



ANNUAL REPORT 2023

PAKISTAN ADVERTISING ASSOCIATION® | ANNUAL REPORT 2023



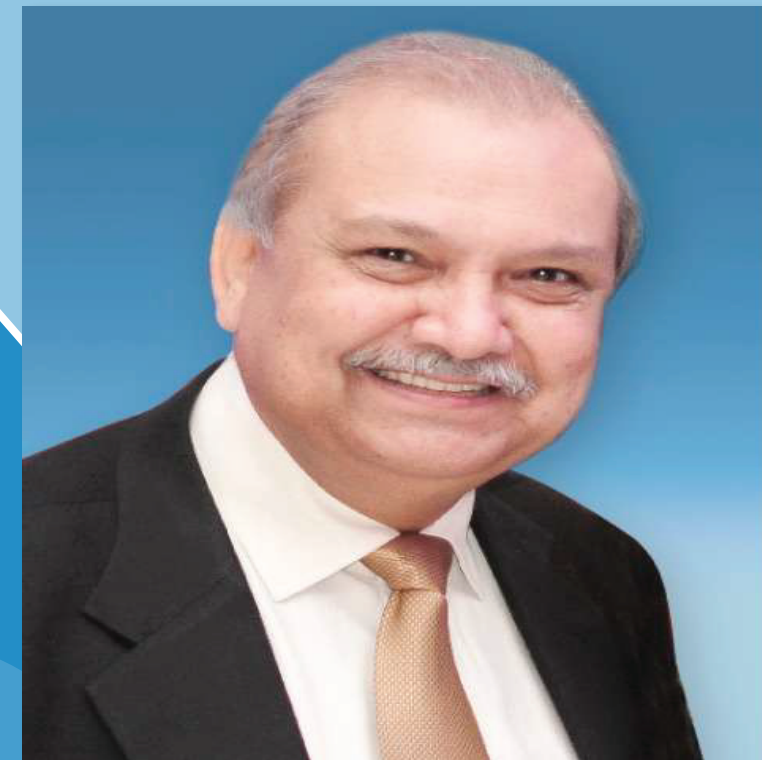
Pakistan Advertising Association

Plot No. ST-4, Block 3, Adjacent Gulshan Flyover,
Opposite T.O Clinic, Gulshan-e-Iqbal, Rashid Minhas Road, Karachi-75300
Phone: 021-34961933, 021-34961954
Fax: 021-3491806, Email: secretariat@paa.com.pk, Web: www.paa.com.pk

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CHAIRMAN'S MESSAGE



Dear Esteemed Members,

I am thrilled to present this report as the Chairman of the Pakistan Advertising Association.

As we embark on another challenging year in the dynamic world of advertising, I want to express my heartfelt gratitude for your unwavering support, patience, and commitment to our industry. Despite the global pandemic and its far-reaching impact on businesses worldwide, the advertising industry in Pakistan has showcased remarkable creativity and innovation within the marketing and communications community. Advertising practitioners in our environ have proven their ability to navigate through uncertainty, to have delivered impactful campaigns and strategies that have resonated with audiences across Pakistan. I congratulate BBDO Pakistan for winning Cannes Glass Lion – the first for Pakistan – on EBM’s campaign on girl education, titled Schoolgirl Newscasters, aired in December 2022.

Focusing specifically on Pakistan Advertising Association, the past year has presented us with both challenges and opportunities. I am proud to share that PAA has remained resilient and adaptive in the face of adversity. Zone B and Zone C have achieved numerous successes in their interactions with both federal and provincial governments. I want to commend our Zonal Chairmen in Islamabad and Lahore, along with the dedicated members of their teams, who have shown indelible strength and determination in dealing with policy changes that posed unnerving challenges to advertising agency operations.

Notably, the Pakistan Advertising Association successfully reclaimed government classified business that had been diverted from advertising agencies in April 2019. This significant shift in policy had a substantial impact on agency revenue, leaving some agencies struggling for survival and resulting in the loss of employment for hundreds of hardworking, talented, and skilled agency workers. Our Islamabad team, led by Usman Atique Butt, played a crucial role in bringing this business back to the PAA.

Similarly, the Revised Punjab Government Advertising Policy regarding payment procedures for media houses and ad agencies was notified and implemented in March 2023. The sudden implementation raised concerns, as it lacked a cutoff date, increasing the risk of duplicate payments. PAA resorted to take legal action, filing a petition in the Lahore High Court but later decided to negotiate a mutually beneficial resolution. A meeting was held in DGPR Office Lahore, chaired by Secretary Information, Government of Punjab and attended by officials of Punjab Ministry of Information & Broadcasting, officials from Directorate of Public Relations Punjab,

senior office bearers of Pakistan Advertising Association, and the then Chairman, All Pakistan Newspapers Society to represent the media houses. The parleys were fruitful resulting in an agreement that the new payment procedure of 85% and 15% payment to media houses and Ad Agencies respectively, would apply only to invoices raised after July 01, 2022. The case in the High Court was subsequently withdrawn.

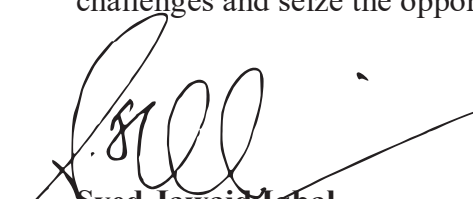
But when we look at the bigger canvas, there is much more work to be done. As an Association, PAA must strive to be much more visible – not only in resolving various issues, complications and hurdles that ad agencies may face from time to time, but more so as a potent group determined to change the industry landscape.

With eyes set on this goal our secretariat, strengthened with the inclusion of Executive Director Jamil Syed, presented a road map to CEC in February 2023 strategically populating the calendar with seminars, symposia, creative foundries and the like. The outcome was envisaged to pronouncing the potency of the Association as a robust trade organization raising the benchmark of advertising industry in Pakistan. To embark on this journey, the first issue of quarterly Newsletter *Advice* was brought out in April 2023. The endeavor did not get any encouragement from our member body even after several requests for feedback. Not a single write up was contributed for the second issue. I only hope that our Association makes a good use of this road map prepared by the Secretariat in the forthcoming year.

As an industry, we have not only to adapt to the changing landscape but have also to embrace new technologies and platforms. Digital transformation must be a top priority, leading to a surge in online advertising, social media engagement, and data-driven insights. The power of digital marketing has become increasingly evident, enabling us to reach consumers in unprecedented ways.

In this rapidly evolving environment, it is imperative that we remain vigilant and uphold ethical standards. The Pakistan Advertising Association is dedicated to promoting responsible advertising practices and ensuring the highest level of integrity within the industry. By championing transparency, consumer protection, and fair competition, we not only safeguard our industry's reputation but also build trust and credibility among our clients.

Thank you for your continued support and dedication. Together, we will navigate the challenges and seize the opportunities that lie ahead.


Syed Jawaid Iqbal
Chairman



EXISTING
CEC
MEMBERS



OFFICE BEARER FOR THE YEAR 2022-2023

Chairman
Syed Jawaid Iqbal
President & CEO
Corporate & Marketing Communications (Pvt.)
Ltd.

Senior Vice Chairman
Brig. M. Zubair Rehan (Retd)
Creative Junction (Pvt.) Ltd.

Vice Chairman
Mr. Jawad Humayun
Chairman
Channel 7 Communications (Pvt.) Ltd.

Chairman Zone "A"
Mr. Fahd Khan
Director,
Manhattan Communications (Pvt.) Ltd.

Chairman Zone "B"
Mr. Usman Attique Butt
Chief Executive Officer
Interlink Advertising (Pvt.) Ltd

Chairman Zone "C"
Mr. Nadeem Kabir Alvi
Chief Executive Officer
Oktopus 360 Media (Pvt) Ltd

Secretary Finance
Mr. Javed Qadeer Khan
Chief Executive Officer
Marksman Advertising

MEMBERS CENTRAL EXECUTIVE COMMITTEE

Mrs. Seema Jaffer
Chief Executive Officer,
Bond Advertising (Pvt.) Ltd

Mr. Khalid Rauf
Chairman & CEO,
Mullen Lowe & Rauf (Pvt.) Ltd.

Mian Mobeen Shafaat
Chief Executive Officer,
Oak Media (Pvt.) Ltd.,

Mr. Ahmed Jamal Mir
Managing Director & CEO,
Prestige Communications (Pvt.) Ltd.

Mr. Numan Nabi Ahmed
Chief Executive Officer,
The Brand Partnership (Pvt.) Ltd.

Ms. Neesha Dara Khan
Director,
Manhattan International (Pvt.) Ltd.

Mrs. Faiza Nadeem
Chief Executive Officer
Vantage Media (Pvt.) Ltd

PAA SUB COMMITTEES

List of Members of Committees/Councils for the year 2023

PAS COMMITTEE

Syed Jawaid Iqbal, Chairman–Corporate & Marketing Communication (Pvt) Ltd.
 Mian Mubeen Shafaat, Member –Oak Media (Pvt) Ltd
 Mrs. Seema Jaffer, Member – Bond Advertising (Pvt) Ltd
 Ms. Neesha Dara Khan, Member –Manhattan International (Pvt) Ltd

PBA COMMITTEE (Electronic Media Council)

Mr. Ahmed Jamal Mir, Chairman – Prestige Communications (Pvt) Ltd
 Mr. Numan Nabi Ahmed, Member–The Brand Partnership (Pvt) Ltd
 Mr. Fahd Khan, Member–Manhattan Communications (Pvt) Ltd
 Mr. Rizwan Ashraf, Member – Velocity Marketing & Communication (Pvt) Ltd
 Mr. Yahya Khan Sadozai, Member–Enhancerz Communications (Pvt) Ltd

APNS COMMITTEE (Print Media Council)

Mr. Javed Qadeer Khan, Chairman – Marksman Advertising
 Brig. M. Zubair Rehan (Retd.) Member – Creative Junction (Pvt) Ltd
 Mr. Nadeem Akbar, Member – Midas Communications Pakistan (Pvt) Ltd
 Mr. Jawad Humayun, Member – Channel 7 Communications (Pvt) Ltd
 Mr. Muhammad Zeeshan Khan, Member – TNI Communications

GOVERNMENT AFFAIRS COMMITTEE

Mr. Jawad Humayun, Chairman – Channel 7 Communications (Pvt) Ltd
 Mr. Muhammad Zeeshan Khan, Member – TNI Communication
 Mr. Nadeem Kabir Alvi, Member– Oktopus 360 media (Pvt) Ltd

DIGITAL COMMITTEE (Digital Media Council)

Mr. Zameer Siddiqui Qureshi, Chairman – Starcrest Communications (Pvt) Ltd
 Mr. Azam J. Khan, Member – International Advertising (Pvt.) Ltd
 Mr. Javed Qadeer Khan, Member– Marksman advertising
 Mian Mubeen Shafaat, Member – Oak Media (Pvt) Ltd
 Ms. Neesha Dara Khan, Member – Manhattan International (Pvt) Ltd

CODE OF ETHICS & CONDUCT COMMITTEE

Mr. Khalid Rauf, Chairman – Mullenlowe Rauf Group
 Brig. M. Zubair Rehan Retd.), Member – Creative Junction (Pvt) Ltd
 Mr. Jawad Humayun, Member – Channel 7 Communications (Pvt) Ltd

FINANCE COMMITTEE

Mr. Zameer Siddiqui Qureshi, Chairman – Starcrest Communications (Pvt) Ltd
 Mr. Javed Qadeer Khan, Member – Marksman advertising
 Mr. Kapil Dev, Member – Adcom(Pvt) Ltd



MINUTES
OF THE
MEETING



32nd Meeting of Central Executive Committee of Pakistan Advertising Association

Date: 18th October 2022 Day: Tuesday Time: 3:00 PM

Venue: PAA Secretariat, Gulshan -e-Iqbal, Karachi. However ZOOM video link is also Available for any member who cannot be present at the venue

AGENDA OF THE MEETING

- 1) To begin with the recitation of Ayaat from the Holy Quran-e-Karim.
- 2) To confirm/approve minutes of the last meeting of the CEC held on 1st July, 2022.
- 3) To discuss the formation of PAA Committees/Councils.
 1. PAS Committee.
 2. PBA Committee (Electronic Media Council).
 3. APNS Committee (Print Media Council).
 4. Government Affairs Committee.
 5. Digital Committee (Digital Media Council).
 6. Code of Ethics & Conduct Committee.
 7. Finance Committee.
 8. FPCCI Central Sub-Committees(s) On Advertising, 2023.
- 4) To discuss holding of joint meeting with PBA & APNS with the members of PAA with the Agenda & Date.
- 5) To discuss for finalization of the amendments of PAA M&AoA under the Companies Act 2017 and Approval of Legal Fees.
- 6) Removal of the following names from the PAA membership Register:

Zone "A" (Corporate Members)

 1. Orient Next (Pvt) Ltd.,
 2. Orient Public Relations (Pvt) Ltd.,

Zone "C" (Corporate Members)

 3. Revolution Media (Pvt) Ltd.,
 4. Sound & Vision (Pvt) Ltd.,
- 7) To discuss the Ad Asia 2019 Lahore payments issue.
- 8) To discuss the reconsideration & printing of Minimum Production Tariff (MPT) of PAA.
- 9) To approve the Associate Membership of "Marshmallow Advertising (Pvt) Ltd" Lahore.
- 10) Various Board Resolutions to be considered and adopted.
- 11) Approval of Annual Increments of PAA Staff Members.
- 12) Any other matter with permission of the Chair.

32nd Meeting of Central Executive Committee of Pakistan Advertising Association

Date: 18th October, 2022, Day: Tuesday, Time: 3:00 PM
Venue: PAA Secretariat, Gulshan-e-Iqbal, Karachi

Syed Jawaid Iqbal, the Chairman, CEC was in the Chair and he welcomed members to the meeting. This was the first meeting for the current year 2022 – 2023.

Attendance:

The meeting was led by the Chairman, Syed Jawaid Iqbal, and attended by the following Members physically and via zoom video link:

- | | |
|------------------------------|---------------------|
| 1. Brig (Retd.) Zubair Rehan | Via Zoom Video Link |
| 2. Mr. Fahd Khan | |
| 3. Mr. Usman Attique Butt | Via Zoom Video Link |
| 4. Mr. Nadeem Kabir Alvi | Via Zoom Video Link |
| 5. Mr. Javed Qadeer Khan | |
| 6. Mrs. Seema Jaffer | Via Zoom Video Link |
| 7. Mr. Mian Mobeen Shafat | Via Zoom Video Link |
| 8. Mr. Ahmed Jamal Mir | |
| 9. Mr. Numan Nabi Ahmed | |

Leave of Absence:

Mr. Jawad Humayun, Mr. Khalid Rauf, Ms. Neesha Dara Khan & Mrs. Faiza Nadeem were unable to attend the meeting due to prior engagements.

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

The meeting started at 3:00 PM with the name of Almighty Allah and it was conducted in a very professional way.

1) To Confirm/Approve Minutes of the Last Meeting:

Minutes of PAA last CEC's meetings held on 1st July 2022 at Chairman, Mr. Ahmed Jamal's Office, Karachi in person & via Zoom video link, had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Numan Nabi Ahmed and seconded by Mr. Ahmed Jamal Mir. Therefore, the minutes were confirmed and approved.

2) To discuss the formation of PAA Committees/Councils for the year 2022-2023

The formation of the following Committees/Councils for the year 2022-2023 of PAA was unanimously approved by the house.

List of Members of Committees/Councils for the year 2023

PAS COMMITTEE

Syed Jawaid Iqbal, Chairman–Corporate & Marketing Communication (Pvt) Ltd.
Mian Mubeen Shafaat, Member –Oak Media (Pvt) Ltd
Mrs. Seema Jaffer, Member – Bond Advertising (Pvt) Ltd
Ms. Neesha Dara Khan, Member –Manhattan International (Pvt) Ltd

PBA COMMITTEE (Electronic Media Council)

Mr. Ahmed Jamal Mir, Chairman – Prestige Communications (Pvt) Ltd
Mr. Numan Nabi Ahmed, Member–The Brand Partnership (Pvt) Ltd
Mr. Fahd Khan, Member–Manhattan Communications (Pvt) Ltd
Mr. Rizwan Ashraf, Member – Velocity Marketing & Communication (Pvt) Ltd
Mr. Yahya Khan Sadozai, Member–Enhancerz Communications (Pvt) Ltd

APNS COMMITTEE (Print Media Council)

Syed Jawaid Iqbal, Chairman – Corporate & Marketing Communication (Pvt) Ltd
Brig. M. Zubair Rehan (Retd.) Member – Creative Junction (Pvt) Ltd
Mr. Nadeem Akbar, Member – Midas Communications Pakistan (Pvt) Ltd
Mr. Jawad Humayun, Member – Channel 7 Communications (Pvt) Ltd
Mr. Muhammad Zeeshan Khan, Member – TNI Communications

GOVERNMENT AFFAIRS COMMITTEE

Mr. Jawad Humayun, Chairman – Channel 7 Communications (Pvt) Ltd
Mr. Muhammad Zeeshan Khan, Member – TNI Communication
Mr. Nadeem Kabir Alvi, Member– Oktopus 360 media (Pvt) Ltd

DIGITAL COMMITTEE (Digital Media Council)

Mr. Zameer Siddiqui Qureshi, Chairman – Starcrest Communications (Pvt) Ltd
Mr. Azam J. Khan, Member – International Advertising (Pvt.) Ltd
Mr. Javed Qadeer Khan, Member– Marksman advertising
Mian Mubeen Shafaat, Member – Oak Media (Pvt) Ltd
Ms. Neesha Dara Khan, Member – Manhattan International (Pvt) Ltd

CODE OF ETHICS & CONDUCT COMMITTEE

Mr. Khalid Rauf , Chairman– Mullenlowe Rauf Group
Brig. M. Zubair Rehan Retd.), Member – Creative Junction (Pvt) Ltd
Mr. Jawad Humayun, Member – Channel 7 Communications (Pvt) Ltd

FINANCE COMMITTEE

Mr. Zameer Siddiqui Qureshi, Chairman – Starcrest Communications (Pvt) Ltd
Mr. Javed Qadeer Khan, Member – Marksman advertising
Mr. Kapil Dev, Member – Adcom(Pvt) Ltd

FCCI CENTRAL SUB-COMMITTEE(S) ON ADVERTISING 2022 -2023

Mr. Ahmed Jamal Mir – Convener (Continued 2022-2023)
Syed Jawaid Iqbal – Deputy Convener

3) To discuss holding of joint meeting with PBA & APNS with the members of PAA.

The Chairman, Syed Jawaid Iqbal instructed the secretariat to ask PBA & APNS Committee Members to submit an Internal written paper to the secretariat making their points clearly on which they need to discuss with the PBA & APNS. First, it will be finalized among the executive committee and then discussed in the upcoming meeting with the PBA & APNS.

4) To discuss for finalization of the amendments of PAA M&AoA under the Companies Act 217 and Approval of Legal Fees.

It was decided and unanimously agreed that copy of the M&AoA and amendments which are going to be done should be sent to all the CEC Members and after review, it will be discussed in the next CEC meeting.

5) Removal of the following names from the PAA membership register:

Zone "A" (Corporate Members)

1. Orient Next (Pvt) Ltd.,
2. Orient Public Relations (Pvt) Ltd.,

Zone "C" (Corporate Members)

1. Revolution Media (Pvt) Ltd.,
2. Sound & Vision (Pvt) Ltd.,

The Chairman, Syed Jawaid Iqbal instructed the secretariat to speak to Mr. Waqar H. Haidri for zone "A" and for zone "C" the case should be sent to the present Zonal Chairman and then finalize the case.

6) To discuss the Ad Asia 2019 Lahore Payment issues.

Mr. Ahmed Jamal Mir said that in the last AGM Mr. Jawad Humayun who was aware of the past situation was candid enough to highlight that PAA had no direct involvement in the financial aspects; therefore, we cannot own the responsibility till any evidence to the contrary is shown. However, a committee has already been formed that will investigate the matters to resolve the issues.

7) To discuss the reconsideration & Printing of Minimum production Tariff of PAA .

Mr. Javed Qadeer Khan suggested that the Minimum Production Tariff (MPT) should be digitalized & uploaded on our website as commonly done by all organizations in current times to save the cost of printing. Further, it will be discussed in the next CEC Meeting.

8) To approve the Associate Membership of "Marshmallow Advertising (Pvt) Ltd ., Syed Jawaid Iqbal, Chairman told that due to the amendments in the M&AoA, we will have to revise the Annual Subscription, and so it will be finalized in the next CEC meeting.

9) Various Board Resolutions to be considered and adopted.

The Secretary General placed the following RESOLUTION to meet the requirements of the Bank regarding authorizing the operation & signature of Secretary General and changing of signatures of Office Bearers/Directors for the operation of the Bank Account which were approved unanimously by the members present.

RESOLUTION

"RESOLVED that Mr. Anis Ahmed, Secretary General of PAA" CNIC No: 42201-5009812-5 authorized to operate the bank Account with Mr. Javed Qadeer Khan "Secretary Finance of PAA" CNIC No. 42201-3331560-5, and Mr. Fahd Khan "Chairman Zone "A" of PAA" CNIC No. 42301-0947188-9.

Operation Instruction: Any two of the following:

1. Mr. Javed Qadeer Khan
Secretary finance, PAA
CNIC No 42201-3331560-5
2. Mr. Fahd Khan
Chairman, Zone "A"
CNIC No 42301-0947188-9
3. Mr. Anis Ahmed
Secretary General, PAA
CNIC No. 42201-5009812-5

10) Approval of Annual Increments of PAA Staff Members .

Mr. Jamal Ahmed Mir suggested that someone from the Executive Committee will evaluate the Salary of the Secretariat staff Members and then it will be finalized according to market value.

11) Any other matter with permission of the Chair .

Mrs. Seema Jaffer expressing her views that PAA should organize some Training & Development programs to awareness about the new technology in the Industry, Mr. Mubeen Shafaat endorsed the narrative of Mrs. Seema Jaffer and told that we must conduct workshops on training & development, and it should upload in the social media also. Mr. Jamal Mir added his note of favor in conducting the session of training & development on a quarterly basis and said that it can be an active catalyst for the growth of the Industry.

Mr. Javed Qadeer Khan expressed his point of view regarding the "Complaint of non-payment by not listed Clients", a letter from APNS to Accredited Advertising Agency. He paid attention that if any client doesn't pay the dues, the cash flow of the agencies is badly affected and APNS puts up their hands just saying that he is not our listed client. The point is that why does the APNS not bond his Publication Members that no advertisement should be published of any non-listed client. The APNS takes action against only the Advertising Agencies & also suspends without any action against the clients. The House agreed and appreciated the narrative of Mr. Javed Qadeer Khan & decided that the point will be discussed in the upcoming meeting with the APNS.

Brig. Zubair Rehan (Retd) expressing his point of view & emphasized that there is a dire need for a Strong Executive director in the secretariat. The Chairman, Syed Jawaid Iqbal agreed with the narrative of Brig. Zubair Rehan (Retd) and he requested Mr. Jamal Mir & Mr. Numan Nabi to find a competent Executive director for the PAA Secretariat which were approved unanimously by the members present.


Mr. Nadeem Kabir Alvi expressing his views that firstly, as PAA we should strengthen ourselves and then we should move towards the Committee, I believe that there will be misunderstanding somewhere among us & we will have to forget everything and sit together & should have to set a trance from the platform of PAA then we can speak with PBA & APNS & as well as the other stakeholders. As PBA & APNS are all united because they have one point agenda of recovery while we have no any agenda as such we will have to think about it.

The Chairman, Syed Jawaid Iqbal nominated the name of Mr. Sarmad Ali and authorized him to attend the AFAA Meetings for the current year 2022-2023 on behalf of Pakistan Advertising Association which was unanimously approved by the house.

Ending Remarks:

At the end, Syed Jawaid Iqbal, Chairman, concluded the meeting and thanked all the members of the house for their participation and valuable suggestions put forward in the said meeting.

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


ANIS AHMED
Secretary General



33rd Meeting of the Central Executive Committee (CEC) of Pakistan Advertising Association

Date: 24th November 2022 Day: Thursday Time: 3:00 PM

Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi

ZOOM video link will also be available for any member who cannot be present at the venue.

AGENDA OF THE MEETING

- 1) To begin with the Name of Allah
- 2) To confirm/approve minutes of the last meeting of the CEC held on 18th Oct. 2022.
- 3) Update on progress on the email of Nov. 1, 2022 from Secretary General, PAA to CEC members requesting agenda points for meeting with PBA & APNS.
- 4) Appointment of Executive Director - PAA, as per decision of the 32nd CEC meeting held on 18th Oct. 2022.
- 5) Review of Status of progress by the various sub-Committees of PAA.
- 6) Investment of PAA funds with better rates.
- 7) Removal of the following names from the PAA membership register:
 - Zone "A" (Corporate Members)
 1. Orient Next (Pvt) Ltd.,
 2. Orient Public Relations (Pvt) Ltd.,
 - Zone "C" (Corporate Members)
 1. Revolution Media (Pvt) Ltd.,
 2. Sound & Vision (Pvt) Ltd.,
- 8) Any other matter with permission of the Chair.

33rd Meeting of the Central Executive Committee (CEC) of Pakistan Advertising Association

Date: 24th November, 2022 Day: Thursday Time: 3:00 PM

Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi

Syed Jawaid Iqbal, the Chairman, CEC was in the Chair and he welcomed members to the meeting. This was the 2nd Meeting for the current year 2022 – 2023.

Attendance:

The meeting was led by the Chairman, Syed Jawaid Iqbal, and attended by the following Members physically and via zoom video link:

1. Mr. Fahd Khan
2. Mr. Nadeem Kabir Alvi Via Zoom Video Link
3. Mrs. Seema Jaffer
4. Mr. Khalid Rauf
5. Mr. Ahmed Jamal Mir
6. Mr. Numan Nabi Ahmed
7. Ms. Neesha Dara Khan Via Zoom Video Link

Leave of Absence:

Brig. M. Zubair Rehan (Retd), Mr. Jawad Humayun, Mr. Usman Attique Butt, Mr. Javed Qadeer Khan, Mr. Mobeen Shafaat & Mrs. Faiza Nadeem were unable to attend the meeting due to prior engagements.

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

The Meeting discussed and deliberated the following Agenda points:

- 1) Confirmation of Minutes of the Last CEC Meeting held on 18-10-2022:

Minutes of the PAA last CEC's meetings held on 18th October 2022 at PAA Secretariat, Gulshan-e-Iqbal, Karachi in person & via Zoom video link, which had already been circulated among the members were placed before the meeting. The Approval was proposed by Mr. Fahd Khan and seconded by Mrs. Seema Jaffer. Hence, the minutes were confirmed and approved.



- 2) Update on Secretary General's email to CEC Members regarding Agenda points for proposed meeting with PBA and APNS

Mr. Numan Nabi Ahmed suggested that the Secretariat should send an email to all the valued members of Pakistan Advertising Association-PAA and request them to forward their suggestions for the matters that they desire to put forward for discussion and debate with PBA and APNS, to the respective Chairman of the Sub-Committee/Council, in order to prepare an appropriate collective agenda. Mr. Ahmad Jamal Mir agreed with the suggestion of Mr. Numan Nabi Ahmed and further recommended that subsequent to preparation of agenda, a core committee will meet and thoroughly discuss the points raised so that a successful and productive meeting may be held with both - PBA and APNS. The recommendations were approved unanimously.

- 3) Appointment of Executive Director - PAA, as per decision of the 32nd CEC meeting held on 18th Oct. 2022.

In pursuant to the clause 34 (h) of the M&AoA of PAA and as per the Trade Organization Act 2013; the Chairman, Syed Jawaid Iqbal in the last CEC meeting had constituted an HR Committee comprising Mr. Ahmed Jamal Mir and Mr. Numan Nabi Ahmed, for searching a competent person to be placed as Executive Director PAA. In this connection they collected applications from some candidates and forwarded them to the Chairman. After holding several interviews with various candidates the HR Committee led by the Chairman selected Mr. Jamil Syed for the position. The CEC was informed that Mr. Jamil Syed has also served as Executive director at PBA and PAS, besides a rich experience of working with major advertising agencies. The Meeting appreciated the Chairman for choosing the right and competent professional for PAA and unanimously approved the name of Mr. Jamil Syed for Appointment as Executive Director wef December 01, 2022.

- 4) Review of Status of progress by the various sub-Committees of PAA.

It was decided that the PAA Sub-Committees/Councils will report on their progress in the next CEC Meeting.

- 5) Investment of PAA funds with better rates.

The Chairman, Syed Jawaid Iqbal requested Mr. Jamal Mir to check some other Investment opportunities in reputable Banks bank which may pay better profit compare to the existing arrangement.

- 6) Removal of the following names from the PAA membership register:

Zone "A" (Corporate Members)

1. Orient Next (Pvt) Ltd.,
2. Orient Public Relations (Pvt) Ltd.,

Zone "C" (Corporate Members)

1. Revolution Media (Pvt) Ltd.,
2. Sound & Vision (Pvt) Ltd.,

Secretary General-PAA, Mr. Anis Ahmed informed the Meeting that as per instruction of the Chairman, in the last CEC Meeting he had talked to Mr. Waqar H. Haidri about the Subscription fee for 2022-2023 of members of Zone "A". Mr. Haidri responded as to their agreement to clear the dues shortly.

As for Zone "C" the case has been sent to the present Zonal Chairman Mr. Nadeem Kabir Alvi and he is looking into the matter and trying his best to resolve it as soon as possible.

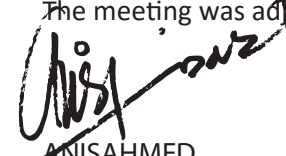
- 7) Any other matter with permission of the Chair .

- Mr. Numan Nabi Ahmed suggested that if any Member fails to clear the dues even after reminders and a final notice, the responsibility may be shifted to the concern Zonal Chairman. He should personally meet the member(s) to resolve the issue. In case the Member still fails to comply, the Secretariat may be informed in writing as to whether his name be deleted from the Register of the PAA, or the specified time the Member has requested to clear the dues.

Ending Remarks:

At the end, Syed Jawaid Iqbal, Chairman, concluded the meeting and thanked all the members of the house for their participation and valuable suggestions put forward in the said meeting.

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


ANISAHMED
Secretary General



34th Meeting of The Central Executive Committee (CEC) of Pakistan Advertising Association

Date: 14th December 2022 Day: Thursday Time: 4:00 PM

**Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi**

ZOOM video link will also be available for any member who cannot participate in person.

AGENDA OF THE MEETING

1. **Confirmation of Minutes of 33rdCEC Meeting held on November 24, 2022**
2. **Introduction of the newly appointed Executive Director of PAA.**
3. **Requirement of functional and operational changes in the Secretariat including camp office of PAA**
4. **Deliberate on increase in Renewal Fee for Associate Members**
5. **Review on the progress of various Sub-Committees**
6. **Decision on investing PAA funds at better rates**
7. **Review the progress made by Zonal Chairmen**
8. **Activity Plan of PAA for 2023**
9. **Any other matter with permission of the Chair.**

34th Meeting of The Central Executive Committee (CEC) of Pakistan Advertising Association

Date: 14th December 2022 Day: Wednesday Time: 4:00 PM

**Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi**

Attendance:

- | | | |
|---------------------------------|-------|---------------------|
| 1. Mr. Syed Jawaid Iqbal | (JI) | |
| 2. Brig. M. Zubair Rehan (Retd) | (ZR) | Via Zoom Video Link |
| 3. Mr. Jawad Humayun | (JH) | Via Zoom Video Link |
| 4. Mr. Fahd Khan | (FK) | |
| 5. Mr. Javed Qadeer Khan | (JQK) | |
| 6. Mr. Ahmed Jamal Mir | (AJM) | |
| 7. Mr. Numan Nabi Ahmed | (NNA) | |

Leave of Absence:

Mr. Usman Attique Butt, Mr. Nadeem Kabir Alvi, Mrs. Seema Jaffer, Mr. Khalid Rauf, Mr. Mian Mobeen Shafaat, Ms. Neesha Dara Khan & Mrs. Faiza Nadeem were unable to attend the meeting due to prior engagements.

Secretariat:

1. Mr. Jamil Syed (JS)
2. Mr. Anis Ahmed (AA)

Mr. Syed Jawaid Iqbal was in the Chair.

The Meeting discussed and deliberated the following Agenda points:

1. Introduction of the newly appointed Executive Director of PAA.

The Chair requested to put Agenda point: 2 ahead of Point: 1. He introduced the newly appointed Executive Director of PAA, Jamil Syed, saying that he needs no introduction and is well known in the advertising world for more than two decades. His services for Pakistan Advertisers Society (PAS) and Pakistan Broadcasters Association (PBA) have already been lauded in this industry. The House appreciated his inclusion and congratulated Mr. Jamil Syed on joining PAA.

2. Confirmation/approve minutes of the Last CEC Meeting held on 24th November 2022.

Minutes of the PAA last CEC's meetings held on 24th November 2022 at PAA Secretariat, Gulshan-e-Iqbal, Karachi, that had already been circulated among the members were placed before the meeting. The participants were informed of the three observations filed by NNA regarding the process of ED's appointment, the discussion about billing matters raised by Mr. Nadeem K. Alvi, and the matter of clearance of dues and NOCs brought up in the Meeting. It was, however clarified by ED, JS that the observations were included in the referred minutes as Addendum. The Approval was proposed by AJM and seconded by FK. Hence, the minutes were confirmed and approved.

3. Requirement of functional and operational changes in the Secretariat including camp office of PAA.

ED, JS pointed out that the Job Descriptions of Executive Director and Secretary General have to be revisited so as to enable the ED to run the Secretariat in a smooth manner without creating any duplication and confusion. The Chairman moved the proposal that the title of Secretary General should be replaced with Executive Secretary to eradicate any confusion. The proposal was carried but JH expressed that even after getting approval of the Executive Committee for the change of title, we should change our by-laws and then send it to DGTO for approval so that we can incorporate the by-laws as it is a legal requirement. The Chairman instructed JS to develop modified by-laws ensuring efficient bifurcation of work and responsibilities, seeking relevant professional help of an advocate's input, so that it is incorporated in the revised Memorandum and Articles of Association.

4. Deliberate on increase in Renewal Fee for Associate Members

JS informed the Meeting that even though the fee for Corporate Members has been increased, the Associate Members are still paying at the old rates of Rs: 10,000. He proposed this fee be raised to Rs: 25,000. NNA presented a valid argument that if we increase the fee of Associate Members, we should have to give them some additional rights or benefits. He suggested that they can, for instance, be allowed to nominate one member from amongst themselves to a seat in the CEC. AJM expressed that it is high time that we relook on membership structure as a whole and determine the membership fee in accordance to member agency's annual billing as declared in the audited accounts. We can thus have three tiers of members with adequate renewal fees. ED, JS was instructed to prepare a tentative picture of the proposed structure and present it to the CEC.

5. Review on the progress of various Sub-Committees

It was decided that the ED should contact and meet the Chairmen of the Sub-Committees to assess the problems various agencies may be facing. After discussion with them he should be in a better position to prepare a roadmap as to how PAA could help in resolution of the issues.

6. Decision on investing PAA funds at better rates

Mr. JQK, Secretary Finance, recommended for investment the Funds of PAA in Al-Meezan Investment Management Limited. The house agreed unanimously and his proposal was approved.

7. Activity Plan of PAA for 2023

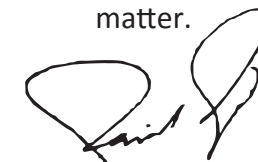
The ED presented the Activity plan of PAA for 2023 to the members present. The Chairman suggested that the plan be sent through email to the CEC members for a review. NNA voiced his view that all our events and activities may be put live on Zoom so that a rich participation from other cities may also be ensured. The Zonal Chairmen, he opined, may extend their help in propagating the details for tuning in. AJM, continuing the point of view of NNA, said that we should also arrange few events in Lahore and Islamabad as well.

8. Any other matter with permission of the Chair.

JS proposed that as Mr. Hammad Tariq, Manager Finance, has resigned from PAA and has left, instead of replacing him with a full time accountant, we may give a financial incentive to Mr. Mohsin Ansari, who was satisfactorily assisting Hammad Tariq in finance & accounting matters, to assume the position of Finance/Admin Officer. Additionally, to keep our books in accordance with the regulations and audit requirements we may appoint a part time help. NNA opined that instead of employing any additional help, it would be only better if Mr. Mohsin is awarded a financial benefit and given a challenge to manage the accounting matter for three months. This will provide him an opportunity to grow.

On the matter of Mr. Hammad Tariq's resignation, Chairman informed the participants that he has conceded to the suggestion of Secy. Finance JQK, to allow full salary of December '22 to Mr. Hammad Tariq as a gesture of good will as he has served PAA for about eleven years. The Participants agreed unanimously and approved.

Mr. JQK, Secretary Finance requested the Chairman that a decision should be taken for increment of the Secretariat Staff as it is already too late. The Chairman, supporting JQK's request, said that JS and JQK should resolve this matter.



JAMIL SYED
Executive Director

35th Meeting of The Central Executive Committee of Pakistan Advertising Association

Date: 6th February, 2023 Day: Monday Time: 4:00 PM

**Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi**

Attendance:

- | | |
|--------------------------|-------|
| 1. Syed Jawaid Iqbal | (JI) |
| 2. Mr. Javed Qadeer Khan | (JQK) |
| 3. Mr. Ahmed Jamal Mir | (AJM) |
| 4. Mr. Numan Nabi Ahmed | (NNA) |
| 5. Mr. Khalid Rauf | (KR) |

Leave of Absence:

Brig. M. Zubair Rehan (Retd), Mr. Jawad Humayun, Mr. Fahd Khan, Mr. Usman Attique Butt, Mr. Nadeem Kabir Alvi, Ms. Seema Jaffer, Mr. Mian Mobeen Shafaat, Ms. Neesha Dara Khan & Ms. Faiza Nadeem were unable to attend the meeting due to prior engagements.

Secretariat:

- Jamil Syed (JS)
- Anis Ahmed (AA)

Syed Jawaid Iqbal was in the Chair.

The Meeting primarily discussed and deliberated Presentation of CANVAS 2023

1. Confirmation of Minutes of the Last CEC Meeting held on December 14, 2023

Minutes of the PAA last CEC's meetings held on 14th December 2022 at Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd., D.H.A, Phase-II Extension, Karachi, which had already been circulated among the members, were placed before the meeting.

The Approval was proposed by AJM and seconded by KR. Hence, the minutes were confirmed and approved.

2. Presentation of the CANVAS 2023:

ED presented an outline of Roadmap for PAA for the year 2023. Through a power point presentation he elaborated multidimensional activities and engagements to engineer the visibility of the Association amongst not only its members and allied partners, but to a wider audience. The presentation was received with adequate attention and involvement.

- AJM while appreciating the effort observed that it was very generic. It could as well have been a plan encompassing a fewer events but in specific details would have borne better results.

- On publication of **AdVoice** – the proposed newsletter – NNA suggested that instead of going through all cumbersome efforts we should collectively endeavor to convince the three existing magazines on advertising – Slogan, Aurora, and Synergizer – to dedicate two pages each to PAA News and Views, like **PAA Corner** or something. This in his opinion would get us a better reach and credibility.
- AJM picked the event pertaining to interesting case histories From the horse's **mouth** to initiate exploring the event terrain and offered to host dinner at a Club, with a talk by a brand steward either at Coke or Reckitt Benckiser. This, he suggested may well be held before Ramzan. ED advised to prepare a tentative invitation plan from among the member ad agencies.

3. Reconstitution of the APNS Committee

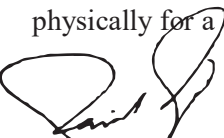
The Chairman reconstituted the APNS Committee with Mr. Javed Qadeer Khan as Chairman, and comprising Brig. M. Zubair Rehan(Retd.), Mr. Nadeem Akbar, Mr. Jawad Humayun and Mr. Muhammad Zeeshan Khan as members.

4. Any other matter with the permission of the Chairman:

AJM made a strong suggestion that instead of seeking availability status for CEC Moots for each meeting, we must fix a day in every month so that the Members may keep themselves available in advance. For example, the CEC can meet on first Friday of every month.

JQK briefed the meeting participants about a case where Business Recorder had accepted direct business from a client of Marksman Advertising and deprived the agency of the mandatory commission on the pretext that commission was shared with the client as the insertion was direct and not through the agency. The participants unanimously held that the agency commission can only be offered to agency and laws restrict the publication