



All Pakistan Newspapers Society

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Ref: APNS/2011/190

14-Oct-11

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. Pakturk Int'l. School & Colleges, Islamabad. H#211, St. # 20, Service Road, G-10/2, Islamabad. Ph: 2214905 Fax: 2290218	M/s. Adgroup (Pvt.) Ltd.
2	M/S. ALLMED SOLUTIONS, A-21/3, KDA Scheme No.1 (ext.), Stadium Road, Karachi. Ph: 34838823-27 Fax: 34838783	M/s. Connect Marketing Communications
3	M/s. United Distributors Pakistan Ltd., 1st Floor, NIC Building, Abbasi Shaheed Road, Karachi. Ph: 35635514-6 Fax: 35635518	M/s. Interflow Communications (for Brand Utah)
4	M/s. Pacific Ocean (Pvt.) Ltd., House No.28, Street No.119, G-11/4, Islamabad. Ph: 2301561 Fax: 2301565	M/s. Kenad (Pvt.) Ltd.
5	M/s. Urban Developers Associates, 208, Block-A, Huma Cash n Carry, CPHS, Ferozpur Road, Lahore. Ph: 042-35935461-5	M/s. Message Communications (for Grand Avenue Housing Scheme)
6	M/s. Healthcare Associates, 31/2A, Abu-Baker Block, New Garden Town, Lahore. Ph: 35865352	M/s. Midas (Pvt.) Ltd.
7	M/s. Salman Corporation (Pvt.) Ltd., 42 Lehtrar Road, P.O. Tarlai, Islamabad. Ph: 2241291, 2241370 Fax: 2241738	M/s. Modem4 (Pvt.) Ltd.
8	M/s. Call and Shop, M1, 82-C, 11th Commercial Street, DHA Phase Extension II, Karachi. Ph: 35389666, 35389888	M/s. Orient Advertising (Pvt.) Ltd.
9	M/s. Changhong Ruba Trading Co. (Pvt.) Ltd., Office No.8, Floor No.7, Shaheen Complex, 38 Abbot Road, Opposite PTV, Lahore. Mobile: 0300-4789967	M/s. Synergy Advertising (Pvt.) Ltd.
10	M/s. Pair Investment Company Ltd., Islamic Chamber of Commerce Building, ST-2/A, Block-9, Clifton, Karachi. Ph: 35829621-24 Fax: 35303526	M/s. Synergy Advertising (Pvt.) Ltd.

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11	M/s. Gill 'N' Account Homeopathic Medicine Company 715-B, Peoples Colony, Faisalabad. Mobile: 0306-4875458	M/s. Unity Advertising
12	M/s. NJ Gold, Kohinoor Town, College Road, Opp: Hockey Stadium, Faisalabad.	M/s. Unity Advertising
13	M/s. National Institute of Management Sciences, (NIMS), 19-A, D Ground, Peoples Colony, Faisalabad.	M/s. Unity Advertising
14	M/s. National Institute of Management Sciences and Textile College, Usman Block, New Garden Town, Opp: Punjab University Hostel Gate No.4, Lahore.	M/s. Unity Advertising
15	M/s. AAA Associates, Plot No.D-39, Block-9, Clifton, Karachi.	M/s. TNI Communications
16	M/s. Chief Minister's House / Secretariat, Chief Minister House, Karachi. Ph: 99202019 Fax: 99202000	M/s. X Nine Communications
17	M/s. Home Department, Govt. of Sindh, with attached departments, Ground Floor, Tughluk House, Sindh Secretariat, Karachi. Ph: 99211259 Fax: 99211549	M/s. X Nine Communications
18	M/s. Education Department, Govt. of Sindh, with attached departments, 1st Floor, Tughluk House, Sindh Secretariat, Karachi. Ph: 99211225	M/s. X Nine Communications (M/s. Kimco cleared)
19	M/s. Sindh Revenue Board , 7th Floor, Shaheen Complex, M.R. Kayani Road, Karachi. Ph: 32272420 Fax: 32272422	M/s. X Nine Communications
20	M/s. Food Department, Govt. of Sindh, 4th Floor, Sindh Secretariat Building No.01, Kamal Atta Turk Road, Karachi. Ph: 99211515 Fax: 99211986	M/s. X Nine Communications
21	M/s. Zakat, Ushr Department, Govt. of Sindh, Barrack No.23, Sindh Secretariat No.4-A, Court Road, Karachi. Ph: 99211970 Fax: 99211006	M/s. X Nine Communications
22	M/s. Sindh Board of Investment, with attached departments, 1st Floor, Tower B, Finance & Trade Center, Shahrah-e-Faisal, Karachi. Ph: 99207512 Fax: 99207515	M/s. X Nine Communications

