 2/7, Sector 15, Korangi Industrial Area, Karachi. Ph: 35121318-20	M/s. Lowe & Rauf (Pvt.) Ltd., (M/s. Manhattan Communication cleared)
7	M/s. Cornish Food Industries, Off. No.385, Street-21, Block-3, Alamgir Road, Bahadurabad, Karachi. Ph:34852445 Fax:34920567	M/s. Kimco Advertising
8	M/s. NK Foods, Top Floor, Ittehad Plaza, Zahidabad, Tarnol, Islamabad. Ph: 051-4318883	M/s. Manhattan Communications
9	M/s. Madina Town Jalalpur Bhattian, Madina Town, Kasisy Road, Jalalpur Bhattian. Ph: 0547-500877	M/s. Manhill Advertising
10	M/s. Land Linkers, (Developers & Colony Organizers) Office # 6-7, Salma Plaza, Opp: Fatima Jinnah Park, F-10, Markaz, Islamabad. Ph: 2299425, 2299416	M/s. Manhill Advertising (for Project "Airport Enclave Rawalpindi")
11	M/s. Rehman Foundation, 134-G, Model Town, Lahore. Ph: 35857999, 35854999	M/s. Revolution Media

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| 12 | M/s. Cantonment Board Shorkot,
PAF Base, Rafiqui Road,
Shorkot Cantt. Ph: 047-5500422 Fax: 5500792 | M/s. Synergy Advertising |
| 13 | M/s. Norson Chemical Industries,
112/9 Industrial Area, Township,
Lahore. Ph: 042-35113856 Fax: 35113856 | M/s. TNI Communications |

S.No. Clients Name & Address

Accredited Advertising Agencies

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| 14 | M/s. Sahir Associates (Pvt.) Ltd.,
T-86, CCA, Phase-II, DHA,
Lahore Cantt.
Lahore. UAN: 111-000-116 Fax: 35897353 | M/s. TNI Communications |
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As per our list, no other accredited agency appear to be handling account of the clients in question.

II) CHANGE OF NAME OF CLIENT

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| 1 | M/s. IGI Life Insurance Ltd.,
<i>(Formerly American Life Insurance Co. (Pakistan) Ltd.</i>
Floor 13, Dolmen Executive Tower,
Marine Drive, Block-4, Clifton,
Karachi. UAN: 111-111-711 Fax: 35290042 | M/s. The Circuit (Pvt.) Ltd. |
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III) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Chartered Institute of Management Accountants (CIMA), 201, 2nd Floor, Business Arcade, Plot No.27-A, Block-6, PECHS, Shahrah-e-Faisal, Karachi. UAN: 111-222-462	M/s. Wahedna D'Arcy Ltd.	M/s. Pirana Advertising
2	M/s. College of Tourism & Hotel Management, (COTHM) 5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. UAN: 111-113-114 Fax: 35870012	M/s. Manhattan Pakistan	M/s. Creative Junction
3	M/s. Diamond Paint Industries (Pvt.) Ltd., Pindi Stop, Peco Road, Kot Lakhpat, Lahore. UAN: 111-265-677 Fax: 35943393	M/s. Adcom (Pvt.) Ltd.,	M/s. Synergy Advertising / M/s. Synchronize Media
4	M/s. Samad Rubber Works (Pvt.) Ltd., 409-Ferozpur Road, Lahore. UAN: 111-409-111 Fax: 35836088	M/s. 4 Square Communications	M/s. SES Communications
5	M/s. Agfa Gavaert Pakistan (Pvt.) Ltd. Karachi.	No new agency appointed	M/s. Argus Advertising
6	M/s. Ghulamalis & Associated Outsourcing, Islamabad.	No new agency appointed	M/s. Argus Advertising
7	M/s. Hira Foundation School, Karachi.	No new agency appointed	M/s. Argus Advertising
8	M/s. InfoSpan (Pvt.) Ltd., Islamabad.	No new agency appointed	M/s. Argus Advertising
9	M/s. Marine P & I Services (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Argus Advertising
10	M/s. Marine Services (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Argus Advertising
11	M/s. Pakistan International Airlines Corop. Karachi.	No new agency appointed <i>(for Gulf, Saudi Arabia, Far East Campaign, Group Tours, Engg. & PIA Training Centre)</i>	M/s. Argus Advertising
12	M/s. Premier Container Terminal Ltd., Karachi.	No new agency appointed	M/s. Argus Advertising

