



Pakistan Advertising Association

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PAA Annual Report 2020-21



Annual Report
2020-21



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CHAIRMAN'S MESSAGE



I have been entrusted with the duty of Chairman of the Pakistan Advertising Association since October 2020 and it has been an absolute privilege for me. The current COVID-19 pandemic has affected all walks of life, disrupting businesses, multinational chains and all local organizations, resulting in the huge loss of business and jobs. The advertising industry is not spared with respect to these devastating effects of coronavirus and had hit the hardest as companies have cut down their usual advertising budgets. However, there is always a silver lining after a storm and in this regard, I would like to bring the attention of the advertising fraternity towards digital advertising. As the world, including Pakistan, is shifting from traditional media to digital media models, this provides a unique opportunity for all of us belonging to the field of advertising. Digital media is becoming a powerful tool for marketing and advertisement. Our advertising agencies must grasp this moment and adapt according to the changing trends expeditiously to take our industry out of the current financial turmoil.

The year 2020-21 has been a troublesome year for PAA in terms of coping with the changed media policy by the Government of Pakistan coupled with COVID-19 disruption of routine business matters. Our advertising industry is passing through one of the toughest times in the last 74-years history of Pakistan. But despite the multiple setbacks to the advertising industry, significant progress has been made in certain areas along with a breakthrough in communication with our Federal Government counterparts and the relevant departments. PAA has been actively voicing its point of view at every platform, along with the support of Pakistan Advertisers Society (PAS), regarding the drawbacks and repercussions of the changed media policy, and because of this, we are also making substantial inroads in discussions with APNS, PBA, PID, and DGPR. We are hopeful that these talks will lead towards a major policy shift of the Ministry of Information and Broadcasting providing relief for the families of thousands of workers attached with the advertising industry. The details of all these developments can be seen in our Activities Report section.

As per regulation, the Pakistan Advertising Association (PAA) is presenting its current direction, future strategy, and the overall performance of 'PAA' for the year 2020-2021 in its Annual Performance Report. Being mindful of the advertising fraternity's needs and requirements, PAA has presented a well-researched policy framework and roadmap for the rejuvenation as well as the ascension of the advertising industry. These concrete steps will not only benefit the industry but will also help to boost the nation's economy in the long run and will contribute to the national exchequer. The annual performance report, reviews and analyzes the policy, strategy, and methodologies executed by the management of 'PAA' during the fiscal year and presents a concise summary of all the activities and outcomes.

Pakistan Advertising Association is constantly engaged with the Pakistan Advertisers Society for collaborative activities. Discussions about the partnership of PAA & PAS are going on for the programs to be taken place in the near future and we at PAA feel privileged to strengthen this synergic relationship for the betterment of our fraternity.

We know that the above defined goals are monumental and require the dedication and shared vision of the entire executive committee of the Pakistan Advertising Association. I have no doubt that the management of 'PAA' will work speedily on the agreed agenda for the betterment of the advertising sector. Furthermore, we wish all the best to the newly elected office bearers and executive committee of 'PAA' which is responsible for all future business matters of the Pakistan Advertising Association for the progress of the advertising sector. In addition to this, all the relevant record of the association along with the annual performance review is being presented to the auditors for the annual audit report. The executive committee of 'PAA' is working on a plan of activities to further enhance the role of PAA as a guiding institution as well as to serve the better interests of the advertising industry. These actions will provide all the advertising agencies to have a clear roadmap to face the challenges of the changing trends across the advertising sphere and will distinguish 'PAA' amongst the advertising associations across the globe.

Last but not the least, I am grateful and would like to thank the entire Executive Committee of PAA, office bearers, all secretariat staff, the core committees and their Chairpersons for their diligence, dedicated time, efforts, commitment, and continued support wherever required, which has made the transition process a great success. I look forward to their continued support for meeting the challenges ahead.

Besides all this, there is always a room for improvement in different areas and lots more is to be done in the coming months.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jawad Humayun', written over a small white rectangular area.

Jawad Humayun
Chairman



**EXISTING
CEC MEMBERS**





OFFICE BEARERS FOR THE YEAR 2020-2021

Mr. Jawad Humayun

Chairman &
Chairman
Channel 7 Communications (Pvt) Ltd

Brig M. Zubair Rehan (Retd)

Senior Vice Chairman &
Chairman
Creative Junction (Pvt) Ltd

Mr. Asad Inam

Vice Chairperson &
Chief Executive
Communications spots (Pvt) Ltd

Mr. Mahmood Parekh

Chairman Zone "A" &
Chief Executive Officer
MCM Advertising

Mr. Nadeem Akbar

Chairman Zone "B" &
Chief Executive Officer
Midas Communication Pakistan (Pvt) Ltd

Mr. Rizwan Ashraf

Chairman Zone "C" &
Chief Executive Officer
Velocity Marketing & Communications (Pvt) Ltd

Mr. M. Zeeshan Khan

Secretary Finance &
Chief Executive Officer
TNI Communications

MEMBERS OF CENTRAL EXECUTIVE COMMITTEE

Mr. Sajjad Mahmood

Director
Creative Consultant (Pvt) Ltd

Mr. Anis Thaver

Chief Executive Officer
G.H. Thaver & Co. (Pvt) Ltd

Mr. Sohail Aziz

Chief Executive Officer
Message Communications

Mr. Waqar H. Haidri

Chairman
Oktopus Group

Mr. Kanwar M. Rashid

Chief Operating Officer
Time & Space Media (Pvt) Ltd

Mrs. Faiza Nadeem

Chief Executive Officer
Vantage Media (Pvt) Ltd

PAA SUB COMMITTEES



Licence No. 211, Directorate General
Trade Organizations Ministry of
Commerce, Government of Pakistan.
Member The Federation of Pakistan
Chambers of Commerce & Industry.
Member Asian Federation of Advertising
Associations (AFAA).

Ref: PAA/380/2020/009
Tuesday, 13th October, 2020

Chief Executives,
All Member Advertising Agencies,
Pakistan Advertising Association

Subject: **Formation of PAA Councils**

As you are well aware that Pakistan Advertising Association (PAA) is the sole representative body of the advertising professionals in the country. Established in 1973, it has come a long way through the past 47 years and continuously working for the benefit of the advertising industry in general, and for its members in particular, which are the individual agencies that make up this large, diverse and competitive business.

As a part of the continuing process of building a strong Association, and using the powers conferred to me under Clause 31 (h) of the PAA Memorandum and Articles of Association, I am honored and pleased to nominate the Chairmen / Chairperson Councils as follows:

1. Government Affairs Council: Mr. Nadeem Akbar
2. Code of Ethics & Conduct Council: Mr. Asad Inam
3. Recovery Committee Council: Brig. M. Zubair Rehan (Retd)
4. Digital Media Council: Mr. Javed Qadeer Khan

The top priority aims of these Councils are to establish a more effective partnership between advertising agencies and the concerned Ministries, Organizations, trade bodies and others. For this purpose, the Association convenes the meetings frequently to bring forward various issues raised by the industry from time to time and advocates support finding viable solutions: thereby providing its members a thriving environment for progress and growth.

All members are invited to participate fully by contacting the Councils directly or through the PAA Secretariat. Suggestions and recommendations are always welcomed and appreciated to help make these Councils a success.

There is much at stake here. There is also much at stake for PAA. It is not simply that the Association needs to further build the advertising fraternity status but also to show PAA members that the Association stands for the rights of its supporters and provides them a platform to come together for achieving professional excellence and corporate brilliance.

With best regards,

JAWAD HUMAYUN
Chairman.

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**MINUTES
OF THE
MEETING**

21ST MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 12-10-2020 **Day:** Monday **Time:** 02:00 p.m.
Venue: House # 21/295 Tufail Road Cantt, Lahore Pakistan.

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) Appointment of Advocate Ch. Khanzada & approval his legal fees for the Writ Petition No.1168-2020 & discontinue the services of Mr. Safeer Hussain Shah.
- 4) Progress about the Writ Petition No. 1168-2020 Mr. Tariq Rasheed Secretary General of Pakistan Advertising Association **versus** Federation of Pakistan and other.
- 5) To discuss Ad Agencie's outstanding Dues issues.
- 6) To discuss the formation of PAA Councils.
- 7) To discuss the matter for Renewal of PAA License in DGTO.
- 8) To discuss the amendments of PAA M&AoA under the Companies Act 2017.
- 9) To appoint a professional lawyer for PAA Building Trust.
- 10) To discuss AFAA franchise fee for AdAsia 2019.
- 11) To discuss the AdAsia 2019 Lahore payments issue.
- 12) Opening of a new PAA account at Meezan Bank Ltd.,
- 13) Formation of Human Resources Committee of PAA & Appointment of Secretary General.
- 14) To approve the following advertising agencies for PAA Membership.
 - i. Midas International (Pvt.) Ltd.,
 - ii. Paragon International (Pvt.) Ltd.,
 - iii. The Changing Zone (Pvt.) Ltd.,
 - iv. G.S Advertising Associates (Pvt. Ltd.,
 - v. Advertising & Business Consultants (Pvt.) Ltd.
- 15) Any other matter with the permission of Chair.

21ST MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 12th October, 2020 **Day:** Monday **Time:** 2:00 PM
Venue: House No. 21/295, Tufail Road Cantt, Lahore - Pakistan.

Mr. Jawad Humayun, Chairman, CEC was in the chair who welcomed the members in the meeting. This was the First meeting of the current year 2020 - 2021.

Attendance:

Meeting was led by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. (Retd) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Waqar H. Haidri
4. Mr. Nadeem Akbar
5. Mr. Rizwan Ashraf
6. Mr. Kanwar M. Rashid
7. Mrs. Faiza Nadeem

PAA Secretariat: Mr. Hammad Tariq-Pakistan Advertising Association.

- 1) Mr. Hammad Tariq recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 2:00 PM and it was conducted in a very professional way.

2) Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA last CEC's meetings held on 5th August 2020 at Karachi through Zoom Online, had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" and seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3) Appointment of Advocate Ch. Khanzada & Approve his Legal Fee for the writ Petition No. 1168-2020 and to discontinue the Services of Mr. Safeer Hussain Shah:

Mr. Jawad Humayun, Chairman, praised and informed about the facts about Advocate Ch. Khanzada and said that he is a seasoned & well known Lawyer. He heads his team of four best Lawyers of the town. It was also decided that Services of Mr. Safeer Hussain Shah are no more required and thus not any professional charges will be paid to him in future.

4) Progress about the Writ Petition No. 1168-2020 - Mr. Tariq Rasheed Secretary General of Pakistan Advertising Association V/S Federation of Pakistan and other:

It is informed by Mr. Jawad Humayun, Chairman that the writ petition No.1168-2020 has been deceased* after the death of Mr. Tariq Rasheed, Former Secretary General-PAA, & application for the new CMA has been submitted in the Honorable High Court, Islamabad. Before the hearing date Mr. Jawad Humayun & Mr. Nadeem Akbar will meet with Advocate Ch. Khanzada to explain/brief him about the case.

5) To discuss Ad Agencies' outstanding Dues Issues.

Mr. Waqar H. Haidri informed the house that 11 Ad Agencies have reported to PAA Secretariat and submitted their updated outstanding client-wise details. In this regard instruction was given to PAA secretariat to send a final reminder to all those member advertising agencies, who have not yet submitted their outstanding dues. After the last date for the submission of outstanding dues list, the PAA will not entertain any outstanding dues request.

6) To discuss the formation of PAA Councils.

The following formations of PAA Council were approved unanimously by the house.

1. Mr. Nadeem Akbar-Chairman, of Government Affair Council.
2. Mr. Asad Inam-Chairman, Code of Ethics & Conduct Council.
3. Brig. M. Zubair Rehan (Rtd.) - Chairman, Recovery Committee Council.
4. Mr. Javed Qadeer Khan-Digital Media Council.

7) To discuss the matter of Renewal of PAA License in DGTO.

Mr. Jawad Humayun, Chairman has given instructions to PAA Secretariat to prepare all necessary documents for renewal of PAA License and submit to the DGTO. The application will be submitted in the mid of January 2021. The renewal fee amounting to Rs. 50,000/- in the shape of Pay order/Demand draft in the favor of Directorate General of Trade Organization has also been approved. Mr. Waqar H. Haidri informed the house that more amount is required besides the renewal fee. Members present agreed that all other expenses will also be paid which are unseen at this time.

8) To discuss the amendments of PAA M&AoA under the Companies Act 2017.

Mr. Jawad Humayun, Chairman, has given instructions to PAA Secretariat to make all necessary amendments in the said PAA-M&AoA as per the Companies Act-2017.

9) To appoint a professional lawyer for PAA Building Trust.

