



All Pakistan Newspapers Society

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Ref: APNS/2011/176

September 27, 2011

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. Punjab Industrial Estates Development & Management Company, Commercial Area (North) Sundar Industrial Estate, Raiwind Road, Lahore. Ph: 042-35297203-6 Fax: 35297207	M/s. Adgroup (Pvt.) Ltd.
2	M/s. Student Spices (Pvt.) Ltd., Uni Plaza, I.I. Chundrigar Road, Karachi.	M/s. Media Axis (Pvt.) Ltd.
3	M/s. L'ecole for Advanced Studies (LAS), 211, Khayaban-e-Shaheen, Phase VIII, Defence Housing Authority, Karachi. Ph: 35848791-96 Fax: 35848798	M/s. MCM Advertising
4	M/s. Brandhouse, 4th Zamzama Commercial Lane, DHA Karachi. Ph: 35295256	M/s. Manhattan Communications (Pvt.) Ltd.
5	M/s. Dawood Hercules Corporation Ltd., (formerly Dawood Hercules Chemicals Ltd.) 11th Floor, Dawood Centre, M.T. Khan Road, Karachi. Ph: 35686001-16 Fax: 35682071	M/s. Manhattan International (Pvt.) Ltd.
6	M/s. Muntaha Power (Pvt.) Ltd., Suite 5, Akber Paradise, Block-10-A, Main Rashid Minhas Road, Gulshan-e-Iqbal, Karachi. Ph: 34817755-56 Fax: 34817757	M/s. Mass Advertising (Pvt.) Ltd.
7	M/s. Zaamin Developers (Pvt.) Ltd., 3rd Floor, Elahi Arcade, 26-Empress Road, Lahore. Ph: 36288587-88 Fax: 36288593	M/s. Orient Advertising (Pvt.) Ltd.
8	M/s. Australian Concept Infertility Medical Center, 32-A, Block-5, Rojhan Street, Bilawal Chowranghi, Clifton, Karachi. Ph: 35862353 Fax: 35876907	M/s. Orient Communicatians (Pvt.) Ltd.
9	M/s. Ministry of Inter Provincial Coordination, (IPC Division), Government of Pakistan, Islamabad. Ph: 051-9103505	M/s. Orient Advertising (Pvt.) Ltd.
10	M/s. Kohinoor Textile Mills Ltd., (KTM) 42-Lawrence Road, Lahore. Ph: 042-36302261-2 Fax: 36368721	M/s. Red Communication Arts (Pvt.) Ltd.
11	M/s. Maple Leaf Cement Factory Ltd., 42-Lawrence Road, Lahore. Ph: 042-36278904-5 Fax: 36316659	M/s. Red Communication Arts (Pvt.) Ltd.
12	M/s. Raaziq International (Pvt.) Ltd., Raaziq Group Head Office, The Enterprise, Building 2, 4th Floor, 15-KM Multan Road, Lahore. Ph: 37516307-19 Fax: 37514636	M/s. Velocity Marketing & Communications (for Enterprise Real Estate Project)

As per our list, no other accredited agency appear to be handling account of the clients in question.

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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. Leadership Foundation, (Leadership Colleges Network) 25-Ali Block, New Garden Town, Lahore. Ph: 35888727-8 Fax: 35863049	No new agency appointed	M/s. JWT Asiatic (Pvt.) Ltd.

2	M/s. SME Business Support Fund, 64B-D/1, Ghalib Road, Gulberg III, Lahore. Ph: 99268150-61 Fax: 5871318	M/s. Unity Advertising Agency	M/s. Message Communications
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III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agencies</u>	<u>MBH</u>
1	M/s. GlaxoSmithKline Pakistan Ltd., (Formerly, Glaxo Wellcome Pakistan Ltd.) 35-Dockyard Road, West Wharf, Karachi. Ph: 32315478-82 Fax: 32314898	<u>M/s. Fourays (Pvt.) Ltd.:</u> For Iodex <u>M/s. Prestige Comm:</u> For Macleans, Aquafresh, Sensodyne, Sensitive & ENO <u>M/s. JWT Asiatic:</u> For Horlicks	<u>M/s. Group M:</u> for Macleans, Aquafresh, Sensodyne Sensitive, ENO and Horlicks.

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Pakistan Defence Officers Housing Authority, 2/B East Street, Phase-1, DHA, Karachi.	<u>M/s. Orient Advertising:</u> for DHA Mega Project Institutions (Club) Felicitation Ads and DHA Services. <u>M/s. Hawk Advertising:</u> for Tender Notices (Engineering Division) only, Education (Admissions) and Cogen Power and Desalination Plant Ads. (<i>M/s. Orient Communications cleared</i>)
2	M/s. The Bank of Khyber, 24-The Mall, Peshawar Cantt. UAN: 111-95-95-95 Fax: 5278146	<u>M/s. Kenad (Pvt.) Ltd.:</u> For all Classified Advertisements, Corporate Advertisements and New Branches. <u>M/s. Orient Advertising (Pvt.) Ltd.:</u> For Islamic Banking Group Advertisements. <u>M/s. Midas (Pvt.) Ltd.:</u> for all Special Schemes.

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General