



Pakistan Advertising Association

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PAA Annual Report 2019-20

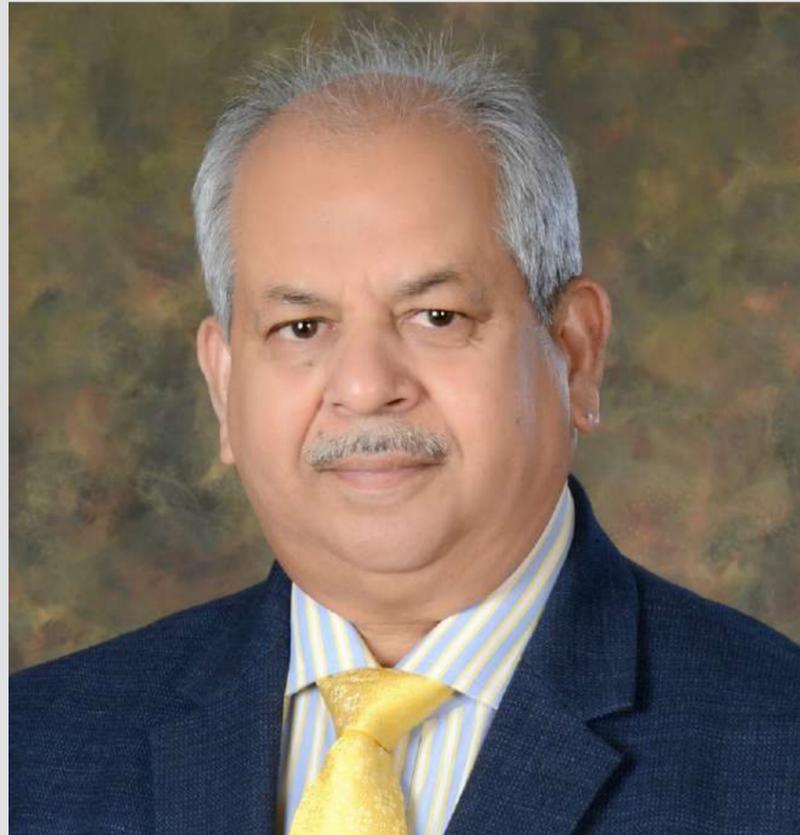


Annual Report
2019-20

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CHAIRMAN'S MESSAGE



I have the honor to become Chairman of Pakistan Advertising Association which was all due to my colleagues trust on me. The first assignment for me was to look after AdAsia 2019 event in Lahore which was a very challenging job & it was held after 30 years in Pakistan under my Chairmanship. AdAsia 2019, Lahore was made possible only due to untiring efforts of Mr. Jawad Humayun, Mr. Sohail Kisat and Mr. Sarmad Ali as they brought AdAsia to Pakistan. AdAsia event went very well and more than 700 delegates local / international attended the three days event in Lahore in the month of December, 2019.

PAA being the only representative body of member advertising agencies in Pakistan, has to look after and safeguard the common interest as well as addressing the various issues. For this purpose we had held meetings from time to time and took the action accordingly with the approval of members. I have to inform you that some of the issues were resolved whereas some of them are still there. But we have approached the concerned authorities for their solution and I hope we would be able to get positive results.

Year 2020 started with great challenges, among them is changes in media policy by the federal government that deteriorated the situation of business in advertising sector e.g. old payments to Advertising Agencies remained pending and non-cooperation of PBA & APNS made the things little more difficult for the Advertising Agencies. Then the outbreak of corona (COVID-19) made the whole scenario completely changed in the country as well as in the whole world economic activities completely stopped due to lock down.

Unfortunately the sudden demise of our Secretary General Mr. Tariq Rasheed was the greatest loss to PAA. He was our most trust worthy, hardworking and noble person, so one cannot imagine how tuff it was for me to face all challenges alone as I and Tariq Sahib used to work late in the evening from home during lockdown. PAA performed all its duties during lockdown period for the betterment of its members.

I am proud of young and energetic team of PAA secretariat-they are integral part of the Association. PAA secretariat has been renovated completely after 25 years under my supervision though I wanted to do more for PAA but could not do due to corona factor.

In the end, I would like to thank the Executive Committee of PAA, office bearers, all secretariat staff, the core committees and their Chairpersons for providing their time, efforts, commitment, devotion and continued support wherever required, which has made the change process a success. I look forward to their continued support for meeting the challenges ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'Waqar H. Haidri', written over a horizontal line.

Waqar H. Haidri
Chairman



**TARIQ RASHEED
SECRETARY GENERAL, PAA
(1954-2020)**

Mr. Tariq Rasheed joined Pakistan Advertising Association on 27th March 1994, rendered services to member advertising agencies. His association with Pakistan Advertising Association (PAA) for over 25 years is considered astounding and unforgettable. He served as a Secretary General of PAA for the longest time in the history of association & his contributions are remarkable and phenomenal.

Actively took part in different activities including Excellence Awards, Conferences, Preparation of awards and Publishing of souvenirs etc. in every Excellence Awards. As Secretary, Pakistan Advertising institute (PAI), he took care for the needs of students in respect of books, conducting of courses and liaison with professors. He made research whenever required and selected appropriate verbal and nonverbal communications properly inside and out of institute. PAI was accredited with CAM Foundation UK and the Chartered Institute of Marketing UK during his period.

He was well versed to write minutes of meetings and Secretariat work to fulfill legislative and corporate compliance with SECP, DGTO, Taxation & Property matters of PAA.

He attended ADFEST 2016 at Pattaya, Thailand & 30th Advertising AdAsia 2017 Congress in Bali Indonesia. He was also the core committee member of AdAsia 2019 Organizing Committee.

On behalf of central executive committee of Pakistan Advertising Association & Ad Asia 2019 Organizing Committee bestowed with Merit of Service Award for the noteworthy and prominent service and contribution of Mr. Tariq Rasheed.

Pennyworth contributions of Tariq Rasheed for whole community of advertising and marketing are persistent and can never be forgotten. His determination and dedication in work is chivalrous.

Tariq Rasheed left us in deep grief and departed on 09th July 2020. We have lost our most valuable and irreplaceable asset. May his soul rest in peace and May Almighty Allah grant him with highest rank in heaven.

“You will be missed forever and that emptiness of yours will stay in every heart.”

**EXISTING
CEC MEMBERS**

OFFICE BEARERS FOR THE YEAR 2019-2020

Mr. Waqar H. Haidri

Chairman &
Chairman
Oktopus Group

Mr. Jawad Humayun

Senior Vice Chairman &
Chairman
Channel 7 Communications (Pvt.) Ltd.

Mrs. Seema Jaffer

Vice Chairperson &
Chief Executive Officer
Bond Advertising (Pvt.) Ltd.

MEMBERS CENTRAL EXECUTIVE COMMITTEE

Syed Ali Raza

Managing Director
Adetude (Pvt.) Ltd.

Mr. M. Hassan Ansari

Executive Director
Argus Advertising (Pvt.) Ltd.

Brig (Retd) M. Zubair Rehan

Chairman
Creative Junction (Pvt.) Ltd.

Mr. Nadeem Akbar

Chief Executive Officer
Midas Communication Pakistan (Pvt.) Ltd.

Mr. Wasiq Ali Khan

Chief Executive Officer
Manhill Advertising & Marketing (Pvt.) Ltd.

Mr. Bilal Tanveer

Executive Director
Maxim Advertising & Co. (Pvt.) Ltd.

Mr. Sohail Aziz

Chief Executive Officer
Message Communications

Mr. Ahmed Hussain Kapadia

Chairman & Managing Director
Synergy Group

Mr. Tabish Waqar

Chief Executive Officer
Spider 360 Media (Pvt.) Ltd.

Mr. Kanwar M. Rashid

Chief Operating Officer
Time & Space 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/047/2019/596
Date: 12th October, 2019

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 46 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. Electronic Media Council | : | Mr. Numan N. Ahmed |
| 2. FPCCI Council | : | Mr. Mahmood Parekh |
| 3. Govt. Affairs Council | : | Mr. Jawad Humayun |
| 4. Legal Affairs & Taxation Council | : | Mr. Ali Mandviwalla |
| 5. PAA Properties Council | : | Mr. Waqar H. Haidri |
| 6. PAS Council | : | Mrs. Seema Jaffer |
| 7. Press Media Council | : | Brig. (Retd) M. Zubair Rehan |
| 8. Print Media Council | : | Mr. Waqar H. Haidri |
| 9. Code of Ethics & Conduct Council | : | Mr. Nadeem Akbar |
| 10. Training & Development Council | : | Mr. Ahmed Hussain Kapadia |

The top priority aims of these Councils are to establish a more effective partnership between advertising agencies and the concerned Ministries, Organizations, APNS, PBA, PAS 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.

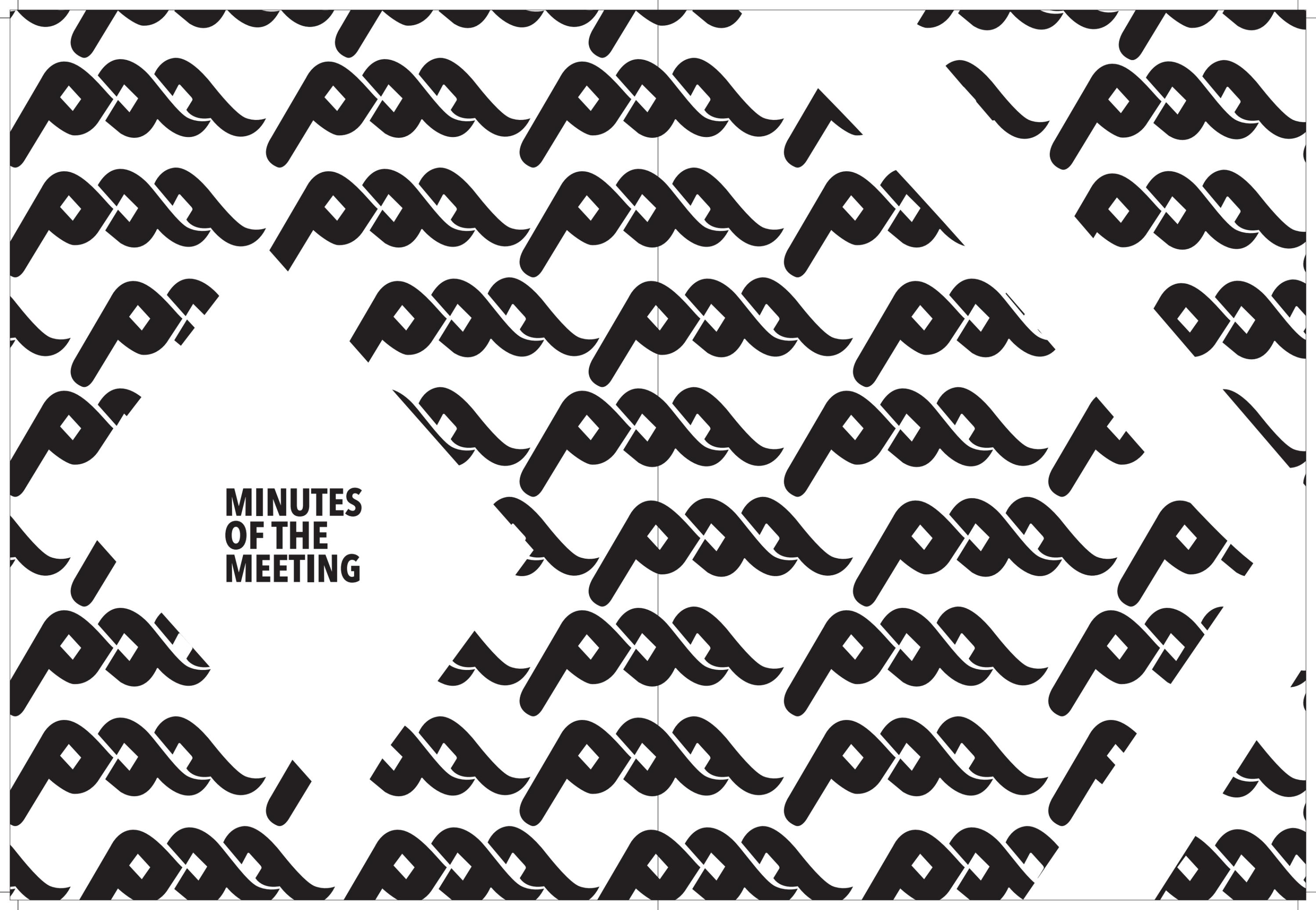
All members are invited to participate fully by contacting the Councils directly or through the PAA Secretariat. Suggestions and recommendations are always welcomed and appreciated to help make these Councils a success.

