



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2014/116

June 21, 2014

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. Department of Fisheries, Government of the Punjab, Lahore.	M/s. Adarts Karachi (Pvt.) Ltd.
2	M/s. Falaknaz Properties, 10 Falaknaz Arcade, Opp. Airport Police Station, Main Shahrah-e-Faisal, Karachi. UAN: 111-362-253, 34578615	M/s. Concept One (Pvt.) Ltd.
3	M/s. LDA City Development Partners, 295-P, Phase-8 (Ex Air Avenue), Lahore. Ph: 37185431-34	M/s. Evernew Concepts (Pvt.) Ltd.
4	M/s. COMSATS Virtual Campus, (Institute of Information Technology, Faisalabad Campus) 498-D, Peoples Colony # 1, Opp. Imam Bargah, Harrianwala Chowk, Faisalabad.	M/s. Future Vision Advertising
5	M/s. Raza Industries (Pvt.) Ltd., Plot # G-28 / 29-4, Block 8, KDA, Scheme No.5, Clifton, Karachi. Ph / Fax: 35304965	M/s. Interflow Communications (for AVIA Tablets & Mobiles)
6	M/s. KTC Pakistan, KTC Office # M-12, Mezzanine Floor, Cornish Residency, Opp. Bilawal House, Block-2, Clifton, Karachi. Ph: 35370301-2 Fax: 35370300	M/s. Kimco Advertising (for Khaas Chai, Kachehri Chai, Piyali Chai, Extra Detergent & Tez Chai)
7	M/s. Fatima Golf Residency, Plot No. Commercial-9, Sector-40, Scheme-33, Jinnah Avenue, Malir Cantt., Karachi. Ph: 34170021-23	M/s. Manhill Advertising
8	M/s. Future Vision Marketing, TF-134, Deans Trade Center, Peshawar Cantt. Ph: 091-5253239	M/s. Manhill Advertising
9	M/s. Kalam Builders, Peshawar Office : Islamabad Building, Kohat Road, Peshawar. Ph: 091-2321717	M/s. Manhill Advertising
10	M/s. Saeedi Estate Agency, Ahmed Pur Road, Chowk Purani Chungi, Bahawalpur.	M/s. Manhill Advertising
11	M/s. Forum for Human Rights Pakistan, F-70, Block 8, KDA, Scheme 5, Kehkeshan Clifton, Karachi. Ph: 35374574, 35836692 Fax: 3536474	M/s. Message Communications (for the Project of Jewels of Cultrual Treasure: As my eyes see it)

- 12 M/s. Z. S. Traders,
G-282, Naz Plaza, Daoud Pota Road,
Saddar, Karachi. Ph: 32229775 Fax: 32229774 M/s. Synergy Advertising
- 13 M/s. American Life Insurance Co. (Pakistan)
Ltd.,
13th Floor, Dolmen Executive Tower,
Marine Drive, Block-4, Clifton - Karachi. M/s. The Circuit (Pvt.) Ltd.
- 14 M/s. Ebrahim Textile Mills (Pvt) Ltd., [Karachi] M/s. The Circuit (Pvt.) Ltd.
Plot # HX-2, Zone 2, KDA Scheme No.3,
Landhi Industrial Area, Karachi

- 15 M/s. MCR Pakistan (Pvt.) Ltd.,
7th Floor, Shahnaz Arcade,
Shaheed-e-Millat Road,
Karachi. Ph: 34860099 Fax: 34140640 M/s. The Brand Partnership (Pvt.) Ltd.
(for the brand "Burger King")
- 16 M/s. Engro Corporation Ltd.,
8th Floor, The Harbor Front Building,
HC-3, Marine Drive, Block-4,
Clifton, Karachi. Ph: 35297501-10 Fax:
35810663 M/s. The D'Hamidi Partnership (Pvt.) Ltd.
(for Corporate Ads)
[M/s. IAL / Group M cleared]

