



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2018/112

September 17, 2018

**To: All Lahore Based Member Publications**

**Sub: Letter received from Lahore Development Authority**

Dear Sirs,

We are in receipt of a letter No. LDA/CMP/229 dated September 13, 2018 from the Chief Metropolitan Planner, Lahore Development Authority, Lahore regarding “*stoppage and imposition of ban on advertisements in print and electronic media of unapproved / illegal housing schemes in Lahore Division*”.

In the referred letter, LDA has stated that the Lahore High Court has taken serious notice of large scale advertisements of unapproved private housing schemes through the print and electronic media deceiving the public at large and enticing to purchase plots in illegal private housing schemes through deceptive advertisements by fraud in print and electronic media. Such fraudulent practice causes heavy financial loss to the general public and results in illegal development and illegal housing schemes / societies and multifarious litigation, etc. The honorable Court has observed that the said Rule is not being enforced in letter and spirit and advertisements without final approval and in absence of NOC from Lahore Development Authority are appearing in print and electronic media.

The member publications are advised not to print ads of private housing schemes without a valid NOC of LDA.

Thanking you,

Yours faithfully,

-s/d-

( Dr. Tanvir A. Tahir )  
Executive Director  
APNS

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