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,

WAQAR H. HAIDRI
Chairman.

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**MINUTES
OF THE
MEETING**

AGENDA OF THE CEC 17TH MEETING

17th Central Executive Committee Meeting of Pakistan Advertising Association
Date: 22nd January, 2020 Day: Wednesday Time: 3:00 P.M.
Venue: PAA Secretariat Karachi.

- Recitation from the Holy Quran.
- Dua-e-Maghfirat for Late Mrs. Nazneen Abid Ali, mother of Mr. Sarmad Ali and Mr. Amir Saleem Mandviwalla, Nephew of Mr. Ali Mandviwalla, Immediate Past Chairman, PAA and Son of Mr. Saleem H. Mandviwalla, Deputy Chairman, Senate of Pakistan.
- To confirm/approve Minutes of the last meeting of CEC held on 6th July, 2019.
- Brief report on AdAsia 2019, Lahore.
- To approve the following for AdAsia 2019.
 - (i) To appoint Auditor for accounts of AdAsia for the period 1-7-2019 to 30-06-2020
 - (ii) To discuss AFAA payment of US\$ 30,000 as one time franchise for AdAsia 2019.
 - (iii) To approve Rs. 100,000/- to Mr. Tariq Rasheed for his services to PAA during last 25 Years.
 - (iv) To approve Rs. 1,000,000 towards Ambassadors / SxN of AdAsia 2019.
- To approve the statement of PAA expenditure, incurred from 1-9-2019 to 31-12-2019.
- To approve PAA Plan of Activities Report for the years 2019, 2020 and 2021.
- To approve Lease Agreement of PAA Building dated 01-10-2019 with Al-Nasir Educational Society and to discuss possibilities of formation of Pakistan Advertising Trust for PAA Building (Amendments to be made in PAA Memorandum & Articles of Association, if required).
- To discuss plan for holding 3rd Advertising Congress at Karachi & PAA Excellence Awards.
- To discuss holding of joint meeting with PBA & APNS with members of PAA at an appropriate time.
- To discuss and approve some renovation work, required at PAA Secretariat.
- To consider and approve to award membership of PAA to following new advertising agency and to discuss & adopt procedure thereof:
 - i. Adage Communications (Pvt.) Ltd., Islamabad.
- To discuss about releasing of an advertisement in the print media for new membership for PAA.
- Any other matter with the permission of the Chair.
 - 1) To discuss and approve Zonal Chairman's visits to various Government Departments.
 - 2) To discuss possibilities of PAA correspondence with members via email/online digital.
 - 3) To discuss the discontinuation of services of Legal Advisor to PAA Dr. Amjad H. Bokhari.
 - 4) To discuss designing/Tariff of PAA MPT.
 - 5) To review and discuss the letters received from Spectrum Communications (Pvt.) Ltd., & reply received from PAA's Lawyer.
 - 6) To approve US\$ 1000 being Annual Subscription for the year 2020 to AFAA.
 - 7) To hold workshop at PAA Secretariat regarding Taxation.

17TH CENTRAL EXECUTIVE COMMITTEE MEETING OF PAKISTAN ADVERTISING ASSOCIATION

Date: 22-01-2020

Day: Wednesday,

Time: 3:00 pm.

Venue: PAA Secretariat, Karachi.

The following members were present:

- 1) Mr. Waqar H. Haidri, Chairman,
- 2) Mrs. Seema Jaffer, Vice Chairperson,
- 3) Mr. M. Hassan Ansari, Chairman, Zone-A,
- 4) Mr. Tabish Waqar, Member,

By Special Invitation:-

- 1) Mr. Numan N. Ahmed
- 2) Mr. M. Zeeshan Khan
- 3) Mr. Mahmood Parekh

On Calls

- 1) Mr. Jawad Humayun
- 2) Brig. Retd. M. Zubair Rehan
- 3) Mr. Nadeem Akbar
- 4) Mr. Wasiq Ali Khan
- 5) Mrs. Fatima Kisat
- 6) Mr. Kanwar M. Rashid

Regretted:

- i. Mr. Syed Ali Raza
- ii. Mr. Ahmed Hussain Kapadia
- iii. Mrs. Fatima Kisat
- iv. Mr. Ali Mandviwalla

Absence:-

Mr. Bilal Tanveer,

In attendance: Mr. Tariq Rasheed, Secretary General, PAA

Meeting started at 3.00 pm with the recitation of Quran-e-Pak and offered fateha for the departed souls of Late Mrs. Nazneen Abid Ali, mother of Mr. Sarmad Ali, Secretary General, APNS and Mr. Amir Saleem Mandviwalla, nephew of Mr. Ali Mandviwalla, immediate past Chairman, PAA and son of Mr. Saleem H. Mandviwalla, Deputy Chairman, Senate of Pakistan. The members also prayed that their souls may rest in eternal peace and may Allah give courage to the members of the bereaved families to bear these losses.

To confirm/approve the Minutes of the last meeting of CEC held on 6th July, 2019 at Karachi: Minutes of the last CEC meeting held on 6th July, 2019 at Karachi had already been circulated and were placed before the meeting. As no objection received from any member, therefore Minutes were confirmed and approved.

Brief report on AdAsia 2019 at Lahore:

Mr. Waqar H. Haidri who was the Committee Chairman of AdAsia gave a brief on the AdAsia 2019 to the members present.

Before giving brief he thanked Mr. Javed Jabbar , Honorary Chairman AdAsia 2019, Mr. Sarmad Ali, Chairman Organizing Committee AdAsia 2019 , Mr. Shahzad Nawaz, Consultant AdAsia 2019, Mr. Omer Satti, Lieutenant Colonel (Retd), Khalid Taimur Akram, Executive Director, CGSS for their tremendous support, cooperation, progressive and proactive role in making AdAsia 2019 a successful event. PAA has privileged from their Colleagues guidance and careful planning. The Chairman also thanked Advertising agencies, AFAA, Jang Group, Sponsors, Foreign Delegates and local Media, Government of Punjab, Punjab University & TMUC, Mr. Hameed Haroon, President, APNS, for issuing supplement of Dawn and Aurora. He also thanked those editors of newspapers who published special supplement on the occasion, these supplements carried various articles giving details of AdAsia.

He further thanked the PAA Secretariat for prompt correspondences with foreign delegates, Embassies Consulate Generals to obtain visas for the delegations. The staff remained busy throughout their stay at Lahore and performed the regular duties at Registration Desks with delegates. The staff handled and prepared the Registration Cards. The Staff had been a great help in controlling the financial aspects of the AdAsia specially the bank work.

The Chairman also informed that Center for Global & Strategic Studies (CGSS) is holding a certificates Distribution ceremony to invite ambassadors for their contribution in organizing AdAsia2019. The level of Professionalism shown by them was excellent, which is deeply acknowledged by PAA. Their services shall be remembered for years.

The house thanked to Mr. Javed Jabbar, for Lunch to Mr. Waqar H. Haidri, Mr. Sarmad Ali, Mr. Numan N. Ahmed, Syed Imran Mr. Jawad Iqbal.

Accounts of AdAsia are under preparation. The Chairman placed before the meeting accounts of AdAsia till to date and explained about the income and expenditure. The details of all recoverables and payables are under consideration. The details provided by the vendors need approval of Sarmad Sahib. The meeting decided to have a meeting with Sarmad Sahib before submitting the accounts to Internal Auditor. The house discussed this successful event in length and were of opinion that the AdAsia had raised the impression of income rather than a deficit. AdAsia Organizing Committee is gradually paying off AdAsia's liabilities but due to heavy deficit vendors' bills could not be cleared. Members present in the meeting suggested to discuss this issue with Mr. Sarmad Ali and to resolve the matter as PAA is not in a position to contribute any amount.

The house unanimously adopted the following resolution.

"RESOLVED that the CEC members thanked Mr. Waqar H. Haidri who initiated the idea of giving the kitbags to the delegates. The design was made by Mr. Shahzad Nawaz. The cost was paid for kitbags by Oktopus Group. The efforts made by him have been put it on CEC record and that the credit of success goes to Mr. Waqar H. Haidri and his team of PAA Staff. He deserves praise for his singular personal efforts to helping the AdAsia event".

i. To appoint Auditor for accounts of AdAsia for the period 01-07-2019 to 30-06-2020

It was mutually approved that M/s Hashmi Associates & SSJ Consultant would be hired as Tax Consultant & Internal Auditor for AdAsia's accounts, from 01-07-2019 to 30-06-2020. A total fee of Rs. 500,000 is payable as per invoice No. 1195 dated 02-12-2019.

ii. To discuss AFAA Payment of US \$ 30,000 as one time franchise for AdAsia 2019:

The Secretary General placed before the meeting an invoice dated 12-12-2019 received from AFAA being the Franchise FEE for AdAsia 2019. The matter was discussed to take a decision, the members decided to ask Sarmad Sahib for discount. As AdAsia had not entertained any Indian Delegates, the attendance was very poor from Asian Countries, none of any delegates from Bangladesh, Hong Kong, Nepal, Singapore, Sri-Lanka, Thailand, UAE, Vietnam turned up. It was, however, decided to discuss this matter in the next meeting.

iii. To approve Rs. 100,000/= to pay Mr. Tariq Rasheed for his services to PAA during last 25 years.

The members acknowledged the services of Mr. Tariq Rasheed and announced a reward of cash of Rs. 100,000/= for his outstanding services towards the PAA for 25 years. Meeting also appreciated the AdAsia Committee for giving a PAA merit of service award on 3rd December, 2019 at AdAsia Lahore.

iv. To approve Rs. 1,000,000 rewards to Ambassadors of AdAsia 2019.

The meeting approved a sum of Rs. 1,000,000 for the Ambassadors of Adasia 2019 for their services to AdAsia. The members present appreciated the extensive and hard work done by them. This efforts were greatly appreciated.

