

Ref: PAA/018/2017/1181

16th October-2017

Minutes of the Second Annual General Meeting (AGM 2017) held on Thursday 12th October 2017 at 3:00 P.M. (After noon) in PAA's registered office at Gulshan-e-Iqbal Karachi.

Present: As per List Attached

Requisite quorum being present, Syed Masood Hashmi, Chairman PAA called the meeting to order and welcomed the members to the AGM.

Meeting started with recitation from Holly Quran by Mr. Tariq Rasheed Secretary General, PAA.

Following agenda was transected:-

Item No. 1 To confirm the Minutes of the 1st Annual General Meeting held on 30th September, 2016.

The Secretary General informed the house that the minutes of last AGM had already circulated and read the minutes.

Mr. Mubin Ahmed Malik proposed and Mr. Ali Mandviwalla seconded for the confirmation of minutes.

The minutes were confirmed.

Item No. 2 To receive, consider and adopt the Audited Accounts of the Association for the year ended June 30, 2017 together with Chairman and Auditors Reports thereon.

The Secretary General presented the audited Balance Sheets together with Chairman's and Auditor's reports therein for the financial year 2016-2017 for approval. Mr. Mahmood Parekh proposed together Chairman's and Auditor's reports adopted and seconded by Mr. M. Zeeshan Khan.

RESLOVED that the Audited Accounts of the Association for the year ended 30-06-2017 together with Chairman's and Auditor's reports are hereby received approved and adopted.

Item No. 3 To appoint auditors for the year ending June 30, 2018 and to fix their remuneration. The retiring auditors, being eligible, have offered themselves for re-appointment.

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

Since no such offered has been received from other than M/s Salahuddin & Co. had been re-appointed as auditors for the financial year 2017-2018 at Annual remuneration of Rs.50,000/=.

Mr. Ali Mandviwalla, Chairman, Legal Affairs, Taxation&PAS Council would like to invite M/s Ey Ford Rhodes & KPMG Taseer Hadi & Co., as Auditors.

Mr. Ali Mandviwalla & Mr. Omer Y. Murad will decide for appointments of new Auditors, subject to approval of CEC of PAA.

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Item No. 4 To receive, consider and approve the Memorandum and Articles of Association.

The Memorandum and Article of Association (M&AoA) were placed by the Secretary General.

There being no observation or objection from any member, the M&AoA were approved. The house also decided to submit a copy to SECP to get their endorsement. The M&AoA already approved by the CEC in its meeting held on 17-08-2017.

Item No. 5 To approve Amendments made by CEC in the meeting held on 17-08-2017

The following amendments which were already approved in CEC meeting held on 17-08-2017 and decided to get it endorsed from fourth coming AGM on 12-10-2017 were placed by the Secretary General. Mr. Waqar H. Haidri, Vice Chairman briefly described the needed of the following amendments.

The following proposed amendments were unanimously approved by the members present.

- **AT PRESENT:**

The Existing Executive Committee on its meeting held on 17th August, 2017 has approved the M&AoA of PAA and decided to place for its approval in the coming AGM subject to the following amendments :- (Proposed Amendments)

- **Clause 4 (e) of M&AoA**

To promote the Trade and Commerce through advertising in Print media, Electronic media, Cables, Cinemas, Production Houses, Creative Houses, Digital Marketing and Advertising, Outdoor Advertising, events-managements to strengthen the activities associated with commercial and Communications such as public relations, sales promotion, direct marketing, and commercial sponsorship, including developments in the sphere of communication business including advertising, media and related activities.

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• Clause 9 (a) of M&AoA

THE MEMBERSHIP

The membership fee and contributions chargeable from each class shall be fixed by Central Executive Committee subject to the approval of the General Body and Director General Trade Organization.

Annual Subscription	Admission Fee	Annual Fee
Corporate Membership	Rs.10, 000/-	Rs.50, 000/- (per Annum)
Associate Membership		{
Branch Offices in head		{ Rs.10, 000/- (per Annum)
of Corporate Members		{

RIGHTS AND PRIVILEGES of Associate Members and any Branch Offices of an advertising agency in any Zones of A, B and C shall enjoy all facilities and benefits of the Association available hereinafter without any voting rights.

