



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/2016/87

17-Jun-16

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. MGC Real Estate Builders & Developers, Shop No.11 & 12, Ground Floor, Asian Business Center, Main Entrance Bahria Town, Phase 7, Main G.T. Road, Rawalpindi.	M/s. Ad World (Pvt.) Ltd.
2	M/s. Zaraj Group (Pvt.) Ltd., Off # 5, Raja Aslam Market, Bostan Khan Road, Chaklala III, Rawalpindi. Ph: 051-5704360 Fax: 5509441	M/s. Ad World (Pvt.) Ltd.
3	M/s. Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Block 3-D, F-8 Markaz, Islamabad. Ph: 051-2855151-2 Fax: 2856984	M/s. Connect Marketing, (for Karachi, Hyderabad and Larkana Campus) (M/s. Channel 7 cleared)
4	M/s. Aga Khan Planning and Building Service, Pakistan. Suite 310-311, Kassam Court, Block-5, Clifton, Karachi. Ph: 35361802-04 Fax: 35361807	M/s. Firebolt63 (Pvt.) Ltd.
5	M/s. Bachaa Party, Majestic Plaza, Plot No.D-5, Block-8, Main Khaliqzaman Road, Clifton, Karachi.	M/s. Manhattan Communciations (Pvt.) Ltd.
6	M/s. I.K Smart Shop (Pvt.) Ltd., Millat Chowk, Main Ghazi Road, Defence Road, Lahore. Ph: 042-35824521	M/s. Midas Communications Pakistan
7	M/s. Emami International Fze, Leased Office Building, 20 Office No.20G-07, Hamriyah Free Zone, Sharjah, (U.A.E.) Ph: 00971-6-5756731	M/s. Oktopus 360 Media
8	M/s. The Aman Foundation, Plot No.333, Korangi Township, Near: Pakistan Refinery, Karachi. UAN: 111-111-823 Fax: 35123697	M/s. Pirana Advertising (for Aman Ambulance Zakat Campaign from June 16, 2016 to July 16, 2016)
9	M/s. Pace Pakistan Ltd., 2nd & 3rd Floor, Pace Shopping Mall, Fortress Stadium, Lahore Ph: 042-36623005-8 Fax: 042-3662312-22	M/s. Revolution Media (for Tower 27 and Pace Circles)
10	M/s. Federal Govt. Junior Public School, Badin Cantt. Cell: 0345-3671211	M/s. Synergy Advertising
11	M/s. Pakistan Software Export Board (G) Ltd., 2nd Floor, Evacuee Trust Complex, Agha Khan Road, F-5, Islamabad. Ph: 9204074 Fax: 9204075	M/s. Synergy Advertising (for Classified and Display Ads) [M/s. Ideas Workshop cleared]

12	M/s. Starlet Innovations (Pvt.) Ltd., Kasur Pura Band Road, Lahore. Ph: 042-37722948 Fax: 37722572	M/s. Unity Advertising & Marketing
13	M/s. Jullundur (Pvt.) Ltd., 56-L, Model Town Extension, Lahore. Ph: 042-35175912-4 Fax: 042-35175915	M/s. The Brand-Ache Communications
14	M/s. Murree Brewery Co. Ltd., National Park Road, Rawalpindi. Ph: 051-5567041-7 Fax: 5584420	M/s. The Brand Partnership (Pvt.) Ltd.
15	M/s. MyCart (Pvt.) Ltd., 1D-28, Sector-30, Korangi Industrial Area, Karachi.	M/s. The Circuit (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. Ismail Industries Ltd., 17-Bangalore Town, Main Shahrah-e-Faisal, Karachi. UAN: 34311170-77 Fax: 34541094	M/s. Manhattan International	M/s. Paragon Advertising M/s. Synergy Advertising M/s. JWT Asiatic
2	M/s. Lok Virsa, National Institute of Folk & Traditional Heritage, Garden Avenue, Shakarparian, Islamabad. Ph: 9252097 Fax: 9252096	M/s. M Communications	M/s. Orient Advertising M/s. Channel 7 Communications
3	M/s. Noon Pakistan Ltd., FFBL Complex, 2nd & 3rd Floor, 103-Upper Mall, Lahore. PABX: 042-99205933-34	M/s. Oktopus 360 Media	M/s. Orient Advertising
<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
4	M/s. Pakistan Mineral Development Corp., Head Office: 13-H/9, Islamabad. Ph: 051-9258716 Fax: 9258705-6	M/s. M Communications	M/s. Channel 7 Communications
5	M/s. Pakistan Public Work Department Hyderabad, Ph: 022-9200660	M/s. Oktopus 360 Media	M/s. X-Nine Communications
6	M/s. Islamic Relief, Islamabad.	No new agency appointed	M/s. Channel 7 Communications
7	M/s. Islamabad Hotel, Islamabad.	No new agency appointed	M/s. Channel 7 Communications
8	M/s. Al-Jadid Manpower, Islamabad	No new agency appointed	M/s. Channel 7 Communications
9	M/s. Green Field Developers (Pvt.) Ltd., Islamabad.	No new agency appointed	M/s. Roshni Communications

III) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Bahria University, PR Office Shangrilla Road, Sector E-8, Islamabad. UAN: 051-111-111-028. Ph: 051-9260590	<u>M/s. Manhattan Communications:</u> for Occasional Ads (Islamabad, Lahore & Karachi Campus). <u>M/s. Creative Junctions:</u> for Quotation Calls and Expression of Interests. (Islamabad, Lahore & Karachi Campus). <u>M/s. Channel 7 Communications:</u> for Tender Notices (Islamabad, Lahore & Karachi Campus). (M/s. G.H. Thaver cleared)

2 M/s. Board of Investment,
Ataturk Avenue, Sector G-5/1,
Islamabad.
Ph: 051-9217231 Fax: 9244556

M/s. Adgroup (Pvt.) Ltd.: for Classified Ads.

M/s. Channel 7 Communications: for Misc. Display Ads.

M/s. M-Communications: for Display Ads of Event based
Conference / Seminars / Forums.

3 M/s. National Bank of Pakistan,
Corporate Communication Division,
Head Office Building, 12th Floor,
I.I. Chundrigar Road,
Karachi. 99220470, 99220499

M/s. Synergy Advertising: for NBP Campaigns related to Corporate
Branding, celebrating / observing national, NBP Advance Services
and other significant days and events.

M/s. Spectrum Advertising: for Agricultural products, Agri Gold of
Kissan Dost, all advertising related to Islamic Banking, NBP
Remittance related products, NBP Public Service Message,
NBP Cash Card / ATM & Debit Card, NBP CSR Activities, NBP
Prepaid Credit Cards, NBP Protection Shield and Credit Card,
Prime Minister Youth Business Loan, NBP Investor Advantage,
NBP Bancassurance, NBP SME Karsaz, NBP Enhanced Saving
Account, NBP Lockers Ads, NBP Student Loan, NBP Provident Fund
Announcement, NBP Dividend and other Financial Announcements.

M/s. The Brand Partnership: for NBP Saibaan - House Loan,
NBP Cash & Gold, NBP Advance Salary, NBP Current Choice
Account, NBP Premium Saver-Saving Scheme, NBP Asaan Account,
NBP Premium Aamdani - Deposit Scheme, NBP Passport, NBP
Karobar, Auction / Bid Ads, Tender Notice / Requirement Ads NBP
Public Notice Ads and NBP HR / Career Opportunities.

(M/s. Mass Advertising and M/s. Argus Advertising cleared)

4 M/s. Pak-Arab Refinery Ltd.,
Korangi Creek Road,
Karachi.
Ph: 35090100-125 Fax: 35090625

M/s. Manhattan International:
for Tender Ads, Procurement & Recruitment.

M/s. BBCL: for Corporate Ads.

M/s. Argus Advertising: for Products Ads.

5 M/s. Sitara Chemical Industries Ltd.,
110-A, 1st Floor, Siddique Trade Centre,
72-Main Boulevard, Gulberg,
Lahore. Ph: 042-35787476-8
Fax: 042-35787479

M/s. Orient Communications: for Corporate Ads.

M/s. Golden Thoughts Advertising: for other than Corporate Ads.

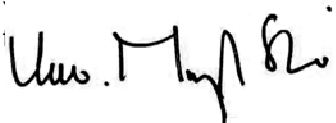
6 M/s. Universal Service Fund,
5th Floor, Habib Bank Tower,
Jinnah Avenue, Islamabad.
Ph: 9212308-9 Fax: 9214261

M/s. Adgroup (Pvt.) Ltd.: for Display Ads (Rural Telecom Program),
Classified Ads (Inviting bids for Rural Telecom projects, Procure-
ment of Equipment, Job Opportunities).

M/s. Interlink Advertising: for Display Ads (Broadband Program &
Speical Projects), Classified Advertisements (Inviting bids for
Broadband projects, Speical Projects, Annual Report, Display Ads
(Corporate Ads & Optic Fiber Program), Classified Ads (Inviting bids
for Optic Fiber Program, Engagement of Consultants, Services and
Technical Auditors).

(M/s. Channel 7 cleared)

Thanking you,



(Umer Mujib Shami)
Secretary General
APNS