To approve the statement of PAA expenses incurred from 01-07-2019 to 31-12-2019

The Secretary General placed the following expresses before the meeting which were incurred from 01-07-2019 to 31-12-2019. The meeting approved the following expresses:

STATEMENT OF PAA EXPENSES INCURRED FROM 01-07-2019 TO 31-12-2019

	In Rupees
Legal & Professional Charges	899,806
Internet Charges & Website Maintenance Charges	28,375
Postage & Courier Charges	118,533
Photocopy & Stationary	272,290
Conveyance & Travelling	55,902
AdAsia 2019 Lahore	1,050,815
Office Expenses	36,130
Miscellaneous Expense	4,720
Property Tax	39,395
Other Expenses	50,000
Meeting Expenses	66,675
Purchase of Water Dispenser	15,200
Purchase of DSLR Camera for PAA Events Photography	57,000
Grand Total:	2,694,841

To approve PAA Plan of Activities and Performance Reports for the years 2019, 2020 and 2021.

The plan of activities and Performance Reports for the years 2019, 2020 and 2021 were placed by the Secretary General. There being no observations or objections from any member, the members approved the reports for the next three years audited by M/s Salahuddin & Co. Chartered Accountants. The house also decided to submit a copy to DGTO to get their endorsement.

Lease Agreement of PAA Building dated 01-10-2019 with Al-Nasir Educational Society

The Secretary General placed before the meeting a copy of Lease Agreement dated 1st October, 2019, signed between Pakistan Advertising Association and M/s Al-Nasir Educational Society.

The house paid tribute and offered special thanks to Mr. Ali Mandviwalla, Immediate Past chairman and congratulated him for successful agreement. The members lauded and clapped on the efforts made by Ali sahib.

The house was informed that both PAA and Al-Nasir will withdraw all their cases against each other.

Formation of a Trust:

On the proposal of Chairman, the members decided to form a Trust and following actions to be taken:

- (i) Formation of a Committee
- (ii) Names of the Trustees
- (iii) Evolve a Logo
- (iv) Name of Trust

The Chairman placed the matter and explained that this would save the property of PAA (Building at Gulshan-e-Iqbal) and would also help obtain donations as the CBR will allow exemption of Taxes on the Trust. He also proposed to make Trust By Laws and adopt the same into Memorandum and Articles of Association of PAA. The meeting also approved to get the Trust registered with Government of Sindh.

To discuss plan for holding 3rd Advertising Congress at Karachi & PAA Excellence Awards:

The Chairman placed before the meeting a proposal of Two days Congress to be arranged by the PAA in collaboration with APNS/PBA/PAS/MAP/Terrabiz. The meeting considered the proposal and accepted to be collaborated. The meeting also decided to request all member agencies to come forward and join the proposed Committee of Congress. This permanent committee will continue to function till December 2020. The Congress will be held in the month of August or September. It was also decided to request APNS/PBA/PAS/MAP/Terrabiz to send their representatives for Congress Committee.

The meeting also proposed to hold PAA EXCELLENCE AWARDS and form a Committee. The Committee will invite the entries for the Awards and will make the Rules and Entry Forms for the Awards. The members also decided that new categories may be introduced as is being done in some of international awards. The committee will also decide to whom Pioneer/Silver/Golden Decade Awards and a Life Time Achievement Award from PAA platform be awarded to advertising fraternity. The Chairman proposed that PAA should raise funds by printing a SOUVENIR and get sponsors and clients of advertising agencies to meet the cost of dinner, awards, shields, and other expenses.

To discuss holding of joint meetings with APNS/PBA/PAS with members of PAA

PAA is enjoying good relationship with APNS/PBA/PAS and PAA is grateful to APNS/PBA/PAS for extending their full cooperation. PAA hopes that this relationship will strengthen further. However, the Chairman informed the members that no joint committees meetings were held during the last six months. The meeting discussed the matter and agreed to request APNS/PBA/PAS to hold joint meeting with PAA.

To discuss and approve some renovation work required at PAA Secretariat

The Chairman presented the proposed renovation of PAA Secretariat to all members present in the meeting. Complete renovation of Toilets rooms, removal of unnecessary walls, Fixing of Tiles, Polishing the doors. Removal & re shifting of AC outers, plumbing & electrical work etc etc. The Chairman suggested to purchase office furniture because 25 years old furniture and fixture are in bad shape. The members decided to change the furniture of the Secretariat also. The Chairman informed members that cost of construction will not increase than Rs. 1 million, however the cost of furniture is yet to be decided and approval will be obtained in next CEC meeting.

Application for grant of admission into PAA:

The meeting considered the application of M/s Adage Communication (Pvt.) Ltd., Islamabad for admission into PAA. The members found the application upto requirement and granted membership of PAA.

(i) To discuss and approve Zonal Chairmen's visits to various Government Departments.

The Chairman requested the Chairmen of Zonal and various councils to visit Government departments. The output of the meetings of agencies is for their benefits and to be communicated to all member advertising agencies.

(ii) To discuss designing/Tariff of MPT book of PAA.

Chairman informed the members that art work, title, color schemes etc. of the drafted MPT by Mr. Iqbal Farhat and prepared at M/s Midas Communications Pakistan (Pvt) Ltd., have been handed over to the PAA for printing under the guidance of the Mr. Nadeem Akbar. The rates of MPT were discussed and decided to circulate the CEC members for their review and feedback. Furthermore the Chairman requested the members to finalize the rates of Digital and Social Media. It was also resolved that all member agencies will purchase minimum 10 copies of MPT to offset the printing cost. The cost of MPT per copy will be communicated later on and it will be available at PAA Secretariat.

(iii) To discuss the discontinuation of services of Legal Advisor to PAA Dr. Amjad H. Bokhari

The proposal was disussed. The members have been very satisfied with the services of Dr. Sahib, but due to unavoidable circumstances faced by PAA, the members present decided to discontinue the services of Dr. Sahib.

(iv) Loan of Fifteen million for AdAsia Account:

The Chairman and The Secretary Finance of PAA informed the members that a loan of fifteen million has been taken from M/s Spirit Business Enterprises, Karachi for AdAsia Expenses at the rate of 5% per month and shall be returned back with interest through Midas cheques.

(v) To review and discuss the harassment letters received from FBR

The issue of Show cause notices has been discussed and meeting decided to send a letter to FBR Chairman. The letter was drafted by PAA Tax Consultant and few amendments were made by Mr. Ali Mandviwalla, PAA's Council Chairman on Legal Affairs and Taxation Council.

(vi) To discuss possibilities of PAA correspondences with members via email/online digital

The meeting decided to send all circulars and PAA mail to Member Advertising Agencies through e-mail and online digital. The Chairman requested all members to update their email addresses and inform to PAA.

(vii) To approve US\$ 1000 being Annual Subscription for the year 2020 to AFAA.

It was mutually approved that a sum of US\$ 1000 to be paid AFAA for 2020 annual subscription. The members decided to request PAA Banker to remit the amount urgently.

(viii) To hold workshop at PAA Secretariat regarding Taxation

The meeting approved the workshop to be held in the month of February 2020 at PAA Secretariat inviting all CFOs of PAA member advertising agencies.

Thereafter the meeting was adjourned with the vote of thanks to the Chair.



TARIQ RASHEED
Secretary General



AGENDA OF THE 18TH CEC MEETING

18th Central Executive Committee Meeting of Pakistan Advertising Association
Date: 26th February, 2020 Day: Wednesday Time: 2:00 P.M.
Venue: Channel 7 Communications (Pvt) Ltd., Islamabad.

- Recitation from Holy Quran.
- To confirm / approve Minutes of the last meeting of CEC held on 22nd January, 2020 at PAA Secretariat, Karachi.
- To discuss draft of New Advertisement Policy & measures taken by APNS, PBA and PAA.
- To make plan of holding 3rd Advertising Congress and PAA Excellence Awards together at Karachi.
- Formation of committees for Advertising Congress and Excellence Awards, Dates to be discuss.
- To discuss activation of IAA Pakistan Chapter & delegates registration for IAA world congress on 27, 28 & 29th May, 2020 at Saint Petersburg, Russia.
- To discuss printing of PAA new MPT.
- To discuss progress on collection of annual subscription fee.
- To get approval for purchasing of new furniture for PAA Secretariat, as most of the furniture are more than 20 years old and are in very bad shape, approx Rs.6 lac is required.
- To save Association building from Qabza in future initial work to begin for changing current status to S.H. Hashmi education trust building with the help of professional lawyer, CEC approval is required.
- To fix next date for holding CEC meeting in Lahore.

18TH CENTRAL EXECUTIVE COMMITTEE MEETING OF PAKISTAN ADVERTISING ASSOCIATION

Date: 26-02-2020

Day: Wednesday

Time: 2:00 pm.

Venue: Channel 7 Communications (Pvt) Ltd., Islamabad

The following members were present:

- 1) Mr. Waqar H. Haidri, Chairman
- 2) Mr. Jawad Humayun, Sr. Vice Chairman
- 3) Brig. (Retd). M. Zubair Rehan, Chairman, Zone "B"
- 4) Mr. Nadeem Akbar, Chairman Zone "C"
- 5) Mr. Ahmed Hussain Kapadia, Member, CEC
- 6) Mr. Wasiq Ali Khan, Member, CEC
- 7) Syed Ali Raza, Member, CEC

Regretted:

- 1) Mrs. Seema Jaffer, Vice Chairman
- 2) Mr. M. Hassan Ansari, Chairman Zone "A"
- 3) Mr. Sohail Aziz
- 4) Mr. Tabish Waqar
- 5) Mr. Kanwar M. Rashid

The above members were unable to attend the meeting due to prior engagements.

Absence:

- 1) Mrs. Fatima Kisat
- 2) Mr. Bilal Tanveer

In attendance: Mr. Tariq Rasheed, Secretary General, PAA

- Mr. Tariq Rasheed recited Ayats from Holy Quran-e-Karim and the meeting was called to order. Meeting started at 2:00 pm. and it was conducted in a very professional way.
- **To confirm / approve Minutes of the last CEC meeting held on 22nd January, 2020 at PAA Secretariat, Karachi.**

Minutes of the last CEC meeting held on 22nd January, 2020 at PAA Secretariat, Karachi had already been circulated among the members and were placed before the meeting. The approval was proposed by Mr. Jawad Humayun, Senior Vice Chairman and Brig. (Retd) M. Zubair Rehan, Chairman Zone "B" seconded. Therefore, minutes were confirmed and approved.

- **To discuss draft of New Advertisement Policy & measures taken by APNS, PBA and PAA.**

First of all Mr. Waqar H. Haidri gave the brief on the meeting held on 14th February 2020 with Mr. Hameed Haroon, Mr. Sarmad Ali, Mr. Ali Almani and Mr. Asif A. Zuberi.

The draft policy debated thoroughly by the members present and following decisions were taken unanimously.

- i. The members thanked Mr. Hameed Haroon for inviting PAA to give proposals on behalf of PAA in the draft policy.

- ii. Mr. Waqar H. Haidri thanked Mr. Nadeem Akbar, Brig. (Retd) M. Zubair Rehan and Mr. Numan N. Ahmed who have sent their feedback and proposal on draft policy.
- iii. Disappointment was shown by Chairman that large number of CEC members did not send their proposals.
- iv. PAA membership should be mandatory for eligible advertising agencies.
- v. PAA -MPT should be implemented.
- vi. Clearance from outgoing advertising agencies regarding payable by clients should be compulsory before new panel of agencies are appointed
- vii. Policy draft should be a common draft between APNS/PBA and PAA.
- viii. The policy should indicate the previous outstanding amounts of ad agencies. The government owes huge amount to ad agencies. Any change may be only implemented when previous outstanding amounts of ad agencies is cleared.
- ix. PAA should be invited in all discussions at APNS and PBA level.