Clause 19 (a) of M&AoA

REGIONAL OFFICES

Besides its Head Office, the Association shall have three Regional/Zone Offices as under:-

Region A:	Southern Zone at Karachi with area of operation extending over provinces of Sindh and Baluchistan.
Region B:	With area of operation extending over Islamabad Capital Territory and province of Khyber Pakhtunkhwa.
Region C:	At Lahore with area of operation extending over province of Punjab.

Clause 33 (i) (a) of M&AoA

"Executive Director" Means an individual professional who shall represent the Association with the various Government Departments.

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Clause 33 (i) (b) of M&AoA

Secretary Finance” Means an individual professional who shall be responsible for all the funds of the Association entrusted to him.

Item No. 6 Board Resolution is to be considered and adopted.

The Secretary General informed the members that present lease agreement will be expired on 02-11-2018, and as per agreement the negotiation date starts from 01-08-2018.

The members discussed the issue and felt that a Sub-Committee on PAA properties maybe constituted, and following RESOLUTION was passed:-

BOARD RESOLUTION

RESOLVED that the consent of the General Body of Pakistan Advertising Association be and is hereby accorded to this Sub- Committee to finalize a fresh lease Agreement, with a lessee.

RESOLVED further that this Sub-Committee of following members:-

•	Mr. Ali Mandviwalla	Chairman
•	Mr. Waqar H. Haidri	Member
•	Mr. Mehmood Parekh	Member
•	Mr. Zeeshan M. Khan	Member
•	Ms. Seema Jaffer	Member

Are hereby authorized to finalize, approve the lease on suitable and attractive terms and do all the acts and things that may be required for implementation of this RESOLUTION.

It was further RESOLVED that Mr. Ali Mandviwalla, Chairman of the Sub-Committee is duly authorized to execute and sign the new lease agreement. In future who so ever will be the Chairman of PAA will also be ex-officio members of the Sub Committee.

Items No. 7 To transact any other ordinary business of PAA with the permission of the Chair.

The Secretary General pleased before the meeting a letter No. FPCCI-TB/EL.2018/2017-5577 dated 05-10-2017 received from the FPCCI, inviting PAA to nominate two members (one from Corporate class and one from Associate class) for General Body of FPCCI (for the year 2018) and one for Executive Committee of FPCCI (for the year 2018) the following RESOLUTION was passed and approved by the house

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RESOLUTION
(NOMINATIONS ON GENERAL BODY & EXECUTIVE COMMITTEE OF FPCCI)
FOR THE YEAR 2018

The Central Executive Committee of the Pakistan Advertising Association in its meeting held on 12-10-2017 has resolved to nominate the following members on the General Body of the Federation of Pakistan Chambers of Commerce & Industry for the year 2018. The following nominees have consented to be the Members of the General Body and are otherwise qualified.

FOR GENERAL BODY OF FPCCI

Nominee from Corporate Class (Nominee 1)

Name of the Nominee	Mr
Status (Chairman, MD, Proprietor / Partner / Director)	
Company Name, Complete Address	
City Name	
Telephone (Office)	
Fax	
Mobile	
Residence (telephone)	
E-mail	
Website	
Sales Tax Registration #	
CNIC #	
NTN #	
Business Interest	

Nominee from Associate Class (Nominee 2)

Name of the Nominee	
Status (Chairman, MD, Proprietor / Partner / Director)	
Company Name, Complete Address	
City Name	
Telephone (Office)	
Fax	
Mobile	
Residence (telephone)	
E-mail	
Website	
Sales Tax Registration #	
CNIC #	
NTN #	
Business Interest	

FURTHER RESOLVED THAT OUT OF THE ABOVE TWO NOMINATIONS ON THE GENERAL BODY, THE FOLLOWING IS HEREBY NOMINATED ON THE EXECUTIVE COMMITTEE OF FPCCI FOR THE YEAR 2018

Name of the Nominee	
Status (Chairman, MD, Proprietor / Partner / Director)	
Company Name, Complete Address	
City Name	
Telephone (Office)	
Fax	
Mobile	
Residence (telephone)	
E-mail	
Website	
Sales Tax Registration #	
CNIC #	
NTN #	
Business Interest	

FURTHER RESOLVED THAT THIS RESOLUTION BE SIGNED BY THE CHAIRMAN (CENTRAL) AND THE SECRETARY GENERAL OF THE ASSOCIATION AS A TOKEN OF HAVING BEEN DULY APPROVED AND BE SENT TO FPCCI.

- B) The proposal for increase in the Annual subscription of corporate members to meet the decreased in Annual subscription of Associate Members was discussed. As general increase in the annual was

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not being acceptable to some members.