Mr. Waqar H. Haidri informed the house that we need an experienced & professional lawyer to transform the PAA Building into a Trust, to save the Association's Property for future. We have planned to change the status of the said building & re-name it as S.H. Hashmi Educational Trust Building. The house approved unanimously.

10) To discuss AFAA franchise fee for AdAsia 2019.

Mr. Waqar H. Haidri briefed the house about the email received from Asian Federation of Advertising Association (AFAA). In this connection, the AFAA has agreed that the outstanding franchise fee may be paid in three equal installments, starting from the year 2021. Thus PAA will pay US\$10,000/- every year in three consecutive years. PAA CEC will discuss this matter with Mr. Sarmad Ali, Chairman, Organizing Committee Ad Asia 2019 and will finalize accordingly.

11) To discuss the Ad Asia 2019 Lahore payments issue.

Mr. Waqar H. Haidri briefed the house about the outstanding payments payable to different vendors. He further said that Mr. Mubeen Malik & Brig. (Rtd.) M. Zubair Rehan have paid millions of Rupees as per instructions of Mr. Sarmad Ali directly to various Vendors, for which PAA has no record. In this scenario M/s. Shahzad Nawaz Consultancy and Shah Travel & Marketing have no any balance payment.

Mr. Jawad Humayun, Chairman, endorsed about formation of the Committee regarding the Ad Asia 2019 matters. Mr. Nadeem Akbar suggested that PAA CEC should meet with Mr. Sarmad Ali & resolve these matters ASAP. Mr. Jawad Humayun and Mr. Rizwan Ashraf supported the narrative of Mr. Nadeem Akbar.

12) Opening of a new PAA account at Meezan Bank Ltd.,

Mr. Waqar H. Haidri informed the house that PAA has an account in Habib Bank Limited., Korangi No.6 Market Branch which has been merged into Landhi & Malir Branches. Therefore, PAA needs to open a new bank Account in Meezan Bank Ltd.,Karachi. The house approved unanimously.

13) Formation of Human Resource Committee of PAA & Appointment of Secretary General.

In pursuant to the clause 24 of the Trade Organization Act 2013, it was decided to constitute a PAA Committee for HR.

It was proposed by Mr. Waqar H. Haidri that all three zone chairmen i.e. Mr. Mahmood Parekh, Mr. Nadeem Akbar and Mr. Rizwan Ashraf should be part of HRC of PAA and Mr. Jawad Humayun will chair the committee. Brig. (Rtd.) M. Zubair Rehan proposed the names and Mr. Kanwar M. Rashid seconded the proposed names.

Mr. Jawad Humayun, Chairman, informed the house that present Secretary General, Mr. Anis Ahmed has resigned from the post of Secretary General. In this connection, he ordered PAA Secretariat to place an advertisement in the local newspapers for filling the post of Secretary General after that, PAA HRC will look after this matter. He further said that Mr. Anis Ahmed will be performing the duties as Secretary General-PAA, until we recruit a Secretary General for PAA.

14) To approve the following advertising agencies for PAA Membership.

In pursuant to the clause II of the Trade Organization Act 2013, the meeting took up the following applications for admission into PAA.

Corporate Membership:

- i. Midas International (Pvt.) Ltd.,
- ii. Paragon International (Pvt.) Ltd.,
- iii. The Changing Zone (Pvt.) Ltd.,
- iv. G.S Advertising Associates (Pvt.) Ltd.,
- v. Advertising & Business Consultants (Pvt.) Ltd.

15) Any other matter with the permission of the Chair.

- Brig. (Rtd) M. Zubair Rehan explained about the difficulties being faced by the advertising agencies particularly in Lahore to secure advertising business in the current situation. He also raised the points that some advertising agencies are giving trade discounts to different clients and creating difficulties in advertising business which is very unethical. It was agreed by house that a PAA Code of Ethics & Conduct Council should be developed a strategy to tackle these problems in near future.
- Mr. Rizwan Ashraf also informed the house that we need to develop a standardized strategy in which PAA member advertising agencies should submit their all client's names along with allocated budget for the fiscal year.

Mr. Waqar H. Haidri proposed to pass the following Resolution in appreciation of the efforts and working of Mr. Asad Inam who arranged the meeting at Lahore.

RESOLUTION

"The CEC of Pakistan Advertising Association RESOLVED and recorded its Appreciation for untiring efforts of Mr. Asad Inam for arrangements made for the meeting at House No. 21/295, Tufail Road Cantt, Lahore."

Ending Remarks:

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General



22ND EMERGENT MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 02-11-2020

Day: Monday

Time: 4:00 PM

Venue: PAA Secretariat Gulshan-e-Iqbal, Karachi. Online Through Zoom.

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss about the New Punjab Policy & Briefing by Mr. Ameer-ul-Azeem.
- 4) To discuss progress about the Appointment of Secretary General.
- 5) To discuss progress about the Writ Petition No. 1168-2020 - Mr. Tariq Rasheed, Secretary General of Pakistan Advertising Association V/S Federation of Pakistan and another.
- 6) Any other matter with the permission of Chair.

22ND MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 2nd November, 2020 **Day:** Monday **Time:** 4:00 PM
Venue: PAA Secretariat Gulshan-e-Iqbal, Karachi. Online Through Zoom.

On the request of Mr. Rizwan Ashraf, Chairman Zone C, an Emergent Meeting of Central Executive Committee of Pakistan Advertising Association was called & Mr. Ameer-ul-Azeem, Chief Executive Officer, Future Vision Advertising very kindly gave the brief in the progress on the legal proceeding against the DGPR's new ruling on the advertising policies.

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. (Retd) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Nadeem Akbar
4. Mr. Rizwan Ashraf
5. Mr. M. Zeeshan Khan
6. Mr. Waqar H. Haidri
7. Mr. Kanwar M. Rashid
8. Mr. Anis Thaver

Special Invitee:

1. Mr. Ameer-ul-Azeem, Chief Executive Officer, Future Vision Advertising, Lahore.

PAA Secretariat: Mr. Hammad Tariq-Pakistan Advertising Association.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 4:00 PM and was conducted in a very professional way.

2) Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 12th October 2020 at House No. 21/295, Tufail Road Cantt, Lahore, had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" & seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3. Discussion about The New Punjab Policy & Briefing from Mr. Ameer-UI-Azeem

- Mr. Jawad Humayun thanked all the participants for attending the meeting and said that the agenda is very clear that we are facing a new challenge given by the Government of Punjab and we are trying to come out from it with our collective & positive efforts. He also thanked the PAA members and said that it is the first time in PAA's history that all the members of PAA have said Lub-baik on one call and no PAA's member has submitted any bank guarantee and thus, there can be no greater success than this.

- Mr. Jawad Humayun, Chairman thanked Mr. Ameer-ul-Azeem for giving his precious time to participate in the meeting and praised him that he is doing his best for the betterment of advertising community.
- Mr. Ameer-ul-Azeem thanked all the members and informed that he met Mr. Azam and has told him to prepare a draft and also discussed with him about the appointment of lawyer. Mr. Zia-ud-din Ansari, Former Secretary General of District Bar Association, Lahore High Court has been appointed.
- PAA Secretariat has provided all the required documents for the petition, whereas Pakistan Broadcasters Association (PBA) & All Pakistan Newspapers Society (APNS) have been taken on board. Mr. Ameer - ul - Azeem confirmed that he has spoken with Mr. Sarmad Ali, Secretary General, APNS and has asked him to come and express his opinion, and told that we are the regularity body and the government should not do this act. He said it will become a good form as PAA, APNS and PBA together will file a Law suit.
- Mr. Nadeem Akbar told that the DGPR is pressurizing the advertising agencies to submit the guarantee, otherwise DGPR will block business and it has happened earlier and several businesses were blocked but un-blocked after a few days. He further told that once there was similar situation in Sindh Government but at that time, the matter was handled at earlier stage. Then he had sought a Bank Guarantee and after that they had cleared. He said that we should submit all the documents along with the petition as supporting document. Mr. Ameer-ul-Azeem endorsed him and said that if all these papers/documents are provided, then our case will become stronger.

4. Progress about the Appointment of Secretary General:

- Mr. Jawad Humayun informed the house that the advertisement for the position of Secretary General was published in Daily Jang Karachi on Sunday 18th October 2020 but we have received a very little response. We received only three applications including one of Mr. Hammad Tariq. He further said that ad should be put on the social media and circulated among the PAA members.

5) Progress about the Writ Petition No. 1168-2020 - Mr. Tariq Rasheed, Secretary General of Pakistan Advertising Association V/S Federation of Pakistan and another:

- Mr. Jawad Humayun informed that Registrar of Honorable High Court Islamabad called our new Advocate Ch. Khanzada and told that all the previous notices have been made NULL&VOID and all those notices will be taken back and new notices will be issued. This process will take about 20 to 25 days instead; we should go for the next hearing. He is very much hopeful and assured that we will get something better.

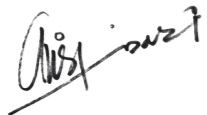
6) Other matter with the permission of the Chair.

- Mr. M. Zeeshan Khan, Secretary Finance-PAA, said that APNS has started suspending us and publishing the advertisement directly. So how can we continue our operations, when the money is to be taken from the client and they are publishing the ad of the same client? Now what threat we can give the client for holding the Advertisement. Mr. Jawad Humayun, Chairman said that in this regard we have sent a letter to the concerned authority and now we should send a letter once again. Actually a meeting was scheduled with Mr. Sarmad Ali, Secretary General, All Pakistan News Papers Society in which all these issues were to be discussed but unfortunately he is not feeling well & could not come to Islamabad to attend the meeting and thus the meeting had to be cancelled.

- Mr. Waqar H. Haidri said that as I have told in the last meeting about the AdAsia 2019 final accounts, we have taken Mr. Sarmad Ali on board. The COVID-19 is active and spreading again very speedily, I think we should have a meeting with Mr. Sarmad Ali soon on zoom video link.
- Mr. Waqar H. Haidri pointed out that in the last letter, sent to Mr. Sarmad Ali, when I was Chairman, it was very clearly mentioned that we will claim 15% agency commission and while APNS member publications are publishing the advertisements of regular and listed clients of agencies directly, for which we are not getting any commission. Whereas according to APNS rules & regulations, we have the right to take commission. I think it should be continued. Mr. Rizwan Ashraf, & Mr. Nadeem Akbar endorsed the narrative and said that all we should be together and on one page.

7) Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General



23RD EMERGENT MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 24-11-2020

Day: Tuesday

Time: 2:00 PM

Venue: PAA Secretariat Gulshan-e-Iqbal, Karachi. Online Through Zoom.

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss about the New Punjab Policy & Submission of the PKR 10 Million in the DGPR, Government of Punjab.
- 4) To approve the following advertising agency for PAA Membership.
 - 1) Paramount Advertising SMC- (Pvt) Ltd.,
- 5) Any other matter with the permission of Chair.

23RD MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 24th November, 2020 **Day:** Tuesday **Time:** 2:00 PM
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom.

On the request of Mr. Rizwan Ashraf, Chairman Zone "C" an Emergent Meeting of Central Executive Committee of Pakistan Advertising Association was called. Mr. Ameer-ul-Azeem, Chief Executive Officer, Future Vision Advertising & Mr. Mubeen Ahmed Malik, Chief Executive Officer, Revolution Media (Pvt.) Ltd, discussed the DGPR 10 Million Issue.

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. (R) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Nadeem Akbar
4. Mr. Rizwan Ashraf
5. Mr. Sohail Aziz
6. Mr. Waqar H. Haidri
7. Mr. Kanwar M. Rashid
8. Mr. Mahmood Parekh
9. Mr. Anis Thaver

Special Invitee:

1. Mr. Ameer-ul-Azeem, Chief Executive Officer, Future Vision Advertising, Lhr.
2. Mr. Mubeen Ahmed Malik, Chief Executive Officer, Revolution Media (Pvt.) Ltd, Lhr.

PAA Secretariat: Mr. Anis Ahmed, Secretary General-PAA and Mr. Hammad Tariq-PAA.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 2:00 PM and was conducted in a very professional way.

2) Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 2nd November 2020 at PAA Secretariat, Gulshan-e-Iqbal, Karachi Online through Zoom, had already been circulated among the members. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" & seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3. Discussion about the New Punjab Policy & Submission of the PKR 10 Million in the DGPR, Government of Punjab.

- Mr. Jawad Humayun thanked all the participants for attending the meeting and said that agenda is the same as it was for about the last one and a half month that the matters is rotating with the DGPR & other Departments and Sindh Government which is becoming unbearable for us. For which the CEC had made some decision and bonded the Member's and we have had great success in this regard that the members are still stuck and followed the CEC decision but due to misunderstanding our two respectable colleagues and precious members of our CEC have submitted the PKR 10 Million Bank Guarantee. In this connection I and Mr. Rizwan has discussed a lot with Brig. (R) Zubair Rehan that if there is any

misunderstanding & disgruntlement with another or anything else we must sit together and resolve the matter at the earliest and way forward. It's my own opinion that Mr. Ameer-ul-Azeem will guide us that we have reached nearby the progress of our objective and if a division is formed within us at this time, it will be poisonous murderer for the Industry and PAA. Though every member is free for making his own decision and we can't force anyone but we can request as a colleague, brother and a best friend.