• **To make plan of holding 3rd Advertising Congress and PAA Excellence Awards together at Karachi. Formation of Committees for Advertising Congress and Excellence Awards.**

The Chairman placed before the meeting a proposal to hold 3rd Advertising Congress & PAA Excellence Awards ceremony at Karachi. The two days Congress to be arranged by the PAA in collaboration with APNS/PBA/PAS/MAP and Terrabiz. The proposed month for the Congress is August or September 2020 or March 2021. The meeting decided to form a Congress Committee which will manage to get sponsors partners to meet the expenses of the Congress.

The meeting also proposed to hold PAA Excellence Awards. The Committee will invite the entries for the Awards and will make the Rules and Entry Forms for the Awards. The members also decided that new categories to be introduced as is done in some of international awards. The Chairmen proposed that PAA should raise funds by printing a SOUVENIR and get sponsors and clients of advertising agencies to meet the cost of dinner, awards, shields, and other petty expenses.

• **To discuss activation of IAA Pakistan Chapter & delegates registration for IAA world Congress on 27, 28 & 29th May, 2020 at Saint Petersburg, Russia.**

The Chairman placed before the meeting details of IAA Congress. The members decided to activate the IAA Pakistan Chapter. In this connection request will be made to Mr. Sarmad to give the details of the members and induct the new members from Pakistan to strengthen the Pakistan Chapter.

Members also decided to wait due to health precautions with regard to the Coronavirus.

• **To discuss printing of PAA new MPT.**

The Chairman placed before the meeting a dummy of MPT Book. Members present appreciated the efforts made by Mr. Nadeem Akbar and approved the MPT Book for printing unanimously.

While the matter was under discussion Mr. Jawad Humayun and Brig. (Retd) M. Zubair Rehan pointed out that the members should reconsider the matter of advertisements to be published in MPT. It was further decided that the thank you page also be included in the MPT.

The Secretary General was requested to issue circular to the member agencies to place the advertisement in MPT, so that PAA could generate funds to a offset the printing cost.

The meeting also decided that MPT is only applicable for advertising companies who are member of PAA.

• **To discuss progress on collection of Annual Subscription fee**

The Chairman briefed the house that most agencies have sent their Annual Subscription to PAA Secretariat. Instructions were given to PAA Secretariat to follow up for those agencies who have not paid the Annual Subscription as yet and to make sure that each member pay the annual subscription before 31st March, 2020.

• **To get approval for purchasing of new furniture for PAA Secretariat, as most of the furniture are more than 25 years old and is in very bad shape, approx. Rs. 6 Lac is required.**

RENOVATION work has been started in PAA Secretariat. The Chairman requested to purchase office furniture, the present furniture is 25 years old and is in bad shape. The members present decided to change the furniture of Secretariat and approval of 6 Lacs was made.

• **To save Association building from Qabza in future, initial work to begin for changing current status to S.H. Hashmi Education Trust Building with the help of professional lawyer, CEC approval is required.**

The proposal was discussed in the meeting and was deferred to next meeting subject to approval of Legal opinions of the PAA legal lawyers. The meeting also discussed the possibilities to make changes in the Memorandum and Articles of Association of PAA. The members present proposed to make a Committee for this purpose and the name of Mr. Waqar H. Haidri was proposed to lead the Committee the members unanimously approved the proposal.

• **Any other matter with the permission of the Chair.**

ADASIA 2019

Brig. (Retd) M. Zubair Rehan asked Chairman to discuss the present position of AdAsia's Account. With the approval of the house, the Chairman gave a brief on AdAsia's account and recorded with regret that no fruitful action has been taken to date. The liabilities stand as on February, 2020 the bills and invoices received from vendors are still unchecked by Sarmad sahib. The members present also requested Sarmad Sahib to review the bills of the CGSS, OSC & SxN and deduct the amounts of taxes from their bills which is in million of rupees. The members also demanded to verify and approve the bills by Sarmad Sahib. The Chairman also informed the members that PAA's financial year ended on 30-06-2020 so Sarmad sahib should talk to vendors and get the discounts. As soon as PAA gets details Audit will start and it will include AdAsia's account in PAA's balance sheet for the period ended 30-06-2020.

Ending Note:

At the end Mr. Waqar H. Haidri thanked Mr. Jawad Humayun Senior Vice Chairman for hosting the CEC meeting in this office and also thanked everyone present for their participation and value able suggestion put forward in the meeting.

The meeting was adjourned after a vote of thanks to the chair.

The next CEC meeting will be at Lahore on Wednesday 15th April, 2020



TARIQ RASHEED
Secretary General



19TH MEETING OF EXISTING OFFICE BEARERS INCLUDING MEMBERS OF EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 11th July, 2020

Day: Saturday

Time: 4:00 p.m.

Venue: Online Meeting through Zoom,

URL: <https://zoom.us/j/2820303439?pwd=ckpGaXlabEpGdEFNSGZ6UmhHeHRUdz09>

AGENDA OF THE MEETING

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

- 1) Dua-e-Maghfirat for sad demise of the following:-
 - i. Mr. Tariq Rasheed, Secretary General, Pakistan Advertising Association
- 2) To confirm / approve minutes of last meeting held on 26th February, 2020 at Islamabad.
- 3) To approve the Election Schedule of PAA for the year 2020-2021.
- 4) Approval for the appointment of election commission.
- 5) To approve the following new advertising agencies for PAA Membership.

Corporate Membership:

- i. Sound & Vision (Pvt.) Ltd., Lahore.
- ii. Trend & Tricks Communication (Pvt.) Ltd, Lahore.
- iii. Uptick Ventures (Pvt.) Ltd., Karachi.

Associate Membership:

- i. Advantage The Creative Edge., Islamabad.
- 6) Any other matter with the permission of the Chairman.

19TH MEETING EXECUTIVE COMMITTEE PAKISTAN ADVERTISING ASSOCIATION

Date: 11th July, 2020, Day: Saturday, Time: 4:00 p.m.

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

The meeting of PAA Central Executive Committee was called by the Chairman Mr. Waqar H. Haidri on 11th July, 2020 at 4:00 p.m. through online.

Attendance:

Meeting was chaired by Mr. Waqar H. Haidri, Chairman PAA and attended by the following:

1. Mr. Waqar H. Haidri
2. Mr. Jawad Humayun
3. Syed Ali Raza
4. Brig. Retd. M. Zubair Rehan
5. Mr. Nadeem Akbar
6. Mr. Wasiq Ali Khan
7. Mr. Sohail Aziz
8. Mr. Tabish Waqar
9. Mr. Kanwar M. Rashid

- Zoom Meeting started at 4:00 p.m. with the recitation of Quran-e-Pak.
- The members offered Fateha for the departed soul of late:-

Mr. Tariq Rasheed Secretary General, Pakistan Advertising Association.

The members acknowledged the services of Mr. Tariq Rasheed (Late) for his outstanding services towards the PAA for 25 Years.

- Election schedule alongwith approval of Election commission has been approved.
- A resolution has been passed & approved that Mr. Hammad Tariq will take charge as Acting Secretary General of PAA till the new Secretary General is appointed. Mr. Hammad Tariq will be authorized to represent PAA in all the matters.
- Minutes of the last PAA's CEC Meeting held on 26th February, 2020 at Karachi were approved.
- Mr. Hammad Tariq placed before the meeting Election Schedule of PAA for the year 2020-2021. The schedule was approved for necessary circulation to Member Advertising Agencies as well as Regulator.
- Following are the names decided as election commission for the upcoming election for the year 2020-2021.

- 1) Mr. Javed Qadeer Khan , Chief Executive Officer, Marksman Advertising., Karachi
- 2) Mian Mobeen Shafaat, Chief Executive Officer, Oak Media (Pvt) Ltd., Lahore.
- 3) Mr. Shabir Malik, Chief Executive Officer, Ad Age Communications (Pvt) Ltd., Islamabad.

- Approval of 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. Sound & Vision (Pvt.) Ltd., Lahore.
- ii. Trend & Tricks Communication (Pvt.) Ltd., Lahore.
- iii. Uptick Ventures (Pvt.) Ltd., Karachi.

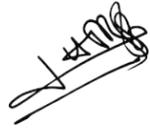
Associate Membership:

- i. Advantage The Creative Edge., Islamabad

Any Other Matter:

Mr. Hammad Tariq having CNIC No. 42201-5110034-7 to run the affairs of PAA Secretariat on temporarily basis.

Thereafter the meeting was adjourned with the vote of thanks to the Chair.



HAMMAD TARIQ
Acting Secretary General



20TH MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 05-08-2020

Day: Wednesday

Time: 04:00 p.m.

Venue: Through Zoom

AGENDA OF THE MEETING

- 1) To begin with recitation of ayats from Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) Dua-e-Maghfirat for sad demise of Mr. Tariq Rasheed (Late):-
- 4) Removal of the following names from PAA membership Register:-

Zone "A" (Corporate Members)

- 1) Synite Digital (Pvt.) Ltd.,

Zone "B" (Corporate Members)

- 1) Medi Ad Communications (Pvt.) Ltd.,

Zone "B" (Associate Members)

- 1) Skycopter Films (Pvt.) Ltd.,
- 2) Xposure Advertising (Pvt.) Ltd.,

Zone "C" (Associate Members)

- 1) Provision

- 5) To discuss MoU with regards to pending payment of AdAsia 2019 towards Mr. Inam Akbar Sb.
- 6) To discuss the matter of Upcoming Election for the year 2020-2021.
- 7) To approve resignation of Mr. Ahmed Hussain Kapadia from CEC
- 8) To approve expenses of PAA incurred from 01-01-2020 to 30-06- 2020.
- 9) To approve PAA balance sheet for the year 2019-2020.
- 10) To discuss the Issue of Accreditation of Digital Media Advertising Agencies/MBHs of PBA.
- 11) To discuss the recommendations for changes in the draft Advertisement Policy 2020 by the Government of Sindh.
- 12) 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.,
- 13) To approve the following:-
 - i. Attached list of membership of the Ad Agencies for the year ended 30-06-2020.
 - ii. Attached voters list as on 31-07-2020 (Submission to Regulator).
- 14) Any other matter with the permission of Chair.

20TH MEETING EXECUTIVE COMMITTEE PAKISTAN ADVERTISING ASSOCIATION

Date: 05th August, 2020,

Day: Wednesday,

Time: 4:00 PM

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

The last meeting of present PAA Central Executive Committee before election for the period of 2020 - 2021 was called by the Chairman Mr. Waqar H. Haidri on 05th August, 2020 at 4:00 PM through zoom.

Attendance:

Meeting was lead by Mr. Waqar H. Haidri, Chairman PAA and attended by the following:

1. Mr. Waqar H. Haidri
2. Mr. Jawad Humayun
3. Brig. Retd. M. Zubair Rehan
4. Mr. Nadeem Akbar
5. Mr. Sohail Aziz
6. Mr. Tabish Waqar
7. Mr. M. Kanwar Rashid
8. Mrs. Seema Jaffer

Special Invitation:-

- 1) Mr. Mahmood Parekh

PAA Secretariat:

Mr. Hammad Tariq - Acting Secretary General, Pakistan Advertising Association.

- 1) Mr. Hammad Tariq Acting Secretary General PAA recited ayat from Holy Quran and afterwards the session starts.
- 2) The members who were online offered Fateha for the departed soul of Late Mr. Tariq Rasheed. They also prayed for the bereaved family to bear this irreparable loss.

