



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/2014/161

September 24, 2014

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

Sub: **GST on Ads in Punjab based Newspapers**

Dear Sir,

The Government of Punjab under the Punjab Sales Tax on Services Act 2012 had included ads in newspapers and periodicals as Taxable Services vide Punjab Finance Act 2014. However, on the request of the APNS, Mian Shahbaz Sharif, Chief Minister, Punjab, agreed to exempt newspapers and magazines from the levy of tax and deleted the levy from the list of Taxable Services vide Notification dated September 23, 2014. We reproduce hereunder the text of the Notification for your ready reference :

NOTIFICATION Dated: September 23, 2014

No.SO(TAX)1-2/97 (Exemption Newspapers). In exercise of the powers conferred under section 5 of the Punjab Sales Tax on Services Act, 2012 (XLII of 2012), Governor of the Punjab is pleased to direct that in the Second Schedule, against Serial No. 47, entries relating thereto in columns No.(2) to (4), shall be omitted :

(FINANCE SECRETARY)
GOVERNMENT OF THE PUNJAB

Note: Serial No.47 is reproduced as under :

S.No	Description	Classification	Rate of Tax
47	Advertisements (including classified ads) in newspapers, magazines, journals and periodicals.	9802.4000	Five percent

Thanking you,

Yours faithfully

-s/d-

(**Dr. Tanvir A. Tahir**)

Executive Director

APNS