



# 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/2014/75

April 18, 2014

To: **All Member Publications**  
**All Accredited / Associate Advertising Agencies**

Dear Sirs,

## I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. PZ Cussons Middle East And South Asia FZE, Jebel Ali Free Zone, Dubai, U.A.E. Ph: 971 4 881 4230 Fax: 971 4 881 4230	M/s. Brainchild Communications
2	M/s. Lakhani Galaxy, 19-20, B/2 Ali Heights, First Floor, Railway Cooperative Housing Society Ltd., Mian Auto Bhan Road, Latifabad Unit No.3, Hyderabad. Ph: 022-3868555, 3860666	M/s. Crosscheck Communications
3	M/s. Jumhoori Publications, 2-Aiwan-e-Tijarat Road, Lahore. Ph: 042-36314140 Fax: 36306939	M/s. Future Vision Advertising
4	M/s. Pak Suzuki Motor Co. Ltd., DSU-13, Pakistan Steel Industrial Estate, Bin Qasim, Karachi. Ph: 34723551-8 Fax: 34723521-22	M/s. JWT Asiatic ( for 1000cc Car Model " Wagon R" till Oct 18, 2014)
5	M/s. Oxford University Press, No.38, Sector 15, Korangi Industrial Area, Karachi. UAN: 111-693-673 Fax: 35055071-2	M/s. Manhattan International

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 &amp; Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Ittehad Chemicals Ltd., 39, Empress Road, Lahore. Ph: 042-36306586-88 Fax: 36365697	M/s. Interlink Advertising	M/s. Orient Advertising
2	M/s. Westminster College, C-54, Block-2, Kehkashan Scheme No.5, Clifton, Karachi. Ph: 35862953	No New Agency Appointed	M/s. Coral Communications

### III) APPOINTMENT OF MBH

#### S.No. Clients Name & Address

#### Creative Agency

#### MBH

- | <u>S.No.</u> | <u>Clients Name &amp; Address</u>  | <u>Creative Agency</u>      | <u>MBH</u>           |
|--------------|--|-----------------------------|----------------------|
| 1            | M/s. AKAZ Brands (Pvt.) Ltd.,<br>2nd Floor, K.D.L.B. Buidling,<br>58 West Wharf Road,<br>Karachi. Ph: 32313180-3 Fax: 32203368 | M/s. Firebolt63 (Pvt.) Ltd. | M/s. GroupM Pakistan |
| 2            | M/s. A.K. Marketing,<br>3rd Floor, K.D.L.B. Buidling,<br>58 West Wharf Road,<br>Karachi. Ph: 323131031-5 Fax: 32310625         | M/s. Firebolt63 (Pvt.) Ltd. | M/s. GroupM Pakistan |

### IV) ADDITIONAL APPOINTMENT

#### S.No. Client Name & Address

#### Product/Area/ Agency

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|---|---|---|
| 1 | M/s. Pakistan Railways,<br>Headquarter, Lahore.   | <u>M/s. Maxim</u> : for Headquarter Office, Ministry of Railways, DS Office Lahore, REDMCO, DS Office Karachi, DS Office Sukkur and DS Office Quetta.<br><br><u>M/s. Kenad</u> : for Peshawar Division, Locomotive Factory Risalpur, Inspector General, PRP, DS Office Mughalpura, PD Doubling of Track, Carriage Factory Islamabad and DS Office Rawalpindi.<br><br><u>M/s. Midas Communications</u> : for DG Walton, PD/Concrete Sleeper Factory, PD/ High Capacity Wagons, etc. and DS Office, Multan.<br><br><u>M/s. M Communications</u> : for Ads of Rail Link Project between Islamabad and Muzaffarabad through Murree. |
| 2 | M/s. Utility Stores Corp. of Pakistan (Pvt.) Ltd.,<br>Plot # 2039, Sector F-7/G-7,<br>Jinnah Avenue, Blue Area,<br>Islamabad.<br><br>Ph: 051-9245081 Fax: 9245037 | <u>M/s. Manhattan Pakistan</u> : for Event Management / Awareness Campaign.<br><br><u>M/s. Adreach Advertising</u> : for Price Reduction.<br><br><u>M/s. Kenad (Pvt.) Ltd.</u> : for Classified for Transportations, Occasional and Procurement Ads.<br><br><u>M/s. M Communications</u> : for Employment and Public Notices.   |

Thanking you,

Yours faithfully,

-s/d-

( Sarmad Ali )  
Secretary General

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