The board members acknowledged the outstanding services of Late Tariq Rasheed towards PAA for more than 25 years and announced a compensation of three months' salary for his family.

3) CONFIRMATION OF MINUTES:-

Minutes of PAA's CEC meetings held on 11-07-2020 at Karachi through Zoom. No. 2820 3034 39. As no objection was raised by any member, minutes were confirmed and approved.

4) Removal of following names from PAA membership Register:-

Due to non-submission of application for renewal of membership, Annual Subscription for the year 2020 and copy of filing of Income Tax for the year 2019. Five advertising agencies have been removed from the PAA membership register.

5) To discuss MoU with regards of pending payment of AdAsia 2019 towards Mr. Inam Akbar.

Mr. Waqar H. Haidri, Chairman PAA & Mr. Jawad Humayun, Senior Vice Chairman, PAA informed about the MoU with regards of pending payment of AdAsia 2019 towards Mr. Inam Akbar, after thorough discussion amongst the members; it was mutually decided that Mr. Waqar H. Haidri Chairman PAA, Mr. Jawad Humayun Senior Vice Chairman & Mr. Sarmad Ali, Chairman AdAsia 2019, Organizing Committee to sign MoU for recovery of Sponsorship amount from Mr. Inam Akbar

6) Matters of Upcoming Election for the year 2020-2021

Mr. Waqar H. Haidri informed about the preparation of the upcoming election for the year 2020-2021. The venue & time of Annual General Meeting will be decided later.

7) Approval of resignation of Mr. Ahmed Hussain Kapadia from CEC

The meeting discussed the resignation of Mr. Ahmed Hussain Kapadia from CEC of PAA. It was approved by the members unanimously.

Approval for expenses of PAA incurred from 01-01-2020 to 30-06-2020

The Acting Secretary General placed the following expenses before the meeting which were incurred from 01-01-2020 to 30-06-2020. The meeting approved the following expenses:

STATEMENT OF PAA EXPENSES INCURRED FROM 01-01-2020 TO 30-06-2020

	In Rupees
Legal & Professional Charges	728,201
Internet Charges	33,410
Postage & Courier Charges	25,764
Photocopy & Stationary	6,110
Conveyance & Travelling	70,300
AdAsia 2019 Lahore: AdAsia Certificates	26,000
Office Expenses:	146,580
Miscellaneous Expense:	8,800
Other Expenses:	5,000
Meeting Expenses:	21,095
FPCCI Annual Subscription Fee	50,000
Office Renovation & Maintenance	1,093,310
Entertainment Charges	10,405
Website Maintenance Charges	60,000
Electrical Equipment	23,400
Office Furniture	262,000
Grand Total	2,570,375

8) Approval of PAA balance sheet for the year 2019-2020

The members present unanimously approved the Audited account for the year ended 30-06-2020.

9) To discuss the issue of Accreditation of Digital Media Advertising Agencies/MBHs of PBA.

Mr. Waqar H. Haidri informed that before issuing above stated circular, PAA has not been taken into confidence. In this connection PAA requested PBA to withdraw above stated circular and make arrangement of agenda meeting with PAA office bearers to reach a reasonable formula which must be acceptable to all. PBA did not response.

10) To discuss the recommendations for changes in the draft Advertisement Policy 2020 by the Government of Sindh.

Mr. Waqar H. Haidri informed that recommendations for changes in the draft Advertisement Policy 2020 by the Government of Sindh have been submitted in concerned departments with the help of the following agencies.

- i. Creative Junctions (Pvt.) Ltd.,
- ii. Midas (Pvt.) Ltd.,
- iii. The Brand Partnership (Pvt.) Ltd.,

The members present thanks to Mr. Waqar H. Haidri, Brig. Rtd. M. Zubair Rehan, and Mr. Inam Akbar & Mr. Numan Nabi Ahmed for their efforts and the hard work for recommendations / suggestions for changes in the draft Advertisement Policy 2020.

11) To approve the following advertising agencies for PAA membership.

In pursuant to the Clause 11 of the Trade Organization Act 2013, the meeting looks up the following applications for admission into PAA and it was decided that upcoming CEC 2020-2021 will look after this matter.

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

12) To approve the following:

i) Attached list of member of the Ad Agencies for the year ended 30-06-2020.

Following are the details of membership for the year ended 30-06-2020.

Corporate Members:

- | | |
|------------------------------------|----|
| • Zone "Southern" (Karachi) | 40 |
| • Zone "Northern" (Lahore) | 18 |
| • Zone "Federal" (Islamabad & KPK) | 12 |

Total Corporate Members are 70.

Associate Members Inclusive of Branch Offices:

- | | |
|------------------------------------|----|
| • Zone "Southern" (Karachi) | 12 |
| • Zone "Northern" (Lahore) | 22 |
| • Zone "Federal" (Islamabad & KPK) | 27 |

Total Associate Members are 61.

Total Corporate & Associate Members are 131.

ii) Attached Voter list as on 31-07-2020 (Submission to Regulator)

The meeting considered the list of voters as on 31-07-2020 and requested Acting Secretary General to send DGTO for his information.

13) Any other matter with the permission of Chair.

Mr. Waqar H. Haidri informed the house about the State Bank of Pakistan Special Meeting for Outward foreign remittance for Digital Media Marketing/Advertising with PAA Delegate through zoom, the minutes already circulated among members through email.

Afterwards the meeting was adjourned with the vote of thanks to the Chair.


HAMMAD TARIQ
Acting Secretary General

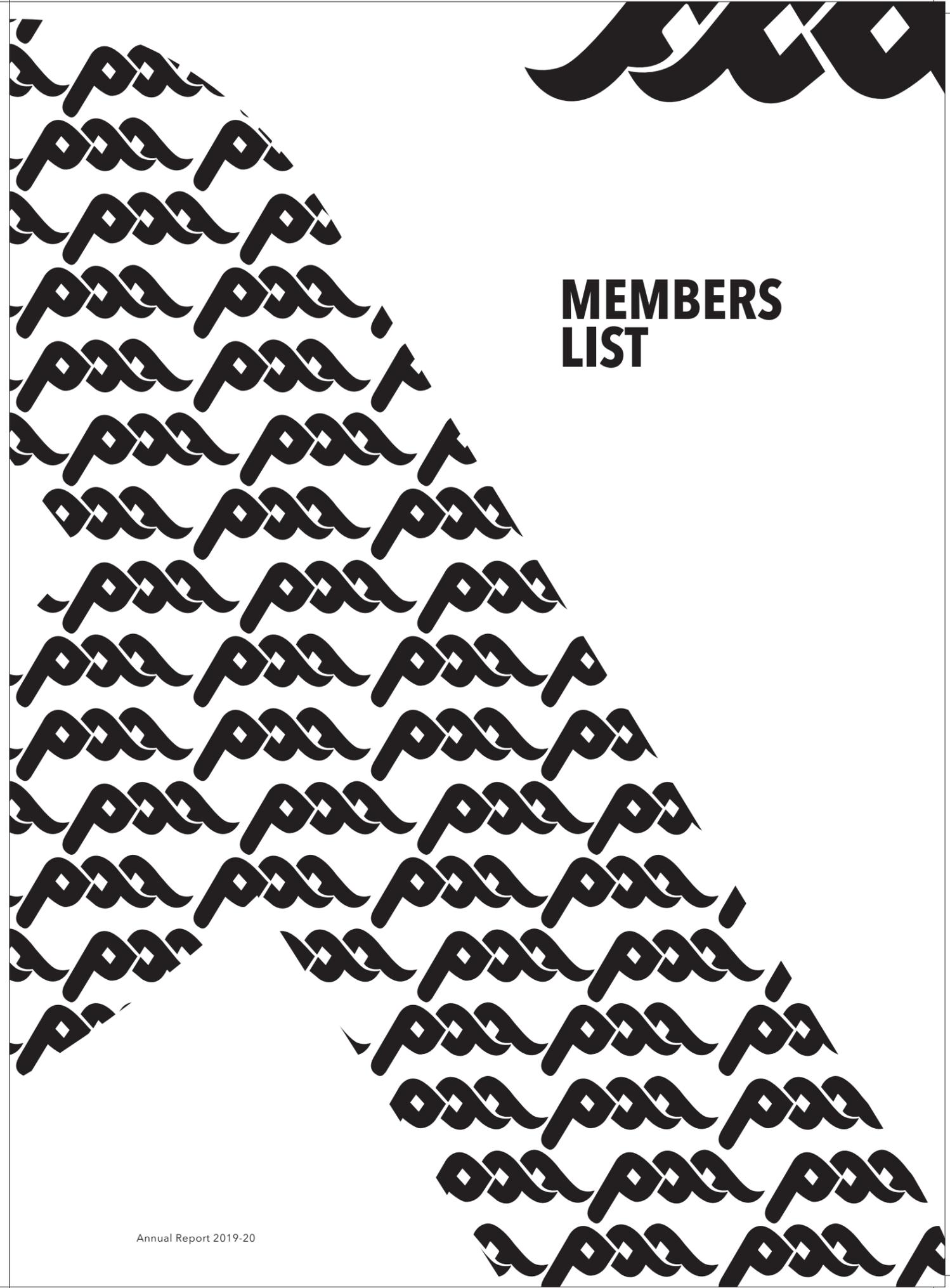


EVENTS PICTURES





MEMBERS LIST



LIST OF MEMBERS AS ON 30-06-2020

Southern Zone (Corporate Members)

