



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/2013/208

September 25, 2013

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. Mehran Super Builders & Developers, Plot No.C, Deh Dozan, Sector 35A, Scheme 33, Cantonment Safoora East, Sadi Town Road, Karachi. Ph: 34692701-2-3	M/s. Cross Check Communications (Pvt.) Ltd.
2	M/s. Plastics Technology Centre, St-2/1, Sector 30, Korangi Industrial Area, Karachi. Ph: 35068151-2 Fax: 35060373	M/s. Hawk Advertising & Communication
3	M/s. Silk (SMC-Private) Ltd., 79-B/III, Gulberg III, Lahore. Ph: 35772658-60	M/s. MHN Communications (Pvt.) Ltd. <i>(for Silk School & Academies)</i>
4	M/s. AGCN Pakistan (Pvt.) Ltd., <i>(Formerly M/s. Getronics Pakistan Private Ltd)</i> Office No.23, 2nd Floor, Park Lane Tower, 172-Tufail Road, Lahore Cantt. UAN: 111-684-684 Fax: 36622425	M/s. The Brand Partnership (Pvt.) Ltd.
5	M/s. The Real Marketing, B-23, Block-15, Gulshan-e-Iqbal, Karachi. UAN: 111-121-122 Fax: 34820241	M/s. TNI Communications

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. Aligarh Institute of Technoloy, University Road, Gulshan-e-Iqbal, Block-5, Karachi. Ph: 34973414, 34973419 Fax: 34973398	M/s. Argus Advertising (Pvt.) Ltd.	M/s. MAZ Advertising

2 M/s. Cantonment Board of Sanjwal, Office of the Cantonment Board, Sanjwal Cantt.. Ph: 9316157 M/s. Synergy Advertising M/s. TNI Communications

3 M/s. Center for Development of Social Services, AL-6, Lane 14, Phase VII, DHA, Off: Khayaban-e-Badar, Karachi. Ph: 35841337 Fax: 35841338 No new agency appointed M/s. BBCL (Pvt.) Ltd.

4 M/s. Pakistan Institute of Corporate Governance, Chartered Accountant Avenue, ICAP Building, Clifton, Karachi. Ph: 9251636-9 Fax: 9251626 No new agency appointed M/s. BBCL (Pvt.) Ltd.

S.No. Client Name & Address New Advtg Agency Outgoing Agency
5 M/s. Sir Syed University of Engg. & Technology, University Road, Karachi. Ph: 34988000-5 Fax: 34982393 M/s. Argus Advertising (Pvt.) Ltd. M/s. MAZ Advertising

6 M/s. Unity LSS (Pvt.) Ltd., Office No.16, Mehmood Plaza, Fazal-e-Haq Road, Blue Area, Islamabad. Ph: 8315656 Fax: 8315657 No new agency appointed M/s. Midas Communications

III) APPOINTMENT OF MBH

S.No. Clients Name & Address Creative Agency MBH
1 M/s. Asian Consumer Care Pakistan (Pvt.) Ltd., D-25, Block-5, KDA Scheme No.5, Clifton, Karachi. Ph: 35830312-16 Fax: 35830317 M/s. Manhattan Communications (Pvt.) Ltd. M/s. Media Axis (Pvt.) Ltd.

IV) ADDITIONAL APPOINTMENT

S.No. Client Name & Address Product/Area/ Agency
1 M/s. Singer Pakistan Ltd., Plot No.39, Sector No.19, Korangi Industrial Area, Karachi. Ph: 35052941-5 Fax: 35052956
M/s. Interflow Communications: for Corporate Advertising
M/s. Manhattan Communications: for Gas Appliance, Industrial Machine, Electric Iron and Semi Automatic Washing Machine.
M/s. LOWE & Rauf (Pvt.) Ltd.: for Refrigerator, Sewing Machine and Air-Conditions
(M/s. Orient Advertising cleared)

Thanking You,

Yours faithfully,

-s/d-
(Masood Hamid)
Secretary General