



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2015/61

April 25, 2015

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

Sub: Electricity Conservation Ads

Dear Sirs,

M/s. Midas (Pvt.) Ltd. has approached us that M/s. Pakistan Electric Power Company (Pvt.) Ltd. (PEPCO) has not cleared their long outstanding dues despite various communications and now they intend to release of Electricity Conservation Ads through Ministry of Water and Power. Please note that the allocation i.e. Energy Conservation ads including the Save Electricity Campaign, Power Theft and New Government Initiatives in Power Sector is listed under M/s. Midas (Pvt.) Ltd.

Member publications are hereby advised not to accept the ads relating to the above allocation through Ministry of Water & Power or any other sources till further advice.

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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