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. Askari General Insurance Co. Ltd., 4th Floor, AWT Plaza, The Mall, Rawalpindi. Ph: 9272425-7 Fax: 9272424	M/s. Midas Communications	M/s. Hawk Advertising M/s. Creative Junction
2	M/s. Global Financial Solutions, Office No.408, 4th Floor, 12/C, Shahbaz Lane 4, Phase VI, D.H.A., Karachi. Ph: 35342994-46	M/s. Manhill Advertising	M/s. Maxim Advertising
3	M/s. Indus Vision, 4th Floor, Shaheen Complex, M.R. Keyani Road, Karachi. Ph: 32639323 Fax: 32630375	No new agency appointed	M/s. Marketing & Advertising
4	M/s. Karpak (Pvt.) Ltd., D-55, Block-2, Clifton, Karachi. Ph: 35374175 Fax: 35860714	No new agency appointed	M/s. Corporate & Marketing
5	M/s. Smart Brain, 314 Margalla Road, Sector F-11/3, Islamabad. Ph: 051-2213637	M/s. Channel 7 Communications	M/s. Manhttan Communications
6	M/s. Acme Mills (Pvt.) Ltd., D-113, SITE, Karachi.	No new agency appointed	M/s. Manhttan Communications
7	M/s. Chevrolet City Motors, 4A, MACHS, Off: Shahrah-e-Faisal, Opp: Awami Markz, Karachi. UAN: 111-926-926 Fax: 4545760	No new agency appointed	M/s. Manhttan Communications
8	M/s. Daewoo Pakistan Motorway Services Ltd., 231-Ferozpur Road, Lahore Ph: 35884023-4 Fax: 35884021	No new agency appointed	M/s. Manhttan Communications
9	M/s. Grand World Automobiles, 3A & 4A, Main Shahrah-e-Faisal, Opp: Awami Markaz, Karachi. UAN: 111-926-926 Fax: 34536025	No new agency appointed	M/s. Manhttan Communications
10	M/s. GreyWolf International, 2, 3C, Lane One Stadium Commercial, Defence-5, Karachi. Ph: 32820864 Fax: 35820865	No new agency appointed	M/s. Manhttan Communications

11	M/s. Jeeves International, Plot No.227, Sector 27, Korangi Industrial Area, Karachi. Ph: 35057426	No new agency appointed	M/s. Manhttan Communications
12	M/s. Lakson Tobacco Co. Ltd., Lakson Square Building No.2, Sarwar Shaheed Road, Karachi. Ph: 35689081-89 Fax: 35683410	No new agency appointed (for Marlboro Cigarette)	M/s. Manhttan Communications
13	M/s. PICIC Commercial Bank Ltd., I.I. Chundrigar Road, Karachi. Ph: 32637161-2 Fax: 32636909	No new agency appointed (for Corporate / Brand Ads)	M/s. Manhttan Communications
14	M/s. Pakistan Gems & Jewellery Development Co., M-3, Mezzanine Floor, Regent Plaza, Hotel & Convention Centre, Main Shahrah-e-Faisal, Karachi. Ph: 35631394-7 Fax: 35631398	No new agency appointed (for Rental Space, Tenders for Purchase of Material & Services, Job Ads, Notifications / Information, Ads of Seminars / Exhibitions Trade Fairs/ Shows, Marketing Promotional Ads and Pre-Qualification of Supplies / Contractors.	M/s. Manhttan Communications
15	M/s. Park Lane Hospital, 56, Old Clifton, Shahrah-e-Iran, Karachi. UAN: 111-222-911 Fax: 35830812	No new agency appointed	M/s. Manhttan Communications
16	M/s. Taleem.com, 7, BYJHS, Block-7/8, Off: Amir Khusro Road, Karachi. Ph: 34530556 Fax: 34530557	No new agency appointed	M/s. Manhttan Communications
17	M/s. World Automobiles, 3A & 4A, Main Shahrah-e-Faisal, Opp: Awami Markaz, MACHS, Karachi. UAN: 111-926-926 Fax: 34536025	No new agency appointed (for Toyota Vitz Cars)	M/s. Manhttan Communications
18	M/s. World Korean Motors Ltd., Karachi. Ph: 34540981 Fax: 34310997	No new agency appointed	M/s. Manhttan Communications
19	M/s. World Trade House, Karachi. Ph: 34310981-6 Fax: 34536025	No new agency appointed	M/s. Manhttan Communications