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23	M/s. Sindh Technical Education & Vocational Training Authority (STEVTA), St # 19, Block 06, Gulshan-e-Iqbal, Karachi. Ph: 99244112 Fax: 99244118	M/s. X Nine Communications
24	M/s. Sindh Bank Ltd. 3rd Floor, Federation House, Abdullah Shah Ghazi Road, Clifton, Karachi. Ph: 35829394 Fax: 35290274	M/s. X Nine Communications
25	M/s. Information & Archives Department, Government of Sindh, Block 96, 4B, Sindh Secretariat, Karachi. Ph: 99204426 Fax: 99204455	M/s. X Nine Communications

II) CHANGE OF CLIENTS NAME

1	M/s. Linde Pakistan Ltd. (Formerly M/s. BOC Pakistan Ltd.) West Wharf Road, Karachi. Ph: 32313361-9 Fax: 32312968	M/s. Manhattan International (Pvt.) Ltd.
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As per our list, no other accredited agency appear to be handling account of the clients in question.

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. MCB Asset Management Co. Ltd., 8th Floor, Techno City, Corporate Tower, Hasrat Mohani Road, Karachi. UAN: 11-11-622-24 Fax: 32276898	No new agency appointed	M/s. 5th Element (Pvt.) Ltd.
2	M/s. Saudi Pak Insurance Co. Ltd., 2nd Floor, State Life Building No.2-A, Wallace Road, Karachi. Ph: 32418430 Fax: 32417885	M/s. Design Matters	M/s. Orient Advertising
3	M/s. Sindh Privatization Commission, Govt. of Sindh, Block-15, Sindh Secretariat No.4-A, Court Road, Karachi. Ph: 9202077 Fax: 9202071	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
4	M/s. The Coca-Cola Export Corp. Pakistan Branch 5-E-II, Gulberg III, Lahore. Ph: 042-35756845-9 Fax: 35712959	M/s. Brainchild Communications Pakistan	M/s. Orient Advertising / M/s. Pak Media Communications

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IV) APPOINTMENT OF MBH

S.No.	Clients Name & Address	Creative Agencies	MBH
1	M/s. Lakson Investments Ltd., Lakson Square Building No.2, Sarwar Shaheed Road, Karachi. Ph: 35698000 Fax: 35681653	M/s. Contract	M/s. Adcom Media (Pvt.) Ltd.
S.No.	Client Name & Address	Product/Area/ Agency	
1	M/s. Hamdard Laboratories (Waqf) Pakistan, Al-Majeed, Hamdard Centre, Nazimabad No.3, Karachi. Ph: 36616001-4 Fax: 36611755	<u>M/s. Bond Advertising:</u> for Cosmetic Division. <u>M/s. Brainchild Communications:</u> for Rooh Afza, Safi & Saduri <u>M/s. M-Communications:</u> for Syrup Toot-e-Siyah, Hamdard Miswak Peelu Tooth Paste. <u>M/s. Adarts:</u> for other than Cosmetic Division, Rooh Afza, Safi, Saduri, Syrup Tooth-e-Siyah, Hamdard Miswak Peelu Tooth Paste. (<i>M/s. Blitz cleaed</i>)	
2	M/s. S.M. Chawla & Co., S-15, S.I.T.E., Mauripur Road, Karachi. Ph: 32572182 Fax: 32563863	<u>M/s. Synergy Advertising:</u> for Ajmal Perfumes. <u>M/s. Think Tank Advertising:</u> for Rivaldi and Rimmel. <u>M/s. Repcom Advertising :</u> for Weetabix Cereals and TOP of the POP Microwave Pop Corn.	
3	M/s. State Life Insurance Corp. of Pakistan, State Life Building No.9, Dr. Ziauddin Ahmed Road, Karachi. UAN: 111-111-888	<u>M/s. Argus Advertising:</u> for Three Payment Plan Revival of Policies, Conventions, Conferences, Supplements, Business Achievements / Performance, Notices (Sale/Purchase/Pre-qualification/Renting/ Termination etc.) & Multi Media Corporate Advertising / Special Projects <u>M/s. Spectrum Communications:</u> for Sadabahar Plan, Bonus Announcement, Business Conservation and Image Building of State Life /Testimonial Advertising <u>M/s. Midas International:</u> for Child Education & Marriage Plan Recognition Advertisements, FIB Rider & Business Promotion. <u>M/s. Orient Communications:</u> for Jeevan Saathi Plan, Endowment / Whole Life Plan, Image Building / Recruitment of Marketing Force, Group Insurance, National & International Days and Institutional Advertising.	

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General