13	M/s. Premier Mercantile Services (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Argus Advertising
14	M/s. Premier Shipping Service (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Argus Advertising
15	M/s. Attar Associates, Islamabad.	No new agency appointed	M/s. Future Vision Advertising
16	M/s. Biz Channel, Lahore.	No new agency appointed	M/s. Future Vision Advertising
17	M/s. Bosal Auctioners, Islamabad.	No new agency appointed	M/s. Future Vision Advertising
18	M/s. Event Management Group, Lahore	No new agency appointed	M/s. Future Vision Advertising
19	M/s. E. Techsol.com Lahore.	No new agency appointed	M/s. Future Vision Advertising
20	M/s. Moin & Jan Associates (Pvt.) Ltd., Islamabad.	No new agency appointed	M/s. Future Vision Advertising
21	M/s. Nexus School of Fashion & Information Tech. Lahore.	No new agency appointed	M/s. Future Vision Advertising
22	M/s. United Teachers Welfare Foundation Punjab, Lahore.	No new agency appointed (<i>for Education City</i>)	M/s. Future Vision Advertising
23	M/s. N Connexion, Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
24	M/s. NC Inc., Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
25	M/s. Afghan Carpet, Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
26	M/s. Meeshan, Lahore.	No new agency appointed	M/s. 4 Square Communications
27	M/s. Ali Enterprises, Karachi.	No new agency appointed	M/s. Kimco Advertising
28	M/s. Asia Gas Appliances, Karachi.	No new agency appointed	M/s. Kimco Advertising
29	M/s. Base Ten International, Karachi.	No new agency appointed	M/s. Kimco Advertising
30	M/s. International Multifoods Ltd., Karachi.	No new agency appointed (<i>for Dano Milk</i>)	M/s. Kimco Advertising
31	M/s. M.H. Oil Mills (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising
32	M/s. Mak Dyeing and Finishing Mills Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising
33	M/s. Medics Laboratories, Karachi.	No new agency appointed	M/s. Kimco Advertising
34	M/s. Memon Group of Industries, Karachi.	No new agency appointed (<i>for Defence View Banglows, Cottages, Shopping Mall & Commercial Area</i>)	M/s. Kimco Advertising
35	M/s. Ministry of Labour, Transport Industries & Commerce, Govt. of Sindh, Karachi.	No new agency appointed	M/s. Kimco Advertising
36	M/s. Pak Shaheen (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising

37	M/s. Pak Shaheen Aviation (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising
38	M/s. Pak Shaheen Containers Services Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising
39	M/s. Seri Sugar Mills Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising
40	M/s. Shabbir Tiles & Ceramics Ltd., Karachi.	No new agency appointed (for other than Notices and Financial Announcements)	M/s. Kimco Advertising
41	M/s. Southern Agencies (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Kimco Advertising
42	M/s. Sunrise Enterprises, Karachi.	No new agency appointed	M/s. Kimco Advertising
43	M/s. Union Construction Co., Karachi.	No new agency appointed <i>(for Central Avenue & Erum Shopping Mall)</i>	M/s. Kimco Advertising
44	M/s. University of Engineering Arts, Science and Technology, Hyderabad.	No new agency appointed	M/s. Kimco Advertising
45	M/s. Ahsan Pharma, Karachi	No new agency appointed (for Alladin)	M/s. Pirana Advertising
46	M/s. Al razi Healthcare (Pvt.) Ltd., Lahore	No new agency appointed	M/s. Pirana Advertising
47	M/s. Apple, Singapur.	No new agency appointed	M/s. Pirana Advertising
48	M/s. Biovista (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Pirana Advertising
49	M/s. Butlers Chocolate Café, Karachi.	No new agency appointed	M/s. Pirana Advertising
50	M/s. CNBC Pakistan, Karachi.	No new agency appointed	M/s. Pirana Advertising
51	M/s. Celera International, Karachi.	No new agency appointed <i>(for Sure Kill, Comfy & Corporate Ad)</i>	M/s. Pirana Advertising
52	M/s. Dawn News, Karachi.	No new agency appointed (for Features)	M/s. Pirana Advertising
53	M/s. Makro Habib Pakistan Ltd., Lahore.	No new agency appointed	M/s. Pirana Advertising
54	M/s. National Commodity Exchange Ltd., Karachi.	No new agency appointed <i>(for other than Name Change and Re-brand Campaign)</i>	M/s. Pirana Advertising
55	M/s. Pakistan American Trade Expo Lcc., Herndon	No new agency appointed	M/s. Pirana Advertising
56	M/s. Paybox Pakistan (Pvt.) Ltd., Lahore Cantt.	No new agency appointed	M/s. Pirana Advertising
57	M/s. Raffles Club Int'l. (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Pirana Advertising
58	M/s. Tabi & Zeno (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Pirana Advertising
59	M/s. Centre of Financial Excellence, Lahore.	No new agency appointed	M/s. Eiman Ad Communications
60	M/s. Charagh Builders (Anarkali Tower) Lahore.	No new agency appointed	M/s. Eiman Ad Communications
61	M/s. Gulf Centre Lahore,	No new agency appointed	M/s. Eiman Ad Communications

