



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2015/145

September 18, 2015

To: All Member Publications

Sub: Media Releases of M/s. Group M and M/s. Mindshare

Dear Sirs,

M/s. Group M Pakistan (Pvt.) Ltd. vide letter dated July 10, 2015 have approached us that M/s. Group M, a registered Media Buying House presently covers print media releases of their agencies including M/s. Mindshare Pakistan (Pvt.) Ltd. They are legally required to issue separate release orders for their advertising agency, M/s. Mindshare Pakistan (Pvt.) Ltd. They have requested to allow releases of M/s. Mindshare as a separate entity. M/s. Group M has undertaken to remain wholly and solely responsible for operational and clearance issues of the APNS member publications.

As per decision of the Advertising Committee meeting held on August 20, 2015, the request was circulated to members of the APNS Executive Committee to seek their opinion so that a decision could be taken in light of their opinions communicated to the APNS Secretariat within 05 days of date of the circular to arrive at a decision by the Executive Committee members.

We have to inform you that no negative response has been received by the Secretariat, hence, it has been concluded to accede to the request of M/s. Group M Pakistan (Pvt.) Ltd.

Member publications are hereby advised to accept the release orders of M/s. Mindshare Pakistan (Pvt.) Ltd. on behalf of M/s. Group M Pakistan (Pvt.) Ltd.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General

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