- Mr. Jawad Humayun, Chairman, requested Mr. Rizwan Ashraf, Chairman, Zone 'C' to go ahead with this meeting and listen about misunderstanding and disgruntment from one by one and take the meeting to end with consensus. Mr. Rizwan Ashraf thanked Mr. Jawad Humayun and said that I had the experience in last CEC meeting that two things have emerged, one is panic, obviously, they are all businessmen, after the decision of CEC, the actual discussion began on distrust. It is open matter, someone has doubts on me and I am on the other that he is submitting Guarantee and stopping me. The purpose of today's meeting is to talk openly. Brig. (R) M. Zubair Rehan, in particular has many reservations and in this regards, he has talked to me several times. I asked Brig. (R) M. Zubair Rehan to let me know and he explained his reservations.
- Expressing his views, told that the main agenda of our meeting was whether we have to submit Bank Guarantee or not and with respect to Court, we have to conclude and decide whether we will submit Bank Guarantee or not.
- Mr. Nadeem Akbar said that the matter was mishandled. If a letter would have been sent to members from Association mentioning that the petition has been filed in the court and no member should submit the Bank Guarantee till the decision of Court is announced.
- Mr. Jawad Humayun, replying to argument of Mr. Nadeem Akbar, said that a letter has already been sent to members requesting them to hold at least up to next hearing i.e. till 30th December, 2020. Moreover, Mr. Ameer-ul-Azeem conducted a follow-up meeting and a letter was again shared by me to both groups of CEC and agencies on Thursday as reminder and I requested Mr. Ameer-ul-Azeem to guide the members.
- Mr. Ameer-ul-Azeem elucidated and told the house that when you take stand against the Government Policy, obviously, they would not remain silent. I was in constant touch with DGPR and Secretary Information, Punjab, even before the writ petition was filed. They kept me telling that everyone is ready, but just we want to help you, but they could not convince me and I conveyed them that the matter has been decided and PAA has authorized me to file the writ petition. After this decision, I tried and met them and discussed everything. I told all to Mr. Rizwan Ashraf and also shared through message. So seeing my determination, they laid down the arms and said that it is great that you got the stay order and if stay order would not have been taken, we could write a letter to concerned Minister, asking for permission to continue the old policy till the Court decides. So I was satisfied. I shall share all this, with your permission, to all my friends, without mentioning your name. He further said that legally we are on strong footings and the attitude of DGPR and Secretary, Information was also positive so if PBA and APNS also join us, our position will be further strengthened IN SHA ALLAH. In the end, he suggested that we should leave everything and focus towards solution.
- Mr. Jawad Humayun further stressed that if we put our personal interests aside and keep the industry's interest first, you can't imagine what a great complement you will make. And if once we submit the Guarantee, it will be a torment for us and then all the provinces will demand it. As a colleague and as a friend, we appeal Mr. Nadeem Akbar and Brig. (R) Zubair Rehan that if you think it appropriate, kindly take back your Bank Guarantee and submit a letter informing that we have received a letter from PAA that no other member has submitted the Bank Guarantee.; so, I want to withdraw the same.

This will make our case even stronger otherwise, your Guarantee will be presented in the court although you are the member of the CEC. Mr. Rizwan Ashraf agreed with the narrative of the Chairman, Mr. Jawad Humayun and asked them to consider it as stated by Mr. Jawad Humayun. Mr. Nadeem Akbar and Brig. (R) Zubair Rehan agreed to withdraw their Bank Guarantee and assured that the letter will be submitted today.

- Mr. Waqar Haidri asked the house that is it decided that we will submit the Guarantee or it will not be submitted for the time being only. I am talking about not now but for future otherwise; they will say there was a respite of a few days now we are going to submit then what will happen. I would say that we all need to make a decision that we do not have to submit the Bank Guarantee or anything else. Mr. Jawad Humayun said that I think the immediate issue is the hearing of 30th November 2020 and we must focus on the fact that there is no such thing at the movement which the court can use as an evidence. After the 30th November 2020. We will conduct a meeting and shall try to create consistency ultimately the ideal situation is that we have not to give but I request to hold until decision is received from the Court after then all are free & liberated.


4. To approve the membership of Paramount Advertising SMC- (Pvt.) Ltd.,

To approve the membership of Paramount Advertising SMC- (Pvt.) Ltd.

The meeting considered the new advertising agency M/s Paramount Advertising SMC- (Pvt) Ltd Lahore for PAA membership. In light of recommendation from CEC member's present corporate membership has been granted

5. Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.


Anis Ahmed
Secretary General



24TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 1st December, 2020

Day: Tuesday

Time: 4:00 PM

Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom.

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss about submission of PKR 10 Million Bank Guarantee in DGPR, Government of Punjab.
- 4) Any other matter with the permission of chair.

24TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 1st December, 2020 **Day:** Tuesday **Time:** 4:00 PM
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom.

On the instructions of Mr. Jawad Humayun, Chairman, PAA an Emergent Meeting of Central Executive Committee of Pakistan Advertising Association was called to discuss the DGPR 10 Million Bank Guarantee Issue.

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. (R) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Nadeem Akbar
4. Mr. Rizwan Ashraf
5. Mr. Sohail Aziz
6. Mr. Kanwar M. Rashid
7. Mr. Mahmood Parekh
8. Mr. Anis Thaver

PAA Secretariat: Mr. Anis Ahmed, Secretary General-PAA and Mr. Hammad Tariq-PAA.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 4:00 PM and was conducted in a very professional way.

2) Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 24th November 2020 at PAA Secretariat, Gulshan-e-Iqbal, Karachi Online through Zoom, had already been circulated among the members. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" & seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3) Discussion about Submission of PKR 10 Million Bank Guarantee in DGPR, Government of Punjab.

- Mr. Jawad Humayun thanked all the participants for attending meeting and said that agenda is the same which was discussed in our last meeting that the matters were taken up with the DGPR, Government of Punjab and requested Mr. Rizwan Ashraf, Chairman Zone "C" to start the meeting. Mr. Rizwan Ashraf informed the house that next date of hearing of the case is March 16, 2021 and I want to keep today's agenda short as we have to talk about it and I don't think this is a big issue. We will not submit the guarantee at all. Only our unity will bring us defeat or win. He further suggested that a letter from PAA should be submitted to DGPR informing them that none of our member will submit any Bank Guarantee and explained then if you select any Advertising Agency this will also be against the rules & regulations and should attach a copy of relevant Advertisement as precedent. We will also protest against it. This is my personal point of view.

- Mr. Sohail Aziz also agreed with the narrative of Mr. Rizwan Ashraf and repeated what he had said. He further said that the letter is going to be submitted to the DGPR, Government of Punjab and it will be signed by all the CEC members and at least I'm with the Chairman till the last minute.
- Chairman, Mr. Jawad Humayun requested Brig. (R) M. Zubair Rehan to express his thoughts. He said that I am not talking about the business as my money is more than the guarantee which is lying in the DGPR which has not yet been processed and the court has not given any decision against or in favor of the PAA in this situation if they band the processing of bills then what will we do.
- The Chairman, Mr. Jawad Humayun apologized for interruption and said, let me clarify that during the cross examination, the court even has given nothing in written but showed his intentions that why are you taking money when APNS already have their money. It's a very positive observation. He assured Brig. (R) M. Zubair Rehan that if the billing processing is stopped by the DGPR, all the CEC members will go with you and talk them. We have to set a precedent and when if we are together no one can impose anything on us.
- Mr. Mahmood Parekh expressing his feelings, said that it is agreed that we will never submit a Bank Guarantee in any condition but we must tell them that always clients should submit Guarantee so that they could clear the payments on time. He further said that what does Government Guarantee us, that we will get the payment on time. Mr. Jawad Humayun confirmed and said that it's a strong point and I will ask the lawyer to add this point.
- It was also unanimously agreed and decided that no matter what happens, we don't have to submit a Bank Guarantee and a strong letter will be written duly signed by all the CEC members in which we will explain him about the issues and we will also attach a copy of the relevant Advertisement in which it is clearly written that only PAA members can participate. He further requested Brig. (R) M. Zubair Rehan & Mr. Nadeem Akbar to write letter to the DGPR, Government of Punjab requesting him to accept the Guarantee subject to decision of the court and provide us a copy of the same so that we may submit it in the court as Precedent for more stronger of the case. Moreover he suggested that we should have a meeting every week on a single point agenda and also proposed to have a meeting in the next week specifically on APNS and let's decide collectively what our relationship should be with the APNS.

4. Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General



25TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 06th March, 2021 **Day:** Saturday **Time:** 3:00 PM
Venue: Channel 7 Communications (Pvt) Ltd., Islamabad.

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss about the DGPR- Government of Punjab, New Media Policy, Decision of Honorable High Court, Multan & Way Forward.
- 4) To discuss Outstanding Dues of Federal & Provincial Government.
- 5) Any other matter with the permission of chair.

25TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 06th March, 2021 **Day:** Saturday **Time:** 3:00 PM
Venue: Channel 7 Communications (Pvt) Ltd., Islamabad.

On the Instruction of Mr. Jawad Humayun, Chairman-PAA, an emergent meeting of Central Executive Committee of Pakistan Advertising Association was called to brief the improvement on the legal proceeding against the DGPR, Government of Punjab, New Media policy and way forward.

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Mr. Asad Inam
2. Mr. Mahmood Parekh
3. Mr. Nadeem Akbar
4. Mr. Rizwan Ashraf
5. Mr. Waqar H. Haidri

Special Invitee:

1. Mr. Inam Akbar, Chairman Midas (Pvt) Ltd.

Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 3:00 PM and was conducted in a very professional way.

2. Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 01st December 2020 at PAA Secretariat, Gulshan-e-Iqbal, Karachi Online through Zoom, had already been circulated among the members. The Approval was proposed by Mr. Waqar H. Haidri member CEC & seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3. Discussion about the DGPR - Government of Punjab, New Media Policy, Decision of Honorable High Court, Multan & Way Forward

- Mr. Jawad Humayun thanked all the participants for attending meeting and said that agenda is the same as it was discussed in our last meeting that the matters were taken up with the DGPR, Government of Punjab. Mr. Jawad Humayun briefed the house that all we are aware of the Honorable High Court is decision by a Competent Court in Multan about the suspension of new advertisement policy (announced on 23-12-2020. "Operation of notification of 27-08-2020 is suspended subject to notice"). As a result, the said policy stands null and void. In the light of this decision of the Honorable High Court of Multan, presently applied operating procedures for the selection of advertising agencies are not implantable any more, as we have already requested Secretary Information, Chief Minister & Chief Secretary Government of Punjab to apply old practice for the same purpose, Mr. Rizwan Ashraf endorsed his narrative.

4. Outstanding Dues of Federal & Provincial Government.

- Mr. Jawad Humayun further informed the house that updated progress in our discussion is that, for all pending payments in Press Information Department, Ministry of Information and Broadcasting Islamabad we should engage All Pakistan Newspapers Society (APNS) for recovery and joint efforts for reversal of new media policy.

5. Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General



26TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 12th March, 2021 **Day:** Friday **Time:** 3:00 PM
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss about the Legal Notice Received from Edward & Marshal on behalf of Omar Satti Corporation (OSC) regarding the Event of AdAsia 2019, Lahore.
- 4) Any other matter with the permission of chair.

26TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 12th March, 2021 **Day:** Friday **Time:** 3:00 p.m.
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom

On the instructions of Mr. Jawad Humayun, Chairman, PAA an Extraordinary Meeting of Central Executive Committee of Pakistan Advertising Association was called to discuss the Legal Notice received from Edward & Marshal on behalf of Omar Satti Corporation (OSC).

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. M. Zubair Rehan (R)
2. Mr. Asad Inam
3. Mr. Mahmood Parekh
4. Mr. Nadeem Akbar
5. Mr. Rizwan Ashraf
6. Mr. M. Zeeshan Khan
7. Mr. Waqar H. Haidri
8. Mr. Anis Thaver

Special Invitee

Mr. Sarmad Ali, Chairman Organizing Committee Ad Asia 2019.

PAA Secretariat: Mr. Anis Ahmed, Secretary General-PAA and Mr. Hammad Tariq-PAA.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the Meeting. Meeting started at 3:00 PM and was conducted in a very professional way.

2) Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 06th March 2021 at Board Room of Channel 7 Communications (Pvt) Ltd, Islamabad. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" & seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3) Discussion about the Legal Notice Received from Edward & Marshal on behalf of Omar Satti Corporation (OSC) regarding the Event of AdAsia 2019, Lahore.

- Mr. Jawad Humayun thanked all the participants specially Mr. Sarmad Ali who spared time from his busy schedule for attending the meeting and said that it is known by every member that we have held a very successful event of the AdAsia Lahore 2019 but unfortunately there were some issues which are bothering us and we need to resolve it in any case. He further told that in this regard I and Mr. Waqar H. Haidri have been talking with Mr. Sarmad Ali from time to time to resolve these issues as soon as possible and some of which have been resolved too i.e. Air Tickets of AdAsia Speakers, the problem of Mr. Safdar etc., but now the great problem is of Mr. Omer Satti and few small vendor's payments, basically the main & irritant Vendor is Omer Satti and he has sent us legal notice, principally I talked with Mr. Waqar H. Haidri & Mr. Sarmad Ali and agreed that eventually we have to pay him as per our commitment but delayed because of COVID-19 Pandemic and now the things are coming in the routine, now we all are sitting here

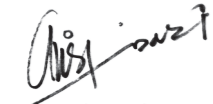
we should make a strategy so that the payment may be made to him, number one. And number two is that we should not respond this notice and let him go to the court and we will also go to the court because if once the matter will go to the court, the case will be event playing field for both the parties. He addressed the house and said that if any member wants to share his views, the forum is open but we four members very active in the event of AdAsia were Mr. Waqar H. Haidri, Brig. M. Zubair Rehan (R) & Mr. Sarmad Ali.

- Mr. Sarmad Ali said that I have talked to Mr. Shahzad and Mr. Shahzad has told me that the Invoices have been sent by Mr. Omer Satti, more of the invoices are in the name of his vendor which should be removed and there is no issue about his vendor's invoices, you can pay easily. Mr. Sarmad Ali said that I think a lot of things will remove out from the invoices. He said that I (Jang Group) has paid all the payments of dinner which was given from us and only a sum of Rs. 900,000/= is due which will be paid by me shortly. He further said that after checking the agreement and all the invoices, I will come to the conclusion of what to do.
- Mr. Waqar H. Haidri expressed his views and said that whatever happened has happened, now we should settle down these issues. He has sent a copy of the legal notice to the President of Pakistan & AFAA. I want to say that all the items and rates were decided and approved between Mr. Omer Satti & Mr. Sarmad Ali and neither anybody is involved nor does anyone know about the rates except Mr. Sarmad Ali. I request Mr. Sarmad Ali to check once all the invoices and approve the amount which is payable to Mr. Omer Satti.
- Mr. Jawad Humayun said I add my suggestion if you like, we should form a high level committee of four members with Mr. Sarmad Ali and three members of PAA, we should sit together and call Mr. Omer Satti in Karachi or Islamabad and sitting across the table, show him and tell that in all invoices are found with reignited figure and fake billing, we want to pay your dues if any regarding the event of AdAsia 2019-Lahore. We shall offer him to negotiate & declare the actual amount instead of these reignited figures & fake billing, so that we may pay in installments during one or two years and this matter will not be presented in any court of law in the Country. This is the only solution and after finalization, both parties must sign on the settled amount. Mr. Waqar H. Haidri & Mr. Sarmad Ali endorsed the narrative of Mr. Jawad Humayun and also agreed unanimously. He also suggested that we are ready to call him after 24th March and it will be better to send him a message through a common friend that at this time all the responsible persons are busy.
- Brig. M. Zubair Rehan (Retd) suggested that we should get all his invoices audited first from a professional Audit firm and when you are going to speak to him then tell him first to produce the Purchase Order so that we may know that who had placed the order. He further said that I have paid PKR. 2.7 Million to the different vendors.
- Mr. Jawad Humayun said that whatever stated above has been decided; now we should find out some way for generating the revenue i.e. through any event or anything else, we must think about it. He further said that I am worried about the AFAA franchise Fee of US \$ 30000 for AdAsia 2019. I have received again an email from them today and I have replied that we are holding a meeting today in which matter will be discussed and I will inform AFAA in the next week what action PAA will take in resolving the issue. Mr. Sarmad Ali said and suggested that we should have a group call with Mr. Bharat Avalani because he had talked with all the participants and all were agree to waive off or to give a favor of discount but Raymond So is denying and is not agreeing. Mr. Jawad Humayun endorsed his narrative.

- Mr. Jawad Humayun said and suggested that we will have to pay something to AFAA and in this connection discuss with Mr. Waqar H. Haidri that how much amount we can pay easily from the PAA funds and than shall the request then that we intend to pay but AFAA must give us waiver or relaxation as the business has closed due to COVID-19.
- Mr. Waqar H. Haidri expressed his views and said that AFAA has already given us relaxation for three years and it has agreed that payment will be made in three years installments and IN SHA ALLAH we will pay its 1st installment from the PAA Funds in the month of April 2021 Mr. Jawad Humayun endorsed the narrative of Mr. Waqar H. Haidri.

3. Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.


Anis Ahmed
Secretary General



27TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 10th April, 2021 **Day:** Saturday **Time:** 3:30 PM
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom

AGENDA OF THE MEETING

- 1) To begin with recitation ayat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss about pending payments of Omer Satti Corporation (OSC) regarding the Event of AdAsia 2019, Lahore.
- 4) Any other matter with the permission of chair.

27TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 10th April, 2021 **Day:** Saturday **Time:** 3:30 PM
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom

On the instructions of Mr. Jawad Humayun, Chairman-PAA, Meeting of the Central Executive Committee of Pakistan Advertising Association was called to discuss the AdAsia 2019 Lahore pending payments.

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and attended by the following CEC members:

1. Mr. Asad Inam Akbar
2. Mr. Mahmood Parekh
3. Mr. Rizwan Ashraf
4. Mr. Waqar H. Haidri

Special Invitee:

1. Mr. Sarmad Ali, Chairman Organizing Committee AdAsia 2019.

PAA Secretariat: Mr. Anis Ahmed, Secretary General-PAA and Mr. Hammad Tariq-PAA.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 3:30 PM and was conducted in a very professional way.

2) Confirmation and approval of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 12th March, 2021 at PAA Secretariat, Gulshan-e-Iqbal, Karachi, online through zoom. The approval was proposed by Mr. Rizwan Ashraf, Chairman zone "C" and seconded by Mr. Jawad Humayun, Chairman PAA. Therefore, minutes were confirmed and approved.

3. Discussion about pending payments of Omer Satti Corporation (OSC) regarding the Event of AdAsia 2019, Lahore.

- Mr. Jawad Humayun, Chairman-PAA thanked all the participants specially Mr. Sarmad Ali who spared time from his busy schedule for attending the meeting and said that we need to discuss the remaining vendors' outstanding dues against the AdAsia 2019. Before paying any amount to any vendor, we need to sit together to access the actual outstanding dues of all vendors especially OSC. Mr. Sarmad Ali and Mr. Jawad Humayun both raised the issues that the invoices raised by OSC are highly exaggerated and far from the reality. The major issue is our recovery against sponsorship fee and the most important receivable amount is from Mr. Wasiq Naeem, Chairman of Star Marketing. We should request him to release the payment if not all at once, at least start us paying partially as it has passed more than one and a half year of the Event. He added that "I and all the participants are of the view that the issue should be resolved once for all by calling OSC as soon as possible". Mr. Sarmad Ali endorsed the narrative of Mr. Jawad Humayun.

- Mr. Sarmad Ali said that an amount of Rs.7,500,000/= is pending with Mr. Wasiq Naeem, Chairman of Star Marketing and all the payments against travelling etc. has already been paid to Flight Center & Tours (Pvt) Ltd, (TNI). An amount of Rs. 5,000,000/= is receivable from Mr. Inam Akbar (As per MOU Mr. Inam Akbar will pay to Mr. Safdar Rs.15,000,000/=). He further said that we have to follow-up two payments No.1 Rs.7,500,000/= from Mr. Wasiq Naeem, Chairman of Star Marketing and No.2 Rs. 5,000,000/= from Mr. Inam Akbar to which I am following-up and have requested Mr. Rizwan Ashraf to follow-up the same and after receiving the amount we may be able to give an amount of Rs. 5,000,000/= to Mr. Omer Satti (OSC). He further said that other than that a payment of Mr. Hamza (Terrabiz Group) is also very important because they brought delegates and we should also pay a part.

- Mr. Jawad Humayun suggested that Mr. Sarmad Ali, Mr. Waqar H. Haidri and me should sit together in Islamabad and scrutinize all the invoices of Mr. Omer Satti (OSC) through bill to bill and after completing our work, put a final figure in front of him and ask him if he is agree with this amount, then make an agreement. The house unanimously endorsed & agreed with this suggestion. He further said that 2nd thing is that we should also make a strategy upon our recovery and tell sponsors to issue us post dated cheques on their own choice and we will hand over the same cheques to Mr. Omer Satti (OSC) against his remaining payment and 3rd thing is the AFAA which is very important and Raymond So is continuously emailing me, Mr. Sarmad told that the Executive Committee of the AFAA has agreed that the committed delegates did not sent so, we would like to forgive Pakistan's Fee but only Raymond So does not agree.

- Mr. Jawad Humayun said that I have also talked to Bharat Avalani and he told me to settle down the things together with the CEC of AFAA and it's my opinion that we should have a zoom meeting with BOD of AFAA specially with Mr. Ramesh Mr. Swami, Mr. Narain, if they are not agreed to forgive all the Fee, then we can persuade them for a reasonable amount which we can generate within PAA is limited resources to close this chapter and I think that we should sit together in the next week.

- Mr. Sarmad Ali endorsed the narrative of Mr. Jawad Humayun and agreed to sit with Mr. Jawad Humayun & Mr. Waqar H. Haidri in next few days and resolve the matter finally. He further told that we have already paid to Mr. Omer Satti (OSC) about Rs.17,500,000/= against various bills but he has not adjusted that amount anywhere in his bills/Invoices whereas the amount he has received, should have been mentioned in the Bills/Invoices.

4. Any Other Matter:

Mr. Rizwan Ashraf raised a point taking advantage of Mr. Sarmad Ali's presence and said that we should make a strategy to increase the fund of PAA. Mr. Jawad Humayun suggested that Mr. Sarmad Ali should sponsor us and deal with us for a supplement and support us a minimum from the Jang Group and supplement should be booked by the Agencies and the amount received against supplement should be adjusted with the Vendors, Mr. Sarmad Ali endorsed and agreed. Mr. Jawad Humayun added that he will make a complete feasibility report of 15 pages supplement and it will be presented to Mr. Sarmad Ali and also to the CEC.

5. Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General



28TH MEETING OF EXISTING OFFICE BEARERS INCLUDING MEMBERS OF EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 06th July, 2021 **Day:** Tuesday **Time:** 2:00 PM
Venue: Online Meeting through Zoom

AGENDA OF THE MEETING

To begin with recitation ayats from the Holy Quran-e-Karim

- 1) To confirm / approve minutes of last meeting held on 10th April, 2021 at PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom.
- 2) To discuss the outstanding dues against the Annual Subscription for year 2021-2022.
- 3) To discuss the payment issue with APNS member publications (will be Briefed by Mr. Mahmood Parekh, Chairman Zone "A")
- 4) To approve the Election Schedule of PAA for the year 2021-2022.
- 5) Approval for the appointment of election commission.
- 6) To approve PAA balance sheet for the year 2020-2021.
- 7) Approval of Annual Increments of PAA staff.
- 8) Any other matter with the permission of the Chairman.

28TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 6th July, 2021 **Day:** Tuesday **Time:** 2:00 PM
Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi. Online through Zoom

On the instructions of Mr. Jawad Humayun, Chairman-PAA, Meeting of the Central Executive Committee of Pakistan Advertising Association was called to discuss the attached Agenda.

Attendance:

Meeting was headed by Mr. Jawad Humayun, Chairman PAA and following CEC members attended the meeting:

1. Brig M. Zubair Rehan (Retd.)
2. Mr. Asad Inam
1. Mr. Mahmood Parekh
4. Mr. Nadeem Akbar
5. Mr. Rizwan Ashraf
6. Mr. M. Zeeshan Khan
7. Mr. Anis Thaver
8. Mr. Sohail Aziz
9. Mr. Waqar H. Haidri
10. Mr. Kanwar M. Rashid

PAA Secretariat: Mr. Anis Ahmed, Secretary General-PAA and Mr. Hammad Tariq,-PAA.

1. The meeting began with recitation of Holy Quran by Mr. Jawad Humayun. Afterwards, he welcomed the participants. Meeting was started at 2:00 PM and was conducted in very professional way.

2. Confirmation and approval of the minutes of last Meeting:

- Minutes of PAA, CEC's last meeting, held on 10th April, 2021 at PAA Secretariat, Gulshan-e-Iqbal, Karachi, online through zoom:

Mr. Jawad Humayun, Chairman-PAA proposed to approve the minutes, but Mr. Waqar H. Haidri, Member CEC raised the objection and told that he has some observations which relate to payments regarding the event of AdAsia 2019, which are still pending. Mr. Jawad Humayun informed that they have gone a step forward and now working on the second step, i.e. to send a letter through PAA, to Mr. Sarmad Ali regarding the supplements, which could not be sent earlier - it was a fault on our side.

He further said that Mr. Sarmad Ali has firmly committed to market all the supplements. However, Mr. Waqar Haidri demanded that we must know the amount to be paid to said vendors and it should be finalized by Mr. Sarmad Ali. He also suggested that whatsoever we are going to do regarding the supplements, there should be a written agreement for that because we do not want to have the same situation as of AdAsia 2019. Mr. Jawad Humayun advised the PAA Secretariat to send an official letter to Mr. Sarmad Ali referring today's and last CEC's meeting in which he was present and inform him that we want to release the supplements urgently and ask him to extend his support and also request him to let us know the formula of payments. Mr. Waqar H. Haidri added that we should also know that either the supplements will be sent through Newspaper or will be handled by any Ad Agency. After clarification of the said objection, approval was proposed seconded by Mr. M. Zeeshan Khan, Secretary Finance - PAA, therefore minutes were confirmed and approved.

3. Discussion about the outstanding dues against the Annual Subscription for year 2021-2022.

- Mr. Jawad Humayun requested Mr. Waqar H. Haidri to discuss this point and Mr. Waqar H. Haidri explained that as it is clearly mentioned in the constitution of PAA M&AoA that if any member fail to pay the annual subscription fee till 31st March of the each calendar year, the current CEC reserves the rights to remove his name from the PAA Member's register. He further said that in this Scenario the whole case goes to Midas group which is a matter of extreme mistreatment while they are not only member of CEC but also Mr. Asad Inam is vice chairman of the CEC but no payment is made by them as the financial year is close to end & our audit has been started. Mr. Rizwan Ashraf Chairman Zone "C" informed the house that he also requested several times to clear their dues but the matter is still pending. Mr. Jawad Humayun requested addressing Mr. Asad Inam to help out and resolve the matter then Mr. Asad Inam has committed that they will pay Rs. 994,000/= in the next week and further Rs. 850,250/= will also be paid in few days Mr. Jawad Humayun praised his efforts and told that we have a better & close relationship and it must continue. Mr. Jawad Humayun further explained to the house that there are several heads of expenses of the Secretariat i.e. Staff salaries, Utility Bills, Legal Fees and also other expenses and we all are working on purely voluntarily basis.

4. Discussion about the payment issues with APNS member publications (will be Briefed by Mr. Mahmood Parekh, Chairman Zone "A")

- Mr. Mahmood Parekh informed the house that in the zone "A" all they are using the old media tariff but there should be new media tariff as, no media is following the old one tariff is it an open market? We have to decide it. He explained that in the tariff, rates of accredited agencies are more than the non-accredited agencies. We need to discuss it. He further told that if an agency deals with a client and the same client has three more agencies, client receives different tariff from all four agencies. It's a serious issue, we should discuss also and need to create a mutual understanding with the media. Mr. Jawad Humayun endorsed the narrative of Mr. Mahmood Parekh and said that it's really a strong & valid point and requested to write in short detail on this issue and send it to him so that it may be sent to PBA through PAA to resolve this issue immediately.

5. Approval of the Election Schedule of PAA for the year 2021-2022.

- Election schedule along with approval of Election commission has been approved and Mr. Jawad Humayun advised PAA Secretariat to submit the schedule along with all legal formalities on priority basis to Directorate General Trade Organization (DGTO).

6. Approval of the appointment of Election commission.

- Following persons have been appointed as Election Commission for the Year 2021-2022.
 - Mr. Rizwan Shakoor-CEO- DNA'n Design from Zone "A"
 - Mr. Shabbir Malik-CEO- AdAge Communications (Pvt) Ltd from Zone "B".
 - Mr. Irfan Rafique-CEO-Sound & Vision (Pvt) Ltd from Zone "C".

7. Approval of PAA balance sheet for the year 2020-2021.

The members present unanimously approved the Audited account for the year ended 30-06-2021.

8. Approval of Annual Increments of the PAA staff.

- Applications of the staff members of PAA for increments for the financial year 2021-2022 were considered and reasonable increments were awarded to staff. Mr. M. Zeeshan, Khan Secretary Finance-PAA, told that now we have significantly reduced the PAA Secretariat's expenses in the last financial year 2020-2021 and also have replaced our Sales Tax Consultant, thus we can save Rs.5,000/= a month.

He proposed that we should get group Medical Insurance for our PAA Secretariat Staff members. Mr. Jawad Humayun & Mr. Waqar H. Haidri supported the narrative of Mr. M. Zeeshan Khan and the house approved. The group medical insurance scheme & increments of PAA staff will be finalized by Mr. Zeeshan in consultation with Chairman.

9. Any other matter with the permission of the Chairman.

- Mr. Jawad Humayun expressing his thoughts about one of our AdAsia 2019 vendor M/s. Terrabiz that it is almost one and a half year, neither we have received any payment from our sponsors nor could we pay to the Terrabiz. Mr. Hamza Hashmi Chief Executive Officer of Terrabiz is about to undergo a critical operation but he is not in a position to pay about Rs.1,500,000/= for his operation. In this connection he sent me some documents to study and asked if PAA can financially support him? In this regard after discussion with Mr. Waqar H. Haidri & Mr. M. Zeeshan Khan, we paid him Rs.500,000/= and for this act of PAA he became so happy & gratified. The CEC appreciated this decision & approved the amount of Rs. 500,000/=
- Mr. Waqar H. Haidri told that one thing I want to discuss regarding AFAA's franchise fee which was agreed in the CEC meeting in Lahore that we should give some relief to Mr. Sarmad Ali and pay initially has US \$ 10,000/= against total fee of US \$ 30,000/- which PAA has reserved. Mr. Jawad Humayun that in this regard told he has talked to Mr. Sarmad Ali and he said that Mr. Raymond So is making things worse; the matter is that AFAA had to bring 100 International delegates and he couldn't bring them, so what should we pay for? In the meeting of AFAA. this point was also raised and Bharat Avalani has also seconded it further the Indian friends of Mr. Sarmad Ali Mr. Ramesh, Mr. Swami and Mr. Narain were also agreed that due to COVID-19 AFAA should think about this issue also. Mr. Sarmad Ali said that until I negotiate the matter finally no payment should be made. Moreover, Mr. Waqar H. Haidri informed the house that we paid AFAA Subscription fee for the year 2021 i.e. Rs. 159,457 equivalent to \$1,000/= through MCB Bank Limited. The CEC approved the quoted amount.
- Mr. Waqar H. Haidri informed the house that PAA Invested in the shape of "Certificates of Islamic Investment" in Meezan Bank Limited on total amount of PKR 10,000,000/= (10 Million) for 18 Months. It will mature on December 2022. We have also received an amount of Rs.44, 100/= (Approx.) as profit per month after tax.
- Mr. Waqar Haidri further informed to the house that APNS sent a letter to the PAA in the name of Chairman, Mr. Jawad Humayun and this letter is being sent by APNS since last three years and in this letter it is said that 50% payment of the advocate fee will be paid by PAA for the Advocate we have hired jointly. It was decided that as soon as we receive the payments from Midas Group we will pay to the APNS. He further told that it is payment issue and we will have to face the problem in the coming year. He requested Midas, particularly Mr. Asad Inam to clear the outstanding dues positively. Mr. Jawad Humayun get approval from the house to pay All Pakistan Newspapers Society the house approved the quoted amount of Rs. 495,100/-
- Mr. Waqar H. Haidri told to Mr. Jawad Humayun that if we give some task to event planner of Ad Asia 2019 for arranging any conference or like mini AdAsia or any Activity so that he may generate some revenues and earn, In this regard PAA will support him. Mr. Jawad Humayun endorsed the point and told that we should arrange PAA Excellence Award Event and agreed to talk to event planner in this regard.

10. Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.


Anis Ahmed
Secretary General



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Email: shehzad.ahmed@mullenlowerauf.com
9. Mr. Ali Habib
Director,
Manhill Advertising & Marketing (Pvt) Ltd.,
Office No. 106, 1st Floor,
Siddique Trade Centre Lahore.
Tel: 042-111-111-160
Mob: 0321-5042222
10. Mr. Nadeem Butt,
Bureau Head,
MCM Advertising
House # 132, Block-A, Architect
Engineering Housing Society, Lahore.
Cell No. 0300-9466897
Email: mcmadvertising@gmail.com
11. Mr. Nadeem Akbar
Chief Executive Officer,
Midas Communications Pakistan (Pvt) Ltd.,
53 E-1, Gulberg-3
Lahore,
Tel: 042-35775421
12. Mr. Agha M. Nabeel Khan
Oktopus 360 Media (Pvt) Ltd.,
House No. 21, Block # B-III Johar Town
Lahore.
Tel: 042-35755378-79
Mob: 0300-9487630
Email: agha.nabeel@oktopusgroup.com

13. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
2nd Floor, 84, B-1, Ghalib Road
Gulberg-3, Lahore.
Tel: 042-35762935-38
14. Syed Masood Hashmi
Chairman,
Orient Edge (Pvt) Ltd.,
2nd Floor, 84, B-1, Ghalib Road
Gulberg-3, Lahore.
Tel: 042-35762935-38
15. Mr. Athar Saleem
Director,
Roshni Communication.,
Suit # 404, 3rd Floor, Liberty Tower,
Gulberg III, Lahore.
Tel: 042-35751433-34
16. Mr. Rizwan Haider Shah,
Synergy Advertising (Pvt) Ltd.,
5th Floor, MM Tower,
28-A, Block -K Gulberg II,
Lahore.
Tel: 042-35817455-56
Email: rizwan.shah@synergydentsu.com
17. Mr. Khawaja Nadeem Azhar
Managing Director,
Unity Advertising & Marketing
46-C, Shahid Colony Wahdat Road,
Lahore.
Tel: 042-37426722-23
Mob: 0321-4771305
Email: unityadagency@gmail.com
nadeem.unity@gmail.com

**FEDERAL AREA ZONE
(CORPORATE MEMBERS)**

1. Mr. Shabbir Malik
Chief Executive Officer,
Adage Communications (Pvt) Ltd.,
1st Floor, Plaza 1J, Block-5,
Sangam Market, Sector I-8/3,
Islamabad.
Tel: 051-4900116
Fax: 051-4900110
Email: shabbirmalik@adagepakistan.com
2. Mr. Jawad Humayun
Group Chairman,
Channel 7 Communications (Pvt) Ltd.,
3rd Floor, Office Tower, Behind
Kulsum International Hospital,
Fazl e Haq Road, Blue Area,
Islamabad.
Tel: 051-2342134

- Fax: 051-2342135
Email: jawad@channel7.com.pk
3. Mr. Usman Attique Butt
Chief Executive Officer,
Interlink Advertising (Pvt) Ltd.,
Office No. 5, 2nd Floor, Rajan Plaza,
F-10, Markaz,
Islamabad.
Tel: 051-2273580-4
Fax: 051-2273585
Email: ceo@interlinkad.com
4. Mr. Afzal Hussain
General Manager,
M&C Saatchi World Services Pakistan
Mir Square, Civic Centre, 2nd Floor, G-6
Markaz, Islamabad.
Tel: 051-2310571-72
Email: afzal.hussain@mcsaatchi.com
5. Mr. Nadeem Akbar
Chief Executive Officer,
Midas Communications Pakistan (Pvt) Ltd.,
3rd Floor, Rajan, Plaza, F-10 Markaz,
Islamabad.
Tel: 051-2106225
Fax: 051-2106230
Email: nadeem@mcpakistan.com
6. Mrs. Faiza Nadeem
Chief Executive Officer,
Vantage Media (Pvt) Ltd.,
3rd Floor, Rajan, Plaza, F-10 Markaz,
Islamabad.
Tel: 051-2106225
Fax: 051-2106230
Email: nadeem@mcpakistan.com

**Federal Area Zone (Associate Members)
(Islamabad)**

1. Mr. M. Akbar
Chief Executive Officer,
Advantage Advertising (Pvt) Ltd.,
Office No. 404, 4th floor, Gulberg Empire
Gulberg Greens
Islamabad
Tel: 051-8312566
Email: ceo.advantage@gmail.com
2. Mr. Hussain Tariq Raja
Chief Executive,
Advertisement & Documentaries
Syndicates, Office-2, Mezzanine Floor,
25-Huma Plaza, Blue Area, Islamabad.
Tel: 051- 2604854
Email: ceo.ads.advt@gmail.com

3. Mr. Ali Raza
Chief Financial Officer
Blitz Advertising (Pvt) Ltd.,
House No. 5, Street 58,F 7/4,
Islamabad.
Tel: 051-8438460-2
Fax: 051-8438466
Email: ali.raza@blitz.pk
4. Brig Tariq Mehmood Dar
Creative Junction (Pvt) Ltd.,
Suite 10, 2nd Floor, Al-Babar Centre,
F-8 Markaz, Islamabad.
Tel: 051-2287398-9
Mob: 0333-5529362
Email: tariq@creative-junction.com
5. Mr. Yahya Khan Sadozai
Chief Executive Officer,
Enhancerz Communications (Pvt) Ltd.,
5-A, Mezzanine Floor, Sama Plaza,
68W, Blue Area, Islamabad.
Tel: 051-2803161-62
Fax: 051-2803163
Email: yahya@enhancerz.com
6. Mr. Munir Shaikh
Chief Executive Officer,
Kenad (Pvt) Ltd.,
Near Bilal Mosque, Sector, I-8/4,
Islamabad.
Tel: 051-4866468-9
Email: kenadpl@gmail.com
7. Mr. Khadim Hussain
Chief Operating Officer,
Manhattan Communications (Pvt) Ltd.,
Office # 201 2nd Floor, Mustaq Mansion
Fazl-e-Haq Road, Blue Area Islamabad
Tel: 051-2805296-9
Mob: 0331-5014561
8. Mr. Javed Malik
Regional Director,
Manhill Advertising & Marketing (Pvt) Ltd.,
1st Floor, Roshan Centre, 78 West
Jinnah Avenue Blue Area,
Islamabad.
Tel: 051-111-111-160
Email: joinjaved@yahoo.com
9. Mr. Shaikh M. Shafiq Adeel
Resident Manager
Maxim Advertising (Pvt) Ltd.,
Flat No. 2, Chaudry Plaza Saba Market
Sheet No. 112, Sector G-11/3 Islamabad.
Tel: 051-2221768
Fax: 051-2221764
Email: adeel@maximgroup.pk

10. Mr. Tanvir Hussain
Resident Director,
Message Communications
Apt # 1-A, Block #1-K Street # 14, New
Tariq Market, F-10/2,
Islamabad.
Tel: 051-2105488
Fax: 051-2105537
Email: isb@messagepk.com
messageisb@gmail.com
11. Mr. Waqar H. Haidri
Chairman,
Oktopus 360 Media (Pvt) Ltd.,
Suit F-01, First Floor Urban Boulevard
Street
Sector-A Plot No. 42, Enclave One,
Bahria Enclave,
Islamabad.
Mob: 0300-8292932
Email: waqar.haidri@oktopusgroup.com
Tel: 051-8896413
12. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
5TH Floor, Green Trust Tower,
Blue Area,
Islamabad.
Tel: 051-111-66-66-22
13. Syed Masood Hashmi
Chairman,
Orient Edge (Pvt) Ltd.,
5TH Floor, Green Trust Tower,
Blue Area,
Islamabad.
Tel: 051-111-66-66-22
14. Mr. Sardar Omar
Synergy Advertising (Pvt) Ltd.,
Plaza F-6, 2nd& 3rd Floor,
F-10 Markaz,
Islamabad.
Tel: 051-2215912-4
Email: sardar.omar@synergydentsu.com
15. Mr. Shahzad Ali
Chief Executive Officer,
Vibrant Communication (Pvt) Ltd.,
64-E, 2nd Floor, Masco Plaza Main Jinnah
Avenue, Blue Area,
Islamabad.
Tel: 051-2803151-50
Email: shehzad8@gmail.com

Federal Area Zone (Corporate Members - Peshawar)

1. Mr. Ghani Rehman
Chief Executive Officer,
Advertising & Business Consultants (Pvt) Ltd.,
Flate # 204, 2nd Floor, Badshah Tower
Bara Road
Khyber Super Market Near Qayyoom
Stadium, Peshawar Cantt.
Tel: 091-5284804
Email: abcad02@gmail.com
ghanirehman@abcads.co

Federal Area Zone (Associate Members - Peshawar)

1. Mr. Haroon Inayat
Resident Manager,
Maxim Advertising Co. (Pvt) Ltd.,
Office No. FF-191 & 193, 1st Floor,
Deans Trade Center, Peshawar Cantt.
Tel: 091-5603047
Fax: 091-5603047
Mobile: 0300-9591614, 0336-9247511
2. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
1st Floor, State Life Building,
34, The Mall, Peshawar Cantt.
Tel: 091-5284471

**5TH AGM
MINUTES**

MINUTES OF THE FIFTH ANNUAL GENERAL MEETING (AGM 2020) OF PAA HELD ON SEPTEMBER 30, 2020 AT 3:00 P.M THROUGH ZOOM.

Present: As per list Attached

As the requisite quorum was present, Mr. Waqar H. Haidri, Chairman, PAA called the meeting to order and welcomed the members to Fifth Annual General Meeting.

Meeting started with recitation of an ayat of Holy Quran by Mr. Hammad Tariq, PAA.

Following agenda was transacted:

Item No. 1 To approve the Minutes of the last AGM held on September 28, 2019 and to appoint new Directors for the year 2020-2021.

Chairman PAA informed the members that the Minutes of last AGM had already been circulated and read the minutes. Mr. Waqar H. Haidri proposed and Mr. Jawad Humayun seconded for confirmation of minutes.

The minutes were confirmed & approved unanimously.

Item No.2 To consider and approve the Balance Sheet and the income and expenditure Accounts of the Association and the report of The Auditors for 2019-2020.

Mr. Waqar H. Haidri, Chairman, explained that due to corona and heavy rain fall in Karachi & various other discrepancies, the balance sheet could not be prepared by the auditor, as the tax advisor also advised that the audit report of PAA should not be submitted until all the expenditures have been made against the AdAsia 2019 event. He further said that Mr. Mubin Malik & Brig (Retd) Zubair Rehan have paid millions of Rupees as per the instructions of Mr. Sarmad Ali directly to different vendors for which PAA has no record. Mr. Khalid Taimur, Executive Director, CGSS also told that due to AdAsia 2019 account, they are also facing lots of problems and the balance sheet is not being made as some amount is remained to be paid by the AdAsia organizing committee to close the account. He further suggested that a committee should be formed who should be responsible to check AdAsia accounts in depth.

Mr. Jawad Humayun endorsed about formation of a committee regarding the AdAsia 2019 matters.

Mr. Waqar H. Haidri suggested that Mr. Sarmad should be included in the committee because PAA does not have much detail of expenditures. Mr. Jawad Humayun supported the narrative of Mr. Waqar H. Haidri.

Brig. M. Zubair Rehan (Retd.) has pointed out that nobody knows about two things:

- 1). How much money was paid to vendors and when? What was the final and approved payment plan, and who approved the plan.
- 2). For which purpose Event management Company was involved and what was their activities/work. How and by whom their rates were considered/approved and what was the market rates. If they have submitted their bills and committee decides about the payable amount, then how the PAA will pay the amount and what is the source of income of PAA.

Mr. Nadeem Akbar proposed that we must call a meeting shortly in which all those members must be present who were involved and worked in any capacity with the AdAsia 2019, while presence of Mr. Sarmad is to be made mandatory, which was unanimously agreed.

Item No. 3 To approve all the decision of Central Executive Committee.

There were no observations or objections on Minutes of last CEC meetings which were already circulated to all members of PAA. The house approved all the decisions of the CEC unanimously.

Item No. 4 To appoint Auditors and fix their remunerations.

M/s. Salahuddin & Co., Chartered Accountants are retired and being eligible have offered themselves for re-appointment.

Since no such offer has been received from anyone else, M/s. Salahuddin & Co. has been re-appointed as auditors for the financial year 2020-2021 at Annual remuneration of Rs.50,000/= (Rupees Fifty Thousand Only).

Item No. 5 Various Board Resolutions to be considered and to be adopted.

RESOLUTION

“RESOLVED that Mr. M. Zeeshan Khan will look after PAA Secretariat affairs and will be responsible for handling all finance activities as usual for the year 2020-2021 as Secretary Finance.”

Item No. 6 To announce the names of Office Bearers and the members of the Executive Committee for the Year 2020-2021.

The Election Results of Executive Committee and Office Bearers for the Year 2020-2021 were announced as under:

- 1. Chairman**
Mr. Jawad Humayun
Group Chairman
Channel 7 Communications (Pvt.) Ltd
- 2. Sr. Vice Chairman**
Brig. (Retd.) M. Zubair Rehan
Chief Executive Officer
Creative Junction (Pvt.) Ltd
- 3. Vice Chairman**
Mr. Asad Inam
Chief Executive
Communications Spot (Pvt.) Ltd
- 4. Chairman Zone "A"**
Mr. Mahmood Parekh
Chief Executive Officer
MCM Advertising
- 5. Chairman Zone "B"**
Mr. Nadeem Akbar
Chief Executive Officer
Midas Communication Pakistan (Pvt.) Ltd

6. Chairman Zone "C"

Mr. Rizwan Ashraf
Chief Executive Officer
Velocity Marketing & Communications (Pvt.) Ltd

7. Secretary Finance

Mr. M. Zeeshan Khan
Chief Executive Officer
TNI Communications

8. Mr. Waqar H. Haidri

Group Chairman
Oktopus Group

9. Mr. Sajjad Mehmood

Director
Creative Consultant (Pvt.) Ltd

10. Mr. Anis Thaver

Chief Executive Officer
GH Thaver & Co. (Pvt.) Ltd

11. Mr. Kanwar M. Rashid

Chief Operating Officer
Time & Space Media (Pvt.) Ltd

12. Mr. Sohail Aziz

Chief Executive Officer
Message Communications

13. Mrs. Faiza Nadeem

Chief Executive Officer
Vantage Media (Pvt.) Ltd

The members present showed appreciation to the Office Bearers and members executive Committee.

Mr. Waqar H. Haidri thanked all the Office Bearers and members of the Central Executive committee of 2019-2020 for their team work and running the affairs of the Association with enthusiasm and dedication. He also thanked PAA members for their full support and Co-operation along with the Secretariat personnel for their dedication.

The handing over/taking over ceremony of Chairs was executed. Mr. Jawad Humayun, Chairman, PAA thanked Mr. Waqar H. Haidri for his contribution to the Association as Chairman for providing the necessary stability by taking a number of initiatives for PAA.

The Chairman, Mr. Jawad Humayun thanked all the members with the warm heart and committed that he would try to meet the expectation of the members of the PAA as well as of all advertising Agencies and will utilize his best efforts for welfare of PAA and wellbeing of its members and promote the tradition of all the advertising industries in the Country. He further said that the unity and solidarity of members is the power of PAA. I pray to Almighty Allah and hope that unity of all members will continue in future as shown in the election.

He also admired & paid tribute to Mr. Waqar H. Haidri for his remarkable contribution for the welfare of PAA members, progress of advertising sector and growth of country's economy at large. He hoped that Mr. Waqar H. Haidri will continue patronizing PAA officials with his great vision for the progress of advertising industry.

Item No. 7 Any other matter with the permission of the chair

- Mr. Javed Qadeer Khan while expressing his opinions said that my only point of view is that there was an agenda/event and we have done that successfully but eventually I have noted that we need to form a strict policy which may be accepted by all the members/advertising agencies. Now we are facing the issues, which actually exist within an agency is that if you go to a client for obtaining an account after giving rebate out of your commission, it is unethical and these types of issues need to be addressed from this platform.
- Mr. Waqar H. Haidri reminded the members that the existing Executive Committee in its meeting held on 22nd January, 2020, has already approved the formation of a Trust for PAA Building and decided to place it for approval in the coming AGM. In the light of the CEC approval, he emphasized that now it is need to work faster to transform the PAA Building into trust for betterment and a permanent solution of the PAA Building. The Elected Chairman, Mr. Jawad Humayun told that, in this connection he has discussed with the authority but he will finalize the matter within two days. The house unanimously agreed.
- Mr. Waqar H. Haidri also reminded that in second AGM which was held in the year 2017, it was decided to increase PAA annual subscription fee from Jan 2019 to meet the PAA secretariat expenses, after gap of one year now it is decided to increase the Annual Subscription fee from present Rs. 50,000/= to Rs. 75,000/= which will be effective from January 2021.
- Mr. Waqar H. Haidri suggested that we need to increase PAA membership; we must make Digital Agencies to become PAA member as most of member agencies have their own Digital Agencies. Therefore, on the basis of APNS & PBA, we should offer all PAA member agencies to become PAA members without paying any charges for first year thereafter a fixed amount of Rs. 25,000/- will be charged from each agency as annual subscription fee. All members present in the AGM approved this idea.
- Mr. Waqar H. Haidri suggested that new executive committee should start PAA Excellence Awards and some other income generating projects in the coming year.
- Mr. Waqar H. Haidri admired and paid tribute to Mr. Tariq Rasheed (Late) for his remarkable contribution & selfless services for the PAA for 25 Years.
- In the end, Mr. Waqar H. Haidri requested members to settle down and finalize the accounts of AdAsia as soon as possible, as it is becoming a source of disgrace for PAA locally and internationally.

The meeting was adjourned thereafter with the vote of thanks to their chair.



Secretary General
Pakistan Advertising Association



PAA ACTIVITIES

12-10-2020

- Appointed Advocate Ch. Khanzada for the writ petition No.1168-2020 and released Advocate Safer Hussain Shah.
- Formed a Council and nominated the following members for the council.
 1. Mr. Nadeem Akbar-Chairman, Government Affair Council.
 2. Mr. Asad Inam-Chairman, Code of Ethics & Conduct Council.
 3. Brig. (Rtd.) M. Zubair Rehan-Chairman, Recovery Committee Council.
 4. Mr. Javed Qadeer Khan-Chairman, Digital Media Council.
- An amount of Rs.50, 000/- in the shape of demand draft/pay-order in the favor of Director General, Trade Organization was approved for Renewal of PAA License.
- Approved that Outstanding AFAA franchise fee for AdAsia 2019, may be paid in three equal installments, starting from the year 2021. Thus PAA will pay US\$10,000/- every year in three consecutive years.

12-10-2020

- PAA formed APNS-PAA joint committee for the year 2020-2021 as representative which includes the names, mentioned below:
 1. Mr. Rizwan Ashraf, CEO, Velocity Marketing & Communications (Pvt) Ltd.,
 2. Mr. Nadeem Akbar, CEO, Midas Communications Pakistan (Pvt) Ltd.,
 3. Mr. M. Zeeshan Khan, CEO, TNI Communications.

01-01-2021

- Sent a letter to the Secretary, Information & Culture Department, Govt. of Punjab, Lahore informing about the decision of the Court of Multan about suspension of new advertisement policy (announced on 13-12-2020. "Operation of notification of 27-08-2020 is suspended subject to notice"). As a result, said policy stands null and void. In the light of this decision of the honorable court, the presently applied operation procedures for the selection of advertising agencies are not implantable any more, therefore; we request you to apply old practice for the same purpose.

08-01-2021

- Sent a letter to Special Assistant to Chief Minister of Punjab, Information and Broadcasting, Information & Culture Department, Govt. of Punjab, Lahore, requesting to set up a joint meeting in the next week to discuss the challenges in the advertising industry with strong legacy of Government support and assured them that after our meeting, they will be in a better position to understand the ongoing media crises in Government of Punjab.

16-01-2021

- The Central & Regional Sub-Committees of FPCCI formed for the year 2021 and the following CEC Members of PAA were nominated as representatives.
 1. Mr. M. Zeeshan Khan (Convener, Central Region)
 2. Mr. Mahmood Parekh (Deputy Convener, Sindh Region)
 3. Mr. Rizwan Ashraf (Deputy Convener, Punjab)

20-01-2021

- PAA has submitted an application to the Director General Trade Organization, Islamabad for Renewal of PAA License along with license fee and all the relevant documents, required by the organization.

09-02-2021

- Chairman PAA held a meeting with Secretary & Ms. Firdous Ashiq Awan, Special Assistant to Chief Minister of Punjab for information and submitted the application along with recommendations as required by the Secretary, Information & Culture Department, Govt. of Punjab, Lahore, on media affairs, advertising industry & currently implemented media policy by, Information and Culture Department, Govt. of Punjab



26-02-2021

- Pakistan Advertising Association opened a current account in Pak Rupees at Meezan Bank Limite, Gulshan-e-Iqbal Block 6 Branch, Karachi.

12-03-2021

- Submitted Form 45 to the SECP, Declaration of compliance with the provision of Section 123-A of the Companies Act, 2017. Compliance against notice issued under sub-regulation (1) of Regulation 19A:

29-03-2021

- Received a letter from Prime Minister's Office in reply of our letter regarding the issues being faced by the Advertising Agencies requesting to identify the issues as mentioned below: **"Your esteemed Association is requested to identify and share regulatory difficulties being faced by business of your industry due to burdensome regulations of Government Departments on the attached Performa. These issues will then be taken up with concerned Government departments and all efforts will be made to resolve such issues"**

30-03-2021

- PAA has written a letter to the members informing that it is going to take action against Council of Pakistan Newspaper Editors (CPNE) regarding their Ads against Advertising Agencies & Reform of Advertising Policy, on the following grounds:

1- PAA is completely banning all the newspapers involved in this blatant propaganda campaign, and, therefore, no public or private sector advertisements should be released to these Newspapers, henceforth.

2- PAA is approaching the Government authorities through direct letters and personal meetings, to apprise all stakeholders/decision makers (in the Govt. and the media), of the self-serving agenda of these few newspapers.

3-PAA is also in contact with lawyers to motivate the courts against the malicious propaganda.

4- PAA is sensitizing the APNS on the issue.

3- PAA is also proposing action against ad agencies who continue to release advertisements to these newspapers involved in the baseless accusations against the advertising agencies.

4- PAA is proposing a fresh ABC of these newspapers doing business with the Federal and Provincial governments since it is well known fact that their submitted circulation figures are all fudged up and fake.

07-04-2021

- Chairman, Digital Media Council, Mr. Javed Qadeer Khan sent a letter to Governor, State Bank of Pakistan, Mr. Raza Baqir and requested for unblocking of payments through Bank Transfers to face book and Google through Digital Ad Agencies.

12-04-2021

- Chairman, Mr. Jawad Humayun sent a felicitation letter to Mr. Chaudhry Fawad Hussain on holding the post of "Federal Minister for information and broadcasting".

14-04-2021

- Letter sent to Director General, Information & PR Department-KPK & Secretary General APNS regarding publication's complaints in APNS against our member Advertising Agencies and requested to issue a notification of effective date of the new policy, decision of dividing the payments into 85 and 15 percent respectively.

04-05-2021

- Letter received from DGTO regarding Application sent for renewal of License of PAA. They have demanded various documents including verified NTN's of the enrolled members along with "Principal Activity" etc.

21-05-2021

- In reply to the letter of DGTO dated 04-05-2021 regarding Renewal of License of PAA, we have sent a letter along with all documents required by them and fulfilled their requirements.

02-06-2021

- PAA Invested 10 Million in Certificates of Islamic Investment by Meezan Bank for 18 months.

11-06-2021

- In reply to letter No. FPCCI/Corporate Affairs/2021-3471 dated 02-06-21, received from Federation of Pakistan Chamber of Commerce & Industry (FPCCI) regarding Financial Action Task Force (FATF) Guideline Implementation of United Nations, Security Council resolution on counter Proliferation, sent Compliance report that a web-link for UN Sanctions SRO on the Official website of 'Pakistan Advertising Association' is created i.e. www.paa.com.pk/unsc-sanctions/ and in this matter a notice has been issued to members regarding the information of "UNSC-Sanctions"

25-06-2021

- Letter sent to Director Information (Advertisement) Ministry of Information, Government of Sindh, regarding "Pre-qualification of Advertising Agencies for the Financial Year 2021-2022" requesting to withdraw the clause stating that "the ad agencies should have a base of available funds of Rs. 10 Million (Bank Statement for the last 12 months would be needed as a proof of funds)" from the selection process and issue a revised ad stating to continue the same as per the previous practice.

07-07-2021

- Sent a letter of thanks to Director Information (Advertisement) Ministry of Information, Government of Sindh, regarding "Pre-qualification of advertising Agencies for the Financial Year 2021-2022". They accepted our request and have withdrawn the said clause.

08-07-2021

- Chairman, Mr. Jawad Humayun sent a letter to Mr. Sarmad Ali, Chairman Organizing Committee AdAsia 2019 Lahore, regarding the pending issues of AdAsia2019 Lahore requesting to finalize and resolve these issues at the earliest and also informed to release the supplement on urgent basis in Daily Jang and Daily The News.

09-07-2021

- A letter was received from United Producers Association, regarding outstanding dues against PBA's Member Channel Exceeding PKR 3019 Million. In reply, the Chairman, Mr. Jawad Humayun sent a letter and assured to support on this significant issue and stated that we believe that every producer and production house must get their hard earned money.

15-07-2021

- Chairman, Mr. Jawad Humayun sent a letter to Dr. Firdous Ashiq Awan, special assistant to Chief Minister of Punjab for Information & Broadcasting, Lahore requesting her to set up a joint meeting once again to discuss on different issues being faced by PAA members advertising agencies.

21-07-2021

- Paid amount of PKR.227,746/- vide Cheque No. 1796200943 & PKR.227,746/- vide Cheque No. 1796200944, both cheques dated 26th August, 2021 are the final settlement of Professional Fees of M/s. Siddiqui, Vawda, Usman & Memon Law Associates, through APNS against their Letter No. APNS/AC/2021/3285 dated 01st July 2021 for Rs. 495,100/- being the share of Pakistan Advertising Association (PAA).

CHAIRMAN'S REPORT

CHAIRMAN'S REPORT

PAKISTAN ADVERTISING ASSOCIATION REPORT OF THE CHAIRMAN/CHIEF EXECUTIVE

The Central Executive Committee of the Pakistan Advertising Association takes pleasure in presenting its Annual Report along with audited financial statements of the Association for the year ended 30th June, 2021 for review to its members.

ACTIVITIES CARRIED OUT BY THE ASSOCIATION DURING THE YEAR

Membership of the Association:

No. of membership of the Association as on 30th June, 2021 was 92.

Finance:

Financial statement reflects a surplus of Rs. 2,965,760/-

Meetings:

During the year 8 meetings were held and attended by Central Executive Committee members.

Auditors:

The present auditors, M/s Salahuddin & Co. are retired and being eligible, have offered themselves for re-appointment. The CEC recommends the appointment of the retiring auditors for the next year.

ACKNOWLEDGEMENT:

The Chairman thanks all the members of Central Executive Committee for their willing support and cooperation of Secretariat and staff of the Association for sharing responsibilities.



Karachi 03rd September, 2021

CHAIRMAN/CHIEF EXECUTIVE



SALAHUDDIN & CO. CHARTERED ACCOUNTANTS

Date: August 25, 2021

THE BOARD OF DIRECTORS,
M/S PAKISTAN ADVERTISING ASSOCIATION,
KARACHI.

Re: Consent Letter - Companies Act, 2017.

Dear Sir,

We thank you for appointing us as auditor of M/S PAKISTAN ADVERTISING ASSOCIATION for the financial year 2021-2022 (ending on June 30, 2022).

We hereby give our consent as required by the Companies Act, 2017 to render our services in the said period.

Thanking You,

Yours truly,



SALAHUDDIN & CO.
CHARTERED ACCOUNTANTS
KARACHI.



514, 5th floor Madina City Mall, Abdullah Haroon Road Saddar, Karachi. Tel: 35217665
Fax: 021-37015176, Mob: 0333-2111531, E-mail: skamalpk@yahoo.com



Bill # 002

Dated: 25th August, 2021

M/s. Pakistan Advertising Association
ST-4, Block-3, Rashid Minhas Road,
Gulshan-e-Iqbal,
Karachi,

Pakistan Advertising Association
25 AUG 2021
Inward No. 042
Received By: HAMMAD TARIQ

Bill of Professional fees

Audited Accounts for the Year ended 30th June 2021
from Salahuddin & Co. (Chartered Accountant)

Rs. 50,000

Rs. 50,000

Rupees: Fifty Thousand Only



For: HM Indus & Co.

Office No. 503, 5th Floor, Kashif Center, Opp: Hotel Mehran, Shahrah-e-Faisal, Karachi Tel-35640430-32 E-mail: hmindusco@gmail.com

FINANCIAL STATEMENTS

PAKISTAN ADVERTISING ASSOCIATION

30TH JUNE, 2021

EXTERNAL AUDITORS, REPORT

We have audited the accompanying Balance Sheet of 'Pakistan Advertising Association' and the related Income & Expenditure Account for the Year then ended. The preparation of the financial statements is the responsibility of the Association's management and further audited by the auditor of the association. Our responsibility is to express an opinion on these financial statements based on audit.

We conducted our audit in accordance with International Standards on Auditing. These Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements give a true and fair view of the financial position of the Association and of the results of its operations for the year 2020-21 then ended and are in accordance with the International Accounting Standards as applicable in Pakistan.

The balance sheet, income and expenditure account, cash flow statement and statement of changes in funds together with the notes thereon have been drawn up in conformity with the Companies Act, 2017, and are in agreement with the books of accounts and are further in accordance with accounting policies consistently applies:

The expenditure incurred during the year was for the purpose of the association's business and finally.

In our opinion and to the best of our information and according to the explanation and annual performance review given to us, the balance sheet, income and expenditure account, cash flow statement and statement of changes in funds together with the notes forming part thereof, give the information required by the companies Act, 2017 in the manner so required and respectively give a true and fair view of the state of the association's affairs during 2020-2021.

KARACHI
Dated: July 06, 2021

SALAHUDDIN & CO.
(Chartered Accountants)




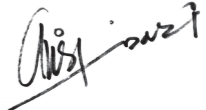
514, 5th floor Madina City Mall, Abdullah Haroon Road Saddar, Karachi. Tel: 35217665
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**PAKISTAN ADVERTISING ASSOCIATION,
KARACHI
BALANCE SHEET
AS ON 30TH JUNE, 2021**

	Note	2021 Rupees	2020 Rupees
ASSETS			
NON CURRENT ASSETS			
Property and equipments	3	1,656,782	1,669,181
CURRENT ASSETS			
Advances and other receivables	4	15,448,791	10,112,637
MPT Books		156,010	156,010
Cash and bank	5	2,677,180	3,559,931
		18,281,981	13,828,578
		19,938,763	15,497,759
GENERAL FUND AND LIABILITIES			
GENERAL FUND ACCOUNT			
	6	17,236,462	13,241,432
CURRENT LIABILITIES			
Accrued expenses and other liabilities	7	2,702,301	2,256,327
		2,702,301	2,256,327
		19,938,763	15,497,759

The annexed notes from 1 to 13 form an integral part of these financial statements.


Chairman


Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30TH JUNE, 2021

	Note	2021 Rupees	2020 Rupees
Income	8	6,587,000	3,988,000
Administrative expenses	9	8,867,332	19,327,844
Excess of Expenditure		(2,280,332)	(15,339,844)
Other income	10	5,509,723	17,398,304
Surplus / Deficit for the year		3,229,391	2,058,460
Deficit from Pakistan Advertising Institute	11	(15,525)	(16,342)
Prior Taxation		(248,106)	
Net Surplus / Deficit Transferred To General Fund Account		2,965,760	2,042,118

The annexed notes from 1 to 13 form an integral part of these financial statements.



Chairman



Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI CASH FLOW STATEMENT FOR THE YEAR ENDED 30TH JUNE, 2021

Note	2021 Rupees	2020 Rupees
CASH FLOW FROM OPERATING ACTIVITIES		
Net Surplus / Deficit for the year	2,965,760	2,042,118
Adjustment for items not involving movement of funds:		
Depreciation	177,849	185,665
Operating deficit before working capital changes	3,143,609	2,227,783
Changes in working capital		
(Increase) \ decrease in current assets		
Advances and other receivables	(5,336,154)	(7,462,449)
MPT Books Stock	-	1,800
Increase \ (decrease) in current liabilities		
Accrued expenses and other liabilities	445,974	(1,568,914)
Cash (used in) / generated from operations	(1,746,571)	(6,801,780)
Acquisition of fixed assets	(165,450)	(514,083)
Net cash (used in) / generated from operating activities	(1,912,021)	(7,315,863)
Cash flow from financing activities		
Add: Donation & Other Contribution	1,029,270	1,115,001
	1,029,270	1,115,001
Net (decrease) in cash and cash equivalents	(882,751)	(6,200,862)
Cash and cash equivalents at the beginning of the year	3,559,931	9,760,793
Cash and cash equivalents at the end of the year	2,677,180	3,559,931

The annexed notes from 1 to 13 form an integral part of these financial statements.



Chairman




Secretary General

PAKISTAN ADVERTISING ASSOCIATION, KARACHI STATEMENT OF CHANGES IN GENERAL FUND FOR THE YEAR ENDED 30TH JUNE, 2021

	Rupees
Opening balance	11,199,314
Surplus for the year 2020	2,042,118
Balance as at June 30, 2020	13,241,432
Add: Donation & Other Contribution	1,029,270
Surplus for the year 2021	2,965,760
Balance as at June 30, 2021	17,236,462

The annexed notes from 1 to 13 form an integral part of these financial statements.



Chairman



Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE, 2021

1. THE ASSOCIATION AND ITS ACTIVITIES

Pakistan Advertising Association ("The Association") was incorporated in Pakistan on 21st February 1981 as limited by guarantee under the Companies Act 2017. The registered office of the Association is situated at Plot No. ST-4, Block-3, Adjacent Gulshan Flyover Opp: T.O. Clinic, Gulshan e Iqbal, Rashid Minhas Road, Karachi. The Association has been guaranteed License No. 211 by the Ministry of Commerce, Government of Pakistan to act as an Association to represent Trade, Commerce industry or services or any combination thereof in advertising sector on all Pakistan basis and to benefit media by establishing sound business practices between advertisers agencies.

These financial statements were authorized for issue on 6th July 2021 by the Central Executive Committee of the association

2. ACCOUNTING POLICIES

2.1 Basis of Preparation

These accounts have been prepared under the historical cost convention and are in accordance with requirements of the Companies Act, 2017 and applicable accounting standards.

2.2 Fixed Assets

These are stated at cost less accumulated depreciation, except leasehold land which is stated at cost. Depreciation is charged to income applying the reducing balance method at the rates specified in note 3. Full year's depreciation is charged on all additions whereas no depreciation is charged in the year of disposal.

Maintenance and normal repairs and replacement are charged to income as and when incurred. Major renewals and improvements are capitalized and the assets so replaced, if any, are retired. Gains and losses on disposal of fixed assets are included in current income.

2.3 Revenue Recognition

Entrance and annual subscription income, service income and rental income are recognized on accrual basis. Membership subscription is accounted on receipt basis for members.

2.4 Taxation

No provision has been made for current taxation as the Association has unabsorbed tax losses.

2.5 Provisions

Provisions are recognized when:

- The Association has a present obligation (legal or constructive) as a result of past events.
- It is probable that an outflow of resources will be required to settle the obligation and.
- A reliable estimate of the amount can be made.

2.6 Financial Instruments

Financial instruments carried on the balance sheet include other receivables, cash and bank, accrued expenses and other liabilities. The particular recognition methods adopted are disclosed in the individual policy statement associated with each item.



3. PROPERTY AND EQUIPMENTS

Particulars	Cost		Rate	Depreciation		W. D. V as at 30-06-2021
	As at 01-07-2020	Addition/ (deletion)		As at 30-06-2021	For the year	
Refrigerator	18,500	-	10%	983	9,652	8,848
Furniture & fixtures	822,934	-	10%	56,224	316,922	506,012
Typewriter	7,000	-	10%	117	5,949	1,051
Office equipments	73,630	111,950	10%	15,852	42,913	142,667
Electrical equipments	270,765	22,500	10%	22,015	95,130	198,135
Computers	543,663	31,000	30%	54,143	448,331	126,332
Air conditioners	233,203	-	10%	12,763	118,333	114,870
Fax machine	13,600	-	10%	227	11,559	2,041
TOTAL (a)	1,983,299	165,450		162,324	1,048,789	1,099,956
PAKISTAN ADVERTISING INSTITUTE						
Leasehold land	261,845	-	0%	-	-	261,845
Building at leasehold land	742,624	-	5%	15,525	447,643	294,981
TOTAL (b)	1,004,469	-		15,525	447,643	556,826
TOTAL 2019 (a+b)	2,987,768	165,450		177,849	1,496,432	1,656,782
TOTAL 2020	2,473,683	514,083		185,665	1,318,583	1,669,181



	2021 Rupees	2020 Rupees
4. ADVANCES AND OTHER RECEIVABLES		
Advances		
Advance income tax	29,260	1,110,116
Advance to staff	30,000	-
Advance GST	407,673	407,673
Deposit		
Deposit / Certificates	10,000,000	6,000,000
Other Receivables		
Income tax refundable	2,184,758	1,322,748
Receivable from Members	2,797,100	1,272,100
	15,448,791	10,112,637
5. CASH AND BANK		
Cash at bank in current accounts		
Pakistan Advertising Association	2,676,630	3,558,943
	2,676,630	3,558,943
Cash in hand		
Pakistan Advertising Association	550	988
	2,677,180	3,559,931
6. GENERAL FUND ACCOUNT		
Balance brought forward	13,241,432	10,084,313
Add: Donation & Other Contribution	1,029,270	1,115,001
Net Surplus / Deficit for the year	2,965,760	2,042,118
	17,236,462	13,241,432
7. ACCRUED EXPENSES AND OTHER LIABILITIES		
Accrued expenses	370,854	151,130
Payable to Ad-Agency	873,500	873,500
Others Payable	876,500	680,000
OSC Withholding SST Payable	126,697	126,697
Advance Rental Income	454,750	425,000
	2,702,301	2,256,327
8. INCOME		
Admission Fee	80,000	30,000
Membership Fees	6,317,000	3,818,000
Annual Subscription Fee For AFAA	190,000	140,000
	6,587,000	3,988,000



	2021 Rupees	2020 Rupees
9. ADMINISTRATIVE EXPENSES		
Salaries & allowances	2,550,000	4,116,000
Staff welfare	792,950	362,014
Electric charges	185,537	239,171
Telephone, fax & internet	129,598	167,112
Printing and stationary	200,105	309,125
Rate & taxes	88,480	39,395
Meeting expenses	25,000	111,770
Repair and maintenance	65,710	1,143,310
Office Expenses	202,748	55,000
Postage & telegram	77,342	141,141
Entertainment	96,068	112,019
Conveyance & traveling	92,170	186,202
Audit fees	75,000	50,000
Website charges	120,000	259,660
Legal and professional charges	1,459,166	1,858,007
Miscellaneous	75,025	114,355
Bank charges	4,957	9,083
Other Expenses	2,166,290	9,835,157
Bad Debt Exp	50,000	-
Subscription Fees	218,862	50,000
Insurance Exp	30,000	-
Depreciation	162,324	169,323
	8,867,332	19,327,844
10. OTHER INCOME		
Rental income	5,338,000	4,956,400
MPT Advertisement	-	10,000
Return on Short Term Bank Investment	-	229,470
Ad Asia Donation	-	2,438
Ad Asia 2019 (Net)	-	12,199,996
Profit From Bank	171,723	-
	5,509,723	17,398,304
11. DEPRECIATION	15,525	16,342
ADMINISTRATIVE EXPENSES	(15,525)	(16,342)
DEFICIT FOR THE YEAR	(15,525)	(16,342)

12. TAXATION

Income tax assessments of the association has been finalized upto and including year 2020. No provision has been made for current taxation as the Association has unabsorbed tax losses.

13. FINANCIAL INSTRUMENTS AND RELATED DISCLOSURE

13.1 Financial Assets and Liabilities



	Grand Total 2021	Grand Total 2020
Financial Assets		
Advances and other receivable	15,448,791	10,112,637
Cash and Bank Balances	2,677,180	3,559,931
	18,125,971	13,672,568
Financial Liabilities		
Accrued expenses and other liabilities	2,702,301	2,256,327
	2,702,301	2,256,327
Interest Maturity upto one year	-	-
Bearing Maturity After one year	-	-
Sub Total	-	-
Non-interest Maturity upto one year	15,448,791	10,112,637
	2,677,180	3,559,931
	18,125,971	13,672,568
Sub Total	2,702,301	2,256,327
	2,702,301	2,256,327
Bearing Maturity After one year	-	-
Sub Total	-	-
Interest Maturity upto one year	-	-
Bearing Maturity After one year	-	-
Sub Total	-	-



13.2 Credit Risk Exposure

Credit risk represents the accounting loss that would be recognized at the reporting date if parties failed completely to perform as contracted. The association believes that it is not exposed to major concentration of credit Risk. To manage exposure to credit risk the association continuously monitors the credit exposure towards its members and others provision against those balances considered doubtful of recovery. The financial assets which are exposed to credit risk.

13.3 Interest Rate Risk

Interest rate risk arises from the possibility that changes in interest rate will effect value of financial instruments. The company is not exposed to interest rate risk.

13.4 Fair value of financial instruments

The carrying value of all financial assets and liabilities reflected in the financial statement approximate their fair value.

14. GENERAL

	2021	2020
14.1 Total number of employees at the year end were	6	8
14.2 These financial statements were authorized for issue on 6th July 2021 by the Central Executive Committee of the association.		
14.3 The corresponding figures of previous year are re-arranged and re-grouped wherever necessary, for the purpose of comparison. There was no major reclassification.		
14.4 Figures are rounded off to the nearest rupee.		



Chairman



Secretary General