1. Mr. Gulzar Ali
Managing Director,
Adarts Karachi (Pvt) Ltd.,
5-A, Azayam Plaza,
4th Floor, S.M.C.H.S.,
Karachi.
Tel: 021-34551463
Fax: 021-34556474
Email: adartskarachi@gmail.com
2. Syed Zafar Ali Shah
Director,
Adworks (Pvt) Ltd.,
First Floor, Plot 18-C/1, Khayaban-e-
Nishat, DHA Phase VI, Karachi.
3. Mr. M. Imran Syed
Chief Executive Officer,
Adcom (Pvt) Ltd.,
34-F, Block-6, P.E.C.H.S,
Karachi.
Tel: 021-34168194-8
Fax: 021-34168193
Email: imran@adcompk.com
4. Mr. M. Hassan Ansari
Executive Director,
Argus Advertising (Pvt) Ltd.,
C-11, Block 4, Clifton,
Karachi.
Tel: 021-35309921-6
Fax: 021-35309928
Email: hassan.ansari@argus.com.pk
5. Mr. Umair Saeed
Chief Operating Officer,
Blitz Advertising (Pvt) Ltd.,
10th Floor, Clifton Diamond
BC-10, Block-4, Clifton,
Karachi.
Tel: 021-35291236
Fax: 021-35291240
Email: umair.saeed@blitz.pk
6. Mrs. Seema Jaffer
Chief Executive Officer,
Bond Advertising (Pvt) Ltd.,
G-22/B-1, Park Lane, Clifton Block 5,
Karachi.
Tel: 021-35372270-2
Fax: 021-35378815
Email: seema@bondadvertising.com.pk
7. Syed Taqui Abbas Rizvi
Chief Executive Officer,
Brainchild Communications Pakistan (Pvt) Ltd.,
F-38, Kehkashan Clifton Block-9,
Karachi.
Tel: 021-35361261-5
Fax: 021-35360715
Email: raihan.merchant@mhholdings.com.pk
8. Mr. Abdul Qadir Shah
Director,
Connect Marketing Communications (Pvt) Ltd.,
Plot No. 18-C/1, Khayaban-e-Nishat,
Phase VI, DHA,
Karachi.
Tel: 021-35850291-2
Fax: 021-35851113
Email: abdul.qadir@connectcmc.com
9. Syed Jawaid Iqbal
Chief Executive Officer,
Corporate & Marketing,
Communications (Pvt) Ltd.,
20-C, Lane 12, off Khayaban-e-Ittehad,
Phase-II, Extension, DHA Karachi.
Tel: 021-35313821
Fax: 021-35313832
Email: jawaid@cmc.com.pk
10. Mr. M. Fahad Sultan
Chief Executive Officer,
Creative Consultants (Pvt) Ltd.,
202, Second Floor, 40-C,
Phase II, Extension D.H.A.
Karachi.
Tel: 0300-4052248
Fax: ---
Email: info@creativeconsultants.pk
11. Mr. Shahid Rasool Khan
Chief Executive
Crosscheck Communications (Pvt) Ltd.,
B-23,Block-15, Opp Maymar Arcade,
Gulshan-e-Iqbal Karachi.
Tel: 021-34820237, 34820239, 34820240
Fax: 021-34820241
Email: info@crosscheck.com.pk
12. Mr. Rizwan Shakoor
Chief Executive Officer,
DNA Design'n Advertising
1st Floor, Plot # 43-C Main
Khayaban-e-Bukhari, Phase VI,
D.H.A, Karachi.
Tel: 021-35241048
Fax: 021-35378815
Email: mail@dna.com.pk
13. Mr. Anis Thaver
Chief Executive Officer,
GH Thaver & Co. (Pvt) Ltd.,
C-71, Block-2, Clifton, Karachi.
Tel: 021-35378517-18
Fax: 021-35870053
Email: ghthaver@cyber.net.pk
14. Mr. Imtisal Abbasi
Managing Partner,
International Advertising (Pvt) Ltd.,
72-C,13th Commercial Street Ph-II
Extension, Khyban-e-ittihad, DHA
Karachi
Tel: 021-35312231-8
Fax: 021-35897706
Email: imtisal.a@ialsaatchi.com
info@ialsaatchi.com
15. Mr. Talha Ehtesham
Country Finance Manager,
J. Walter Thompson Pakistan
5th Floor, Plot No. 9C & 11C,
Al Murtaza Commercial Lane No. 2
Phase VIII, DHA Karachi.
Tel:021-35826121-3
Fax: 021-35826112
Email: talha.ehtesham@jwtagrey.com
16. Mr. Khalid Rauf
Chief Executive Officer,
Lowe & Rauf (Pvt) Ltd.,
R-Centre, 159 Bangalore Town,
Shahrah-e-Faisal,
Karachi.
Tel: 021-34539901-8
Fax: 021-34539909
Email:khalid.rauf@mullenloweraufgroup.com
17. Mr. Anis Khan
Chief Executive Officer,
Manhattan Communications (Pvt) Ltd.,
Manhattan Centre, 6A/45, D.C.H.S,
Dr. Mahmood Hussain Road,
Karachi.
Tel: 021-34539972-3-4
Fax: 021-34523748
Email: anis@manhattan-mcl.com
18. Mr. Bashir Ahmed khan
Chairman,
Manhattan International (Pvt) Ltd.,
Manhattan House, 50 Old Clifton
Opp: Mohatta Palace Karachi.
Tel: 021-35364980-4
Fax: 021-35364977
Email: manhattan@cyber.net.pk
19. Mr. Wasiq Ali Khan
Chief Executive Officer,
Manhill Advertising & Marketing (Pvt) Ltd.,
41-U, P.E.C.H.S., Block-6,
Dr. Mahmood Hussain Road,
Karachi.
Tel: 021-34540764-6
Fax: 021-34554286
Email: Kamal.bhayo@manhilladvertising.com
20. Mr. Javed Qadeer Khan
Chief Executive Officer,
Marksman Advertising,
3rd Floor, Star Chambers 12/C,
Ittehad Commercial Lane 3 Phase-VI,
DHA, Karachi.
Tel: 021-35349290-91
Email: javed.khan@marksmanadvertising.com
21. Mr. Bilal Tanveer
Executive Director,
Maxim Advertising Co. (Pvt) Ltd.,
Bungalow # 245-2-U, Block-6,
PECHS, Karachi.
Tel: 021-34372576-80
Fax: 021-34372582
Email: btanveer@maximgroup.pk
22. Mr. Mahmood Parekh
Chief Executive Officer,
MCM Advertising
MCM House, D-39, Block-7,
Clifton, Karachi.
Tel: 021-32216187, 35374645,
Fax: 021-32637624
Email: mcmadvertising@gmail.com
23. Mr. Aleem Durrani
Chief Executive Officer,
Media Pulse (Pvt) Ltd.,
69-C 21st Commercial Street, Phase-II,
Ext. DHA, Karachi.
Tel: 021-35897361
Fax: 021-35897362
Email: aleem@mediapulse.com.pk
24. Mr. Waqar H. Haidri
Chairman,
Oktopus 360Media (Pvt) Ltd.,
C-28-B, 24th Commercial Street,
Phase-II Ext. DHA, Karachi.
Tel: 021-35313863-6
Fax: 021-35313867
Email:waqar.haidri@oktopusgroup.com

25. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
Orient House, 194-A, S.M.C.H.S.,
Karachi.
Tel: 021-111-66-66-22
Fax: 021-34328839
Email: info@orientm-mccann.pk
26. Syed Masood Hashmi
Chairman,
Orient Edge (Pvt) Ltd.,
Orient House, 194-A, S.M.C.H.S.,
Karachi.
Tel: 021-111-66-66-22
Fax: 021-34328839
Email: info@orientm-mccann.pk
27. Syed Masood Hashmi
Chairman,
Orient Next (Pvt) Ltd.,
Orient House, 194-A, S.M.C.H.S.,
Karachi.
Tel: 021-111-66-66-22
Fax: 021-34328839
Email: info@orientm-mccann.pk
28. Syed Masood Hashmi
Chairman,
Orient Public Relations (Pvt) Ltd.,
Orient House, 194-A, S.M.C.H.S.,
Karachi.
Tel: 021-111-66-66-22
Fax: 021-34328839
Email: info@orientm-mccann.pk
29. Mr. Farhan Faisal
Paragon International (Pvt) Ltd.,
2nd Floor, Plot 5C, 22nd Commercial
Street Phase-II, Extension, DHA, Karachi.
Cell No. 0321-2911533
Email: info@paragonmedia.com.pk
30. Mr. Jamal Mir
Managing Director,
Prestige Communications (Pvt) Ltd.,
22-C Khayaban-e-Badar Defence
Phase 6, Karachi.
Tel: 021-35171761-64
Fax: -----
Email: jamal.mir@prestige.com.pk
31. Mr. Shahnoor Ahmed
Chairman,
Spectrum Communications (Pvt) Ltd.,
5-C, 21st Commercial Street,
Phase II (Ext.), DHA,
Karachi.
Tel: 021-35882350
Fax: 021-25882197
Email: shahnoor@spectrumyr.com
32. Mr. Tabish Waqar
Chief Executive Officer,
Spider 360 Media (Pvt) Ltd.,
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Email: mansoor.aslam@oktopusgroup.com
17. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
5TH Floor, Green Trust Tower,
Blue Area, Islamabad.
Tel: 051-111-66-66-22
18. Syed Masood Hashmi
Chairman,
Orient Edge (Pvt) Ltd.,
5TH Floor, Green Trust Tower,
Blue Area, Islamabad.
Tel: 051-111-66-66-22

19. Mr. Noman Anwar
Director,
Skycopter Films (Pvt) Ltd.,
House 22-A, Main Nazimuuddin Road,
Setor F-7/1, Islamabad.

20. Mr. Ahmad Hussain Kapadia
Chairman & Managing Director,,
Synergy Advertising (Pvt) Ltd.,
Plaza F-6, 2nd& 3rd Floor,
F-10 Markaz, Islamabad.
Tel: 051-221591-4
Email: ak@synergygroup.com.pk

21. Mr. Shaheid Mahmud
The Brand Partnership (Pvt) Ltd.,
Apartment No. 4, Block 16,
First Floor PHA Apartments,
Sector 7G/1, Islamabad.
Tel: 051-2344381-82
Mob: 0321-5163645
Email: shaheid@thebrand.com.pk

22. Mr. Zeeshan M. Khan
Chief Executive Officer,
TNI Communications,
1st Floor, Al Salam Plaza,
Sangam Market, Street 69, Sector
I-8/3, Islamabad.
Tel: 051-2879670-7Fax: 051-2201840
Email: ceo@tnicom.com

23. 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

24. Mr. Bashir Ahmed
Chief Executive Officer,
X2O (Pvt) Ltd.,
Street Address: House 70, Street 10,
Phase-VI, Bahria Town, Islamabad.
Mob: 0321-4774420

25. Mr. Arshad Hussain Shirazi
Chief Executive Officer,
Xposure Advertising (Pvt) Ltd.,
Office # 4, Block # 6, Saidpur Market,
G-7/1, Zero Point, Islamabad.

**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.com

**Federal Area Zone
(Associate Members - Peshawar)**

1. Mr. Asad Inam
Chief Executive,
Communication Spot (Pvt) Ltd.,
Nasar Ul Mulk Bangash House Bara
Gate Saddar Peshawar.
Tel: 0344-4454258
Email: asad.inam@cspot.pk
2. Mr. Usman Attique Butt
Chief Executive Officer,
Mezzanine 22-B, Hajvery Plaza, Jinnah
Avenue, Blur Area Islamabad.
3. 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
4. Mrs. Asma Asif
Chief Executive Officer,
Midas International (Pvt) Ltd.,
House #3, St #02, Block-E, Soan Garden,
Islamabad.
Tel: 051-5738467-9
Fax: 051-5738470
Email: umarktk79@gmail.com
5. Mr. Nadeem Akbar
Chief Executive Officer,
Midas Communications Pakistan (Pvt) Ltd.,
14/E, 3rd Floor, Manzoor Plaza
Fazal-e-Haq Road, Blue Area, Islamabad.
6. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
1st Floor, State Life Building,
34, The Mall, Peshawar Cantt.
Tel: 091-5284471
7. Mr. Umair Khan Sadozai
Chief Executive Officer,
Partnership 3,
H 29/1-F, Khushal Khan Khattak Road,
Old Bara Road, University Town Peshawar.
Mob: 0333-6555665
Email: sadozai82@gmail.com

**4TH AGM
MINUTES**

MINUTES OF THE FOURTH ANNUAL GENERAL MEETING (AGM 2019) HELD ON SEPTEMBER 28, 2019 AT 3:30 P.M. AT DEFENCE AUTHORITY, SUNSET CLUB, KHAYABAN-E-JAMI, PHASE-II EXT. DHA, KARACHI.

Present: As Per List Attached

Requisite quorum being present Mr. Ali Mandviwalla, Chairman, PAA called the meeting to order and welcome the members to the Annual General Meeting.

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

Following agenda was transacted:-

Item No. 1 To approve the Minutes of the last AGM held on September 29, 2018:-

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

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

The minutes were confirmed.

Item No. 2 To announce names of the members of the Executive Committee and Office Bearers for the year 2019-2020.

The Election Results of Executive Committee and office bearers for the year 2019-2020 were announced."

- 1. Chairman**
Mr. Waqar H. Haidri
Group Chairman
Oktopus Group
- 2. Senior Vice Chairman**
Mr. Jawad Humyun
Group Chairman
Channel 7 Communications (Pvt) Ltd
- 3. Vice Chairperson**
Mrs. Seema Jaffer
Chief Executive Officer,
Bond Advertising (Pvt) Ltd

Members Central Executive Committee and Zonal Chairmen

- Chairman Zone "A"**
4. Mr. M. Hassan Ansari
Executive Director
Argus Advertising (Pvt) Ltd

Chairman Zone "B"

5. Brig. (Retd) M. Zubair Rehan
Chief Executive Officer
Creative Junction (Pvt) Ltd

Chairman Zone "C"

6. Mr. Nadeem Akbar
Chief Executive Officer
Midas Communications Pakistan (Pvt) Ltd.,
7. Syed Ali Raza
Managing Director,
Adetude (Pvt) Ltd
8. Mr. Ahmed Hussain Kapadia
Chairman & Managing Director,
Synergy Group
9. Mr. Wasiq Ali Khan
Chief Executive Officer
Manhill Advertising & Marketing (Pvt) Ltd
10. Mr. Bilal Tanveer
Executive Director,
Maxim Advertising Co. (Pvt) Ltd
11. Mr. Sohail Aziz
Chief Executive Officer
Message Communications
12. Mr. Tabish Waqar
Chief Executive Officer,
Spider 360 Media (Pvt) Ltd.,
13. Mr. Kanwar M. Rashid
Chief Operating Officer,
Time & Space Media (Pvt) Ltd.,
14. Mrs. Fatima Kisat
Chief Executive Officer,
Mediad Communications (Pvt) Ltd

The Members present expressed appreciation for the Office Bearers and members Executive Committee.

Mr. Ali Mandviwalla thanked all the Office Bearers and members of Central Executive Committee of 2018-2019 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.

Item No. 3 To consider and approve the Balance Sheet and Income and Expenditure Accounts of the Association and the report of the Auditors thereon.

The Secretary General presented the audited Balance Sheet together with Chairman's and Auditor's Reports therein for the financial year 2018-2019 for approval. Mr. Mahmood Parekh proposed together for Chairman's and Auditor's report to be adopted and was seconded by Mr. M. Zeeshan Khan.

RESLOVED that the Audited Accounts of the Association for the year ended 30-06-2019 together with Chairman's and Auditor's reports are hereby received approved and adopted.

Item No. 4 To approve all the decisions of Central Executive Committee.

As there was no observations or objections on 6 Minutes of last CEC meetings which were already circulated to all members of PAA, the house approved all the decisions unanimously of the CEC.

Item No. 5 To appoint Auditor and fix their remuneration.

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 other than M/s Salahuddin & Co. has been re-appointed as auditors for the financial year 2019-2020 at Annual remuneration of Rs. 50,000/=.

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

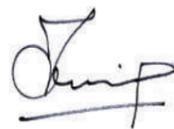
The Chairman then requested all PAA members to continue to send their valuable suggestions and guidance to improve the workings and initiatives of the Association for the betterment of the industry.

Any Other Matter with the permission of Chair:-

• **ANNUAL REPORT:** The General Body appreciated the efforts of Mr. Ali Mandviwalla for keeping the secretariat affairs in good standing and keeping transparency at its core. The initiative of printing the Annual Report in a very limited time as a way to keeping all members of PAA apprised of developments and the work done so far by the members of the Central Executive Committees and other members of PAA was greatly appreciated by all its members.

• **NEW MEMBERSHIP:** Mr. Waqar H. Haidri informed the general body the present position of PAA members and requested members to invite other ad agencies to become PAA members who were not a part of PAA yet.

The meeting was adjourned thereafter with a vote of thanks to the Chair.



TARIQ RASHEED
Secretary General



PAA ACTIVITIES

ANNUAL REPORT 2019-20

13-09-2019

- Opening ceremony of AdAsia was held at Pearl Continental Hotel, Karachi. Mr. Saeed Ghani, Minister for Information & Archives, Government of Sindh, was the Chief Guest of the ceremony. EBM, MCB, NBP, members advertising agencies, media folk personalities & Government officials attended the networking dinner. Mr. Waqar H. Haidri inaugurated the registration portal of AdAsia 2019. After that online registration was started.

22-09-2019

- Pakistan Advertising Association's delegation headed by Mr. Ali Mandviwalla, Chairman, Mr. Numan N. Ahmed, Vice Chairman, Mr. Waqar H. Haidri, Immediate Past Senior Vice Chairman & Secretary Finance, Mr. Mahmood Parekh, Member, Central Executive Committee, met Mr. Saeed Ghani, Minister for Information & Archives, Government of Sindh on 22-09-2019. The matter of outstanding dues of the Advertising Agencies was discussed.

15-11-2019

MANAGING & TAXATION IN ADVERTISING

- A workshop was organized by the Chairman of PAA Finance Committee Mr. Ali Mandviwalla for CFO's, finance persons & taxation professionals from member advertising agencies to discuss the following points:-
 - Reduce WTH deduction on services (8% to 3%).
 - Tax applicability to digital/international media payments/remittance.
 - Sales Tax process & input adjustment process.
 - Invoicing mechanism to clients.
- Trainers of the said workshop were Mr. Viqar Azeem Kidwai, Chief Financial Officer, Adcom (Pvt) Ltd., Mr. Kapil Dev, General Manager, Adcom (Pvt) Ltd., & Mr. M. Ali Zafar, Chief Financial Officer, Prestige Communications (Pvt) Ltd. Total 28 participants attended that workshop.

22-11-2019

- AdAsia 2019 Organization headed by Mr. Sarmad Ali, Chairman AdAsia 2019, Mr. Waqar H. Haidri, Chairman PAA & Mr. Shahzad Nawaz, Creative Director AdAsia 2019 met the President of Pakistan Dr. Arif Alvi becoming the first official delegate of AdAsia 2019. The President signed the registration forms at the Aiwan-e-Saddar Islamabad.

25-11-2019

- Mr. Tariq Rasheed Secretary General of Pakistan Advertising Association left for Lahore with his team for preparation of the AdAsia 2019 event. The team members of PAA became engaged with the foreign delegates, Embassies and Consulate General for obtaining the Visas for the delegations. Team members of PAA proved to be trust worthy and performed their duties with dedication till the completion of AdAsia 2019 event. They worked in a cheerful manner and handled all the financial aspects of the AdAsia 2019 event smoothly, especially the bank related activities.

30-11-2019

- Delegation's registration desk was established which was headed by Mr. Hammad Tariq, as Registration Coordinator of AdAsia 2019 event, arranged in Zaver Hall in Pearl Continental Hotel Lahore. This desk/counter remained operational 24 hours to facilitate local & foreign delegations of AdAsia 2019. The students of Punjab University also provided their valuable services as Ambassador of AdAsia 2019. The team members of PAA were much busy throughout the stay at Lahore and also performed their duties regularly at Registration Desks with delegates. The PAA staff members handled and prepared all the Registration Cards smoothly.

02-12-2019

- Opening night function of AdAsia 2019 was held at Hazuri Bagh Lahore. The delegates of AdAsia 2019 enjoyed the live performance of Pepsi Battle of the Bands along with the dinner, arranged by Pepsi Co Pakistan.

03-12-2019 to 05-12-2019

- The three-day 31st AdAsia 2019 started at Alhamra Arts Council on Tuesday 3rd December 2019. The speakers of the inaugural session deliberated upon the opportunities and challenges of technology and communication in the new world. They said that the AdAsia 2019 has turned into a platform for global leaders to share their business practices and strengths.
- Special feature of the event was a detailed live interview of a British businessman and founder of the world's largest advertising and PR group, WPP plc, Sir Martin Sorrell by the renowned anchor person of CNN International Richard Quest. Also, Pakistani showbiz star Mr. Fawad Khan interacted with Ms. Atiqa Odho.
- Delegates from Pakistan and all over the world participated in the event. Those who spoke on the occasion included Chairman Pakistan Advertising Association Mr. Waqar H. Haidri, Honorary Chairman of the Organizing Committee of AdAsia 2019 Mr. Javed Jabbar, Chairman Organizing Committee AdAsia Lahore 2019 Mr. Sarmad Ali, Chairman Asian Federation of Advertising Associations (AFAA) Raymond So, Senior Vice Chairman PAA Mr. Jawed Humayun, Creative Director BBDO ME & Pakistan Mr. Ali Rez, CNN anchor Mr. Richard Quest, and Executive Creative Director Dentsu Inc. Mr. Yasuharu Sasaki.
- AdAsia is the largest and most prestigious advertising congress in Asia, which is being organized annually, since 1958, by AFAA. The AdAsia 2019 was graced by the most distinguished personalities from the global business community and speakers like Randi Zuckerberg, Sir Martin Sorrell, Lord William Hague, Richard Quest, Fernando Machado, Vange Kourentis, Tom Goodwin and many more.
- The theme for the congress for this year was "Celebrations: Celebration of Advertising and Creativity in Asia", and the communication has been designed keeping the theme and design elements from Pakistan in mind. The conference continued up to December 5th 2019, and concluded by the President Dr. Arif Alvi.
- Mr. Sheikh Rasheed Ahmad, Federal Minister for Railways was the Chief Guest in Farewell Dinner (Macao Night) organized by Macao Association of Advertiser, Macao Association of Advertiser, being the host of AdAsia 2021 in Macao.

18-01-2020

- A major renovation work was started in PAA Secretariat/Office, so all staff members had to move to the PAA Conference Room till **20th March 2020**.

31-01-2020

- The Awards distribution ceremony of AdAsia 2019 was supported by its Ambassadors in their respective Universities (Punjab University & The Millennium Universal College). Mr. Waqar H. Haidri was the Chief Guest of the ceremony.

26-02-2020

- Mr. Waqar H. Haidri Chairman & Mr. Tariq Rasheed Secretary General of Pakistan Advertising Association participated in 24th Annual Awards Ceremony of All Pakistan Newspapers Society at Islamabad. Dr. Arif Alvi was the Chief Guest of the Ceremony.

24-03-2020

- Lockdown was imposed all over the Pakistan by the Government of Islamic Republic of Pakistan. In this scenario, PAA team members were advised for agile working (Work from Home) for secure & protected working environment.

03-04-2020

- An appeal to Honorable Prime Minister of Pakistan was published in various newspapers of Pakistan. Appeal was made by PAA against notification of 3rd April, 2020 issued by the Ministry of Information & Broadcasting.

04-04-2020

- Appeal was made by Chairman PAA to Prime Minister, Secretary to Ministry of Information & Broadcasting to de-notify the said notification.

09-04-2020

- Mian Anjum Nisar, President, Federation of Pakistan Chambers of Commerce & Industries also requested Dr. Firdous Ashiq Awan Special Assistant to the Prime Minister for Information and Broadcasting to withdraw the notification.

10-04-2020

- Comments on Draft Advertisement policy for Print, Electronic, Social and New Media policy were sent to Special Assistant to Prime Minister for Information & Broadcasting which were duly signed by Mr. Hameed Haroon, President, APNS & Mr. Waqar H. Haidri, Chairman PAA.

17-04-2020

- Writ petition 5376/2020 was fixed on 17th April, 2020 at Islamabad High Court against SRO.

30-04-2020

- On 30th April, 2020 case was heard by Honorable Justice Mohsin Akhter Kayani at Islamabad High Court, Islamabad.

13-05-2020

- A meeting of PAA & APNS was held at Haroon House, Pakistan Advertising Association where the delegation headed by Mr. Waqar H. Haidri, Chairman, Mr. Numan N. Ahmed, Immediate Past Vice Chairman PAA, Mr. M. Zeeshan Khan, Immediate Past Chairman, Zone "A" PAA, met with Mr. Hameed Haroon, President APNS, Mr. Sarmad Ali, Secretary General APNS, Dr. Tanvir A. Tahir, Executive Director APNS, to discuss extension of clearance date that APNS had given as relief to Advertising Agencies due to COVID-19 pandemic.

15-05-2020

- A delegation headed by Mr. Waqar H. Haidri Chairman, Pakistan Advertising Association Mr. M. Zeeshan Khan, Immediate Past Chairman, Zone "A" and Mr. Numan N. Ahmed, Immediate Past Vice Chairman, PAA visited Jang Group on 15th May, 2020 and met Mr. Sarmad Ali at Jang Office Karachi regarding suspension of Advertising Agencies. The Matter was discussed and the business of Member Agencies was restored.

16-05-2020

- Pakistan Advertising Association's delegation headed by Mr. Jawad Humyun, Sr. Vice Chairman, & Mr. Nadeem Akbar, Chairman Government Affairs, met Syed Shibli Faraz, Federal Minister for Information and Broadcasting, Government of Pakistan on 16-05-2020 and shared their view point on notification No.1(81)/2018- (Advt.) (EM) dated April 3, 2020 and its repercussions.

01-06-2020

- PAA Secretariat was re-opened on 01st June 2020 following the SOPs as advised by the Government of Pakistan.

26-06-2020

- Mr. Waqar H. Haidri requested the DGPR to extend the date of submission of documents for further one month for "**Expression of Interest**" published in different newspapers for Hiring of Print, Electronic, Digital Media Advertising Agencies and Production houses FY 2020-2021 and FY 2021-2022 due to COVID-19 pandemic and uncertainty situation in the country. The prevailing hardship and in context to above unfortunate circumstances, PAA member advertising agencies are facing great difficulties due to lockdown and shutdown of their offices and they are not in a position to submit required documents by the given date.

09-07-2020

- Mr. Tariq Rasheed, Secretary General, Pakistan Advertising Association passed away on Thursday 09th July, 2020. The whole advertising industry acknowledges the services of Mr. Tariq Rasheed for his outstanding services towards the PAA for 25 Years.

04-08-2020

- PAA submitted their observations and recommendations for changes in the draft Advertisement Policy 2020 by the Government of Sindh.

05-08-2020

- The Special Meeting for Outward foreign remittance for Digital Media Marketing/ Advertisement Services with State Bank of Pakistan. The SBP has increased the limit of foreign payments to face book, Google, YouTube & Instagram.

28-09-2020

- PAA has written a letter to APNS & PBA highlighting the difficulties being faced by advertising agencies. In this connection it is proposed that a joint committee should be formed which would include members of PBA, APNS and PAA to take up issues with the Government, as it is felt that some necessary measures should be taken immediately, otherwise the advertising agencies working in government sector will totally collapse, which is not in the best interest for any one. In addition, the media needs to go for antagonistic campaign for itself to give some credibility to the traditional media over new media.

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 alongwith audited financial statements of the Association for the year ended 30th June, 2020 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, 2020 was 153.

Finance:

Financial statement reflects a surplus of Rs. 2,042,118/-

Meetings:

During the year 4 meetings were held and attended by Central Executive Committee members.

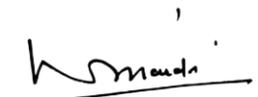
Auditors:

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 7th September, 2020



CHAIRMAN/CHIEF EXECUTIVE

Date: August 17, 2020

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 2020-2021 (ending on June 30, 2021).

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

Thanking You,

Yours truly,

Pakistan Advertising Association
17 AUG 2020
Inward No. 297
Received By: Hammad Tariq

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: skamaipk@yahoo.com

Bill # 011

Partners
Hakim Ali Zardari
0300-9230621
Mustafa Saif
0333-3169354
Dated: 17th August, 2020

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

Pakistan Advertising Association
17 AUG 2020
Inward No. 296
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

JUNE 30, 2020

 **SALAHUDDIN & CO.**
CHARTERED ACCOUNTANTS

AUDITORS' REPORT TO THE MANAGEMENT

We have audited the accompanying Balance Sheet of M/S PAKISTAN ADVERTISING ASSOCIATION as at June 30, 2020 and the related Income & Expenditure Account and Statement of Cash Flows for the year ended (here-in-after referred to as the "financial statements"). Our responsibility was to issue a report on these financial statements based on our examination scope outlined below.

We have conducted our examination in accordance with International Standards on auditing. These standards require that we plan and perform our examination to obtain reasonable assurance about whether the financial statements are free of material misstatement. We believe that our examination provides reasonable basis for our opinion.

In our opinion, the financial statements give true and fair view of the financial position of the entity as on June 30, 2020 and the result of its operations for the twelve months then ended.

KARACHI.
Dated: August 05, 2020


SALAHUDDIN & CO.
(Chartered Accountants)



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

PAKISTAN ADVERTISING ASSOCIATION, KARACHI BALANCE SHEET AS ON 30TH JUNE, 2020

	Note	2020 Rupees	2019 Rupees
ASSETS			
NON CURRENT ASSETS			
Property and equipments	3	1,669,181	1,340,763
CURRENT ASSETS			
Advances and other receivables	4	10,112,637	2,650,188
MPT Books		156,010	157,810
Cash and bank	5	3,559,931	9,760,793
		13,828,578	12,568,791
		15,497,759	13,909,554
GENERAL FUND AND LIABILITIES			
GENERAL FUND ACCOUNT			
	6	13,241,432	10,084,313
CURRENT LIABILITIES			
Accrued expenses and other liabilities	7	2,256,327	3,825,241
		2,256,327	3,825,241
		15,497,759	13,909,554

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, 2020

	Note	2020 Rupees	2019 Rupees
Income	8	3,988,000	4,286,000
Administrative expenses	9	19,327,844	7,054,957
Excess of Expenditure		(15,339,844)	(2,768,957)
Other income	10	17,398,304	4,263,590
Surplus / Deficit for the year		2,058,460	1,494,633
Deficit from Pakistan Advertising Institute	11	(16,342)	(17,203)
Net Surplus / Deficit Transferred To General Fund Account		2,042,118	1,477,430

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


Chairman


Secretary General



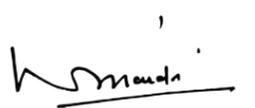
PAKISTAN ADVERTISING ASSOCIATION, KARACHI

CASH FLOW STATEMENT

FOR THE YEAR ENDED 30TH JUNE, 2020

Note	2020 Rupees	2019 Rupees
CASH FLOW FROM OPERATING ACTIVITIES		
Net Surplus / Deficit for the year	2,042,118	1,477,430
Adjustment for items not involving movement of funds:		
Depreciation	185,665	131,990
Operating deficit before working capital changes	2,227,783	1,609,420
Changes in working capital		
(Increase) \ decrease in current assets		
Advances and other receivables	(7,462,449)	(1,433,897)
MPT Books Stock	1,800	1,800
Increase \ (decrease) in current liabilities		
Accrued expenses anvd other liabilities	(1,568,914)	277,563
Cash (used in) / generated from operations	(6,801,780)	454,886
Acquition of fixed assets	(514,083)	(50,000)
Net cash (used in) / generated from operating activities	(7,315,863)	404,886
Cash flow from financing activities		
Add: Donation & Other Contribution	1,115,001	4,432,061
	1,115,001	4,432,061
Net (decrease) in cash and cash equivalents	(6,200,862)	4,836,947
Cash and cash equivalents at the beginning of the year	9,760,793	4,923,846
Cash and cash equivalents at the end of the year	3,559,931	9,760,793

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, 2020

	Rupees
Opening balance	8,606,883
Surplus for the year 20189	1,477,430
Balance as at June 30, 2019	10,084,313
Add: Donation & Other Contribution	1,115,001
Surplus for the year 2020	2,042,118
Balance as at June 30, 2020	13,241,432

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



Chairman



Secretary General



	2020 Rupees	2019 Rupees
4. ADVANCES AND OTHER RECEIVABLES		
Advances		
Advance income tax	1,110,116	1,235,268
Advance to staff	-	-
Advance GST	407,673	
Deposit		
HBL Fixed Deposit	6,000,000	
Other Receivables		
Income tax refundable	1,322,748	81,720
Rent Receivable	-	389,100
Receivable from Members	1,272,100	944,100
	10,112,637	2,650,188
5. CASH AND BANK		
Cash at bank in current accounts		
Pakistan Advertising Association	3,558,943	9,760,456
	3,558,943	9,760,456
Cash in hand		
Pakistan Advertising Association	988	337
	3,559,931	9,760,793
6. GENERAL FUND ACCOUNT		
Balance brought forward	10,084,313	4,174,822
Add: Donation & Other Contribution	1,115,001	4,432,061
Net Surplus / Deficit for the year	2,042,118	1,477,430
	13,241,432	10,084,313
7. ACCRUED EXPENSES AND OTHER LIABILITIES		
Accrued expenses	151,130	540,276
Payable to Ad-Agency	873,500	873,500
Others Payable	680,000	1,115
OSC Withholding SST Payable	126,697	
Advance against members' subscription	-	2,410,350
Advance Rental Income	425,000	
	2,256,327	3,825,241



	2020 Rupees	2019 Rupees
8. INCOME		
Admission Fee	30,000	80,000
Membership Fees	3,818,000	4,040,000
Annual Subscription Fee For AFAA	140,000	166,000
	3,988,000	4,286,000
9. ADMINISTRATIVE EXPENSES		
Salaries & allowances	4,116,000	3,691,050
Staff welfare	362,014	24,500
Electric charges	239,171	241,700
Telephone, fax & internet	167,112	152,191
Printing and stationary	309,125	142,955
Rate & taxes	39,395	163,705
Meeting expenses	111,770	75,915
Repair and maintenance	1,143,310	21,840
Office Expenses	55,000	186,760
Postage & telegram	141,141	35,646
Entertainment	112,019	120,660
Conveyance & traveling	186,202	141,390
Audit fees	50,000	50,000
Website charges	259,660	120,000
Legal and professional charges	1,858,007	1,192,108
Miscellaneous	114,355	77,985
Bank charges	9,083	5,194
Other Expenses	9,835,157	165,280
Subscription Fees	50,000	331,291
Depreciation	169,323	114,787
	19,327,844	7,054,957
10. OTHER INCOME		
Rental income	4,956,400	4,173,960
Payable write off	-	89,630
MPT Advertisement	10,000	-
Return on Short Term Bank Investment	229,470	-
Ad Asia Donation	2,438	-
Ad Asia 2019 (Net)	12,199,996	-
	17,398,304	4,263,590
11. DEFICIT FROM PAKISTAN ADVERTISING INSTITUTE		
Depreciation	16,342	17,203
ADMINISTRATIVE EXPENSES	(16,342)	(17,203)
DEFICIT FOR THE YEAR	(16,342)	(17,203)
12. TAXATION		
Income tax assessments of the association has been finalized up to and including year 2019. 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		