III) APPOINTMENT OF MBH

S.No. Clients Name & Address

Creative Agency

MBH

1 M/s. Millennium Education (Pvt.) Ltd.,
10-11, Industrial Area, Grumangat Road,
Gulberg III, Lahore.
UAN: 111-232-266 Fax: 35712027

M/s. Interflow Communications

M/s. Pak Media
Communications

IV) ADDITIONAL APPOINTMENT

S.No. Client Name & Address

Product/Area/ Agency

1 M/s. Allied Bank Limited,
3-4, Tipu Block, Main Boulevard,
New Garden Town,
Lahore. Ph: 042-35880043

M/s. Orient Communications: for Corporate Campaigns and
Non-Commercial ads (Wanted, Notices, etc)

M/s. Blitz Advertising: for Product & Service Campaigns.

(M/s. Fourays and M/s. Pak Media Communications cleared)

2 M/s. Board of Investment,
Prime Minister's Office,

Ataturk Avenue, Sector G-5/1
Islamabad.
Ph: 9224103 Fax: 9207030

M/s. M Communications: for Display Ads.

M/s. Adgroup: for Classified
Ads.

(M/s. Synergy / Orient Advertising cleared)

3 M/s. Sefam (Pvt.) Ltd.,
21-Waris Road,
Lahore. UAN: 111-222-500 Fax: 37584635

M/s. Synergy Advertising: for Leisure Club Brands.

M/s. Interflow Communications: for Breeze & Home Expressions.

(M/s. Media Network cleared)

4 M/s. Dewan Farooque Motors Ltd.,
7th Floor, Block-A, Finance & Trade Centre,
Shahrah-e-Faisal,
Karachi. UAN: 111-364-111 Fax: 35630860

M/s. Awan Brand: for KIA Classic / NGV.

M/s. Fourays (Pvt.) Ltd.: for KIA Spectra & KIA Corporate.

M/s. Pirana Advertising: for Hyundai Brand.

(M/s. JWT Asiatic cleared)

5 M/s. Engro Foods Ltd.,
5th Floor, The Harbor Front Building,
Marine Drive, Block-4, Clifton,
Karachi. Ph: 35296000-10 Fax: 35295961-2

M/s. Synergy Advertising: for Olper's Lassi and Olper's Y Frooter.

M/s. Brainchild Communications:
for other than Olper's Lassi and Olper's Y Frooter.

6 M/s. Gujranwala Electric Power Company,
Office of the Chief Executive Officer (GEPCO),
565-A, Model Town, GT Road,
Gujranwala. Ph: 055-9200820 Fax: 9200122

M/s. Interflow Communications: for Chief Engineer (Operation),
Chief Engineer (T&G), MM Directorate, Customer Services
Directorate / Misc.

M/s. Interlink Advertising: for Chief Engineer (Development),
Project Directors GSO/GSC/Construction, Civil Works Division
and Special Assignments.

7 M/s. Pak Suzuki Motor Co. Ltd.,
DSU-13, Pakistan Steel Industrial Estate,
Bin Qasim, Karachi.
Ph: 34723551-58 Fax: 34723521-22

M/s. JWT Asiatic: for 1000 cc Car Model "Wagon R" till Oct. 18,
2014.

M/s. Orient Communications: for Mehran, Cultus, Swift, Bolan, Ravi,
APV, Jimmy Hayabusa, Intruder, Inazuma, Bandit, Motorcycles
GS150,
other Programs i.e. Certified Used Cars, Exchange, 75 Campaign,
Extended Warranty, Insurance & Finance and Outboard Motors
till November 28, 2014.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General
APNS

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