



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/2017/125

19-Sep-17

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. IFFCO Pakistan (Pvt.) Ltd., Plot No.OZ/II/P-44, Port Qasim Industrial Area, Karachi. UAN: 111-433-267 Fax: 34730287	M/s. Adcom (Pvt.) Ltd.
2	M/s. IBL Identity (Pvt.) Ltd., 1st Floor, NICL Building, Abbasi Shaheed Road, Karachi. Ph: 35674321-8 Fax: 35674593	M/s. Adcom (Pvt.) Ltd.
3	M/s. Al-Balad Builders, Plot # 63, Bank Road, Saddar, Rawalpindi. Ph: 051-5511720-21 Fax: 5511722	M/s. Manhill Advertising (for Project Rania Mall, Rawalpindi through M/s. Star Marketing)
4	M/s. Prime Developers, Main Bypass Road, Gojra.	M/s. Manhill Advertising (for Project Park City Gojra through M/s. Star Marketing)
5	M/s. JX Nippon Oil & Energy Middle East & Africa FZE, LOB 15, Office No.15509A, Jebel Ali, U.A.E., Ph: 971 4 8876783 Fax: 971 4 8876780	M/s. Media Pulse (Pvt.) Ltd.
6	M/s. Electronic Certification Accreditation Council, 5th Floor, NTC HQ Building, G-5/2, Islamabad.	M/s. Manhattan Communications
7	M/s. A-List (Pvt.) Ltd., 3rd & 4th Floors, 3C Main Zulfiqar Avenue, DHA Phase VIII, Karachi.	M/s. Oktopus 360 Media (for Celebrity Salon)
8	M/s. Peoples Primary Healthcare Initiatives (PPHI) Sindh, (Govt. rate will be applicable) Banglow No.C-27/1, Block-2, Clifton, Karachi. Ph: 35872214 Fax: 35872241	M/s. Oktopus 360 Media

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. Habitt, Plot No.1, Survey-258, Sector - 2, Korangi Industrial Area, Karachi. UAN: 111-422-488	M/s. Adcom (Pvt.) Ltd.	M/s. TNI Communications

2	M/s. Karachi Development Authority, Civic Centre, University Road, Gulshan-e-Iqbal, Karachi. PABX: 99232400-01-02 Fax: 99232406	M/s. Oktopus 360 Media	M/s. National Advertisors
3	M/s. AK Builders & Developers (Nishan-e-Haider) 115-A, Mehdi Tower, S.M.C.H.S., Main Shahrah-e-Faisal, Karachi. Ph: 34322222	M/s. The Brand Partnership	M/s. Maxim Advertising

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agency(s)</u>	<u>MBH(s)</u>
1	M/s. Gul Ahmed Textile Mills Ltd., Plot No.H/7, Landhi Industrial Area, Karachi. UAN: 111-485-485 Fax: 35019806	<u>M/s. Adcom (Pvt.) Ltd.</u> for Gul Ahmed all Products and Ideas by Gul Ahmed. (M/s. The Brand Partnership cleared)	<u>M/s. Group M Pakistan</u> for Gul Ahmed all Products and Ideas by Gul Ahmed.

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. The Bank of Punjab, Head Office, 2nd Floor, BOP Tower, Main Boulevard, Gulberg-III, Lahore. Ph: 042-35783700-9	<u>M/s. Synergy Advertising (Pvt.) Ltd.:</u> for Retail Banking, SME & Payment Services Group, Whole Sale Banking I & Whole Sale Banking II, Human Resource Division and Compliance. <u>M/s. Adetude (Pvt.) Ltd.:</u> for Retail Finance Division, Right Shares and Operations Division. <u>M/s. Interflow Communications:</u> for I.B.D, A.S.G., Finance Division, SAM & Legal, I.B & WSB South, Treasury & Corporate Affairs. (M/s. Argus Advertising & M/s. Orient Communications cleared)

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
2	M/s. National Vocational and Technical Training Commission (NAVTTTC), Evacuee Trust Complex, 5th Floor, F-5/1, Islamabad. Ph: 051-9044306	<u>M/s. Adgroup (Pvt.) Ltd.:</u> for Prime Minister's Hunarmand Pakistan Program and Display Advertisements which includes publicity campaigns and ads for conferences seminars. <u>M/s. Channel 7 Communications:</u> for Admission Notices under Prime Minister's Youth Skill Development Program (Batch-02), <u>M/s. Orient Communications:</u> for Classified Advertisements and E.O.I. advertisemnets which include tender notices, job vacancies ads, Office Notices and Show Cause Notices. <u>M/s. M Communications:</u> for Admission Notices under Prime Minister's Youth Skill Development Program (Batch - 01).
3	M/s. National Accountability Bureau, Attaturk Avenue, G-5/2, Govt. of Pakistan, Islamabad.	<u>M/s. Adetude (Pvt.) Ltd.:</u> for Tender Notices and Job Advertisements. <u>M/s. Channel 7 Communications:</u> for Show Cause Notices. <u>M/s. M Communications:</u> for Expression of Interest (EOI). <u>M/s. Orient Communications:</u> for Public Notices. <u>M/s. Midas Communications:</u> for Special Supplement. (M/s. Adgroup cleared)

4 M/s. Trade Development Authority of Pakistan,
Government of Pakistan,
Ministry of Commerce,
(Information & Communication),
Karachi. Ph: 99201522

M/s. Bond Advertising:
for Ads related to Africa & Delegations.

M/s. Argus Advertising:
for Ads related to Europe and Special Supplements.

M/s. Connect Marketing:
for Ads related to Expo Pakistan & Special Projects, including single
country exhibitions.

M/s. Manhattan Communications:
for Ads related to America.

M/s. Midas International:
for Ads related to Asia, Public Notices & Tender Notices.

(M/s. Mass Advertising, M/s. X Nine and M/s. Octopus360 cleared)

S.No. Client Name & Address

5 M/s. Universal Service Fund,
5th Floor, Habib Bank Tower,
Jinnah Avenue, Islamabad.
Ph: 051-9212308-9 Fax: 9214261

Product/Area/ Agency

M/s. Adgroup (Pvt.) Ltd.:
for Display Ads (Rural Telecom Program), Classified Ads
(inviting Bids for Rural Telecom Projects & Procurement of
Equipment) and Annual Report.

M/s. Channel 7 Communications:
for Display Ads, (Corporate) and Classified Ads (Engagement of
Consultants, Services and Technical Auditors).

M/s. The Circle Agency:
for Display Ads (Optic Fibre Program), Classified Ads inviting Bids
for Optic Fibre Program and job Opportunities.

M/s. Interlink Advertising:
for Display Ads (Broadband Program and Special Projects),
Classified Ads (Inviting Bids for Broadband Projects and
Special Projects).

Thanking you,

Yours faithfully,

-s/d-
(Umer Mujib Shami)
Secretary General
APNS

ال پاکستان نیوز پیپر سوسائٹی