



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/2017/154

November 18, 2017

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

Sub: Ads of Muridke Shopping Centre, Blossom Avenue, City Star Shopping Centre & City Star Heights, Projects of Suspended Clients; Fast Marketing / SAREMCO Marketing.

Dear Sirs,

Please refer our Circulars No.APNS/2017/60 dated May 02, 2017, No.APNS/2017/129 dated October 05, 2017 and No.APNS/2017/145 dated November 02, 2017 regarding suspension of advertisements of M/s. Fast Marketing Consultants (Pvt.) Ltd. / SAREMCO Ltd. (SAREMCO Marketing), City Star Shopping Centre and City Star Heights due to non-payment of dues of M/s. Midas Communications Pakistan (Pvt.) Ltd.

M/s. Midas Communications Pakistan (Pvt.) Ltd. have provided documentary evidence that the ads of Muridke Shopping Centre and Blossom Avenue were released by M/s. Midas Communications Pakistan through M/s. Fast Marketing Consultants (Pvt.) Ltd. and requested to hold the advertisements of the above projects. We have therefore, decided to suspend the advertisements of Muridke Shopping Centre and Blossom Avenue as well with immediate effect.

Member publications are hereby advised not to accept any advertisements of Muridke Shopping Centre and Blossom Avenue through any source till further communication by the APNS and the advertisements of M/s. Fast Marketing Consultants (Pvt.) Ltd., M/s. SAREMCO Ltd. (M/s. SAREMCO Marketing), City Star Shopping Centre & City Star Heights will remain suspended.

Thanking you,

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS

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