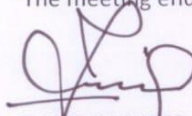
Mr. Bashir A. Khan suggested informing the members that from next financial year starts from 2nd January, 2019 a sum of Rs.25, 000/- will be increased in the annual subscription of corporate members. The proposal was agreed and accepted by the house.

- C) Mr. Ali Mandviwalla, Chairman Legal Affairs, Taxation & PAS Council and Mr. Numan Nabi Ahmed, Chairman, Electronic Media Council informed the house regarding the process in Taxation issues with FBR. Mr. Ali Mandviwalla informed the house that a PAA delegation met Senate Committee on Finance on 3rd October, 2017. Mr. Jawad Humayun, Senior Vice Chairman PAA, Mr. Sohail Kisan, Chairman, Government Affairs Council and Mr. Muhammad Ali Zafar of J. Walter Thompson attended the hearing at the Parliament House. FBR members were also present met the committee.

Mr. Numan Nabi Ahmed further informed that PAA delegation along with a member of APNS and PBA will meet FBR and will discuss a mutual solution to the problems being faced by the PAA members.

The members present thanked Mr. Ali Mandviwalla, Mr. Numan Nabi Ahmed, Mr. Jawad Humayun, Mr. Sohail Kisan and Mr. Muhammad Ali Zafar for taking interest.

The meeting ended with a vote of thanks to the Chair.



TARIQ RASHID
Secretary General



(These Minutes will be confirmed in the next AGM – 2018 on 28th September. 2018)



The following Members were present:-



1. Mr. Gulzar Ali
Managing Director,
Adarts Karachi (Pvt) Ltd.,
2. Ms. Seema Jaffer
Chief Executive Officer,
Bond Advertising (Pvt) Ltd.,
3. Mr. Abdul Qadir Shah
Director,
Connect Marketing Communications
(Pvt) Ltd.,
4. Mr. Bashir Ahmed Khan
Chairman,
Manhattan International (Pvt) Ltd.,
5. Mr. Mahmood Parekh
Chief Executive Officer,
MCM Advertising
6. Mr. Waqar H. Haidri
Chairman
Oktopus 360 Media (Pvt) Ltd.,
7. Syed Masood Hashmi
Chairman
Orient Communications (Pvt) Ltd.,
8. Syed Masood Hashmi
Chairman,
Orient Direct (Pvt) Ltd.,
9. Syed Masood Hashmi
Chairman,
Orient Edge (Pvt) Ltd.,
10. Syed Masood Hashmi
Chairman,
Orient Next (Pvt) Ltd.,
11. Syed Masood Hashmi
Chairman,
Orient Public Relations (Pvt) Ltd.,
12. Mr. Tabish Waqar
Chief Executive Officer,
Spider 360 Media (Pvt) Ltd.,
13. Mr. Raza Gorar
Chief Executive Officer,
String 360 Media
14. Mr. Ali Mandviwalla
Managing Partner,
Synchronize Media (Pvt) Ltd.,
15. Mr. Ahmed Hussain Kapadia
Chief Executive Officer,
Synergy Advertising (Pvt) Ltd.,
16. Mr. Waqas Farooqui
Chief Strategy Officer,
Synite (Pvt) Ltd.,
17. Mr. Faheem Ahmed
Chief Executive Officer,
Syntax Communications
18. Mr. Numan N. Ahmed
Chief Executive Officer,
The Brand Partnership (Pvt) Ltd.,
19. Mr. M. Zeeshan Khan
Chief Executive Officer,
TNI Communications
20. Mr. Ahmar Khan
Chief Executive Officer,
O Experience
21. Mr. Muhammad Omer Jawaid
Chief Executive Officer,
RG Blue Communications (Pvt) Ltd.,
22. Mr. Jawad Humayun
Chairman,
Channel 7 Communications (Pvt) Ltd.,
23. Mr. Sohail Kisat
Chairman,
M. Communications (Pvt) Ltd.,
24. Mr. Nadeem Akbar
Chief Executive Officer,
Midas Communications (Pvt) Ltd.,
25. Mr. Mubin Ahmed Malik
Chief Executive Officer,
Revolution Media (Pvt) Ltd.,
26. Mr. Nadeem Akbar
Chief Executive Officer,
Vantage Media (Pvt) Ltd.,

