



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

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November 12, 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. Global Industrial & Defence Solutions, Chaklala Garrison, Rawalpindi. Ph: 051-9280061-2 Fax: 051-9281260	M/s. Channel 7 Communications (Pvt.) Ltd.
2	M/s. Pharma Bureau, Chamber of Commerce Building, Talpur Road, Karachi. Ph: 32410814-15	M/s. Channel 7 Communications (Pvt.) Ltd. <i>(for Corporate Ads)</i>
3	M/s. King's Real Estate, Office No.303, Plot No.10-C, Khayaban-e-Shamsher, DHA, Phase-V, Karachi. Ph: 34030444-4030555	M/s. Cross Check Communications
4	M/s. Badar Expo Solutions, C-175, Block-9, Near: Aziz Bhatti Park, Gulshan-e-Iqbal, Karachi. Ph: 34821159-60 Fax: 34821170	M/s. Marksman Advertising
5	M/s. Mega Marketing (Pvt.) Ltd., Bridal Centre, 1st Floor, Model Town, Lahore. Ph: 042-35942140 Fax: 042-35942141	M/s. Mint Idea House (Pvt.) Ltd. <i>(for Cant Avenue Multan)</i>
6	M/s. Fateh Food & Beverages Ltd., A/4, S.I.T.E Hali Road, Hyderabad. UAN: 111-69-69-69 Fax: 38800514	M/s. The Brand Partnership (Pvt.) Ltd.
7	M/s. Fariha Builders & Developers, Plot No.SR-17, Sector 5-D, Surjani Town, Karachi. Ph: 36911290-36911291	M/s. Value Added Marketing
8	M/s. FGI Tea (Pvt.) Ltd., House No.1-E, Main Sohni Road, I-10/4, Islamabad. Ph: 051-4435769	M/s. Vini Vici Advertising <i>(for Pak Tea)</i>

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. Berger Paints Pakistan (Pvt.) Ltd., 36-Industrial Estate, Kot Lakhpat, Lahore. Ph: 042-37543445-49 Fax: 35151549	M/s. Orient Advertising (Pvt.) Ltd.	M/s. Manhattan Communication/ M/s. Media Axis
2	M/s. I.S Abbac International (Pvt.) Ltd., Jan Plaza, 2nd Floor, Office # 1, Ghos-e-Azam Road, Rawalpindi.	M/s. Manhattan Communications <i>(for Nice Foods Aroma Mix)</i>	M/s. Linkers (Pvt.) Ltd.
3	M/s. Jinnah University for Women, 5-C, Nazimabad, Karachi. Ph: 36620857-59 Fax: 36620614	M/s. Hawk Advertising	M/s. Orient Advertising (Pvt.) Ltd.
4	M/s. Silver Oaks, 6-C, Jinnah Supper, F-7 Markaz, Islamabad. UAN: 111-111-011 Fax: 2654181	No new agency appointed	M/s. M Communications

III) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. House Building Finance Co. Ltd., 3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi. Ph: 99202301-5 Fax: 99203440	<u>M/s. Spectrum Communication:</u> for Consumer Portfolio, Marketing Campaign that promotes HBFCL Product and Services to Customers and Internal Staff. <u>M/s. Interflow Communications:</u> for Corporate Portfolio, Marketing Campaign that promotes the ethos and corporate brand / identity of HBFCL and creates market awareness. <u>M/s. Kimco Advertising:</u> for Recovery / Tender Notices / Quotations, Classified & Appointment adverts etc. Marketing and advertising campaign(s) that supports the recovery aspect of HBFCL business.
2	M/s. Karachi Port Trust, KPT House, Karachi.	<u>M/s. Manhattan Communications:</u> for Classified ads of related to Mechanical and Electrical Engineering Department, Civil Defence Deptt., Planning & Development division and Display ads of KPT. <u>M/s. Kimco Advertising:</u> for Classified ads related to Chief Engineer Department, Port Fire Office Department, Stores Department, Sports Department, Human Resources Department, Industrial Relations & Welfare Department and Estate Department and Supplement of KPT. <u>M/s. X-Nine Communications:</u> for Classified ads related to Traffic Department, Port Safety Department, Port Department (DC Department), Accounts Department, Finance Department, Audit Department, Organization & Method Department, Encroachment Cell, Legal Department, Medical Department and Port Security Force Department.
3	M/s. Management Development Institute (MDI), 10, Hill Road, F-6/3, Islamabad. Ph: 051-2276361, 2873080	<u>M/s. Channel 7 Communications :</u> for MDI BBA, MBA and on Campus Academic Programs. <u>M/s. Manhattan Communications:</u> for MDI Training, Consultancy and IFC-related programs and short courses.
4	M/s. National Bank of Pakistan, Corporate Communication Division, Jubilee Insurnace Building, 6th Floor, I.I. Chundrigar Road, Karachi. Ph: 99220773	<u>M/s. Synergy Advertising:</u> for NBP Campaigns related to Corporate Branding, celebrating / observing national and other significant days and events, NBP Saibaan - House Loan, Islamic Banking, NBP Public Notice Ads and NBP HR / Career opportunities. <u>M/s. Interflow Communications:</u> for all advertising related to agricultural products and Agri Gold of Kissan Dost, NBP Remittance related products, NBP Cash Card / ATM & Debit Card and NBP Divident and other Financial Announcement. <u>M/s. Argus Advertising:</u> for NBP Advance Salary, NBP Public Service Message, NBP CSR Activities, NBP Protection Sheild and Credit Card if any, NBP Investor Advantage, NBP SME Karsaz, NBP Enhanced Saving Account, NBP Lockers Ads, NBP Student Loan & NBP Provident Fund Announcement. <u>M/s. The Brand Partnership:</u> for NBP Karobar, NBP Premium Saver-Saving Scheme, NBP Premium Aamdani - Deposit Scheme, NBP Cash & Gold, Auction / Bid Ads and Tender Notice / Requirement Ads. <i>(M/s. Maxim / TNI / Midas (Pvt.) Ltd. cleared)</i>
5	M/s. Pakistan State Oil Co. Ltd., PSO House, Khayaban-e-Iqbal, Clifton, Karachi. UAN: 111-111-776	<u>M/s. Orient Advertising:</u> for Special Occassions, Sponsorships and Human Resource Ads. <u>M/s. Argus Advertising:</u> for Corporate, Tenders, Cards, Premier-XL [Motor Gasoline], E-10 and Residual.

M/s. Interflow Communications: for Carient Motor Engine Oil, Blaze Motorcycle Engine Oil and other Departmental projects.

M/s. Red Communication: for Green XL Plus Diesel, DEO [Diesel Engine Oil] and Non-Fuel Retail.

Thanking You,

Yours faithfully,

(Dr. Tanvir A. Tahir)
Executive Director
APNS