62	M/s. Holiday Inn Lahore, Lahore.	No new agency appointed	M/s. Eiman Ad Communications
63	M/s. Mashriq TV (Pvt.) Ltd., Lahore.	No new agency appointed	M/s. Eiman Ad Communications
64	M/s. Misali Public School, Lahore.	No new agency appointed	M/s. Eiman Ad Communications
65	M/s. Rasheed Developers, Lahore.	No new agency appointed (for Ravi Shopping Mall)	M/s. Eiman Ad Communications
66	M/s. STEP Institute of Professional Development, Lahore.	No new agency appointed	M/s. Eiman Ad Communications
67	M/s. The Minhaj University, Lahore.	No new agency appointed	M/s. Eiman Ad Communications
68	M/s. Zaitoon Group, Lahore.	No new agency appointed (for Lucky Electronic Centre)	M/s. Eiman Ad Communications

IV) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agency</u>	<u>MBH</u>
1	M/s. Karakoram Motors (Pvt.) Ltd., 9-C, 13th Commercial Street, Phase II (Ext.) D.H.A., Karachi. Ph: 35894428-29 Fax: 35894432	M/s. Contract Advertising (<i>M/s. Brainchild Communications cleared</i>)	M/s. T Media

V) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Abbott Laboratories (Pakistan) Ltd., Opp: Radio Pakistan Transmission Center, Hyderabad Road, Landhi, Karachi. UAN: 111-222-688 Fax: 35013245	<u>M/s. Manhattan Communications</u> : for Medisense Optimum, Electrodes, Strip Medisense Optimum Sensor and Optimum Xceed Sensor <u>M/s. MCM Advertising</u> : for Corporate, Financial & HR ads. <u>M/s. Prestige Communications</u> : for Mospel. <u>M/s. Synergy Advertising</u> : for Glucerna, Ensure, Pediasure, Similac Products, Surbex Z and Free Style Products. (<i>M/s. Lowe & Rauf and M/s. Group M cleared</i>)
2	M/s. Pak Suzuki Motor Co. Ltd., DSU-13, Pakistan Steel Industrial Estate, Bin Qasim, Karachi. Ph: 34723551-8 Fax: 34723521-22	<u>M/s. JWT Asiatic</u> : for 1000 cc Car Model "Wagon R" (<i>Till Oct. 18, 2014</i>) <u>M/s. Orient Communications</u> : for Mehran, Cultus, Swift, Bolan, Ravi, APV, Jimny Hayabusa, Intruder, Inazuma, Bandit, Motorcycles GS150, other Programs i.e. Certified Used Cars, Exchange, 75 Campaign, Extended Warranty, Insurance & Finance and Outboard Motors (<i>till November 28, 2014</i>) <u>M/s. Connect Marketing</u> : for Motorcycle GD110, Raider, Sprinter, Suzuki Genuine Parts, Suzuki Genuine Oil and Suzuki Genuine Accessories. (<i>till November 28, 2014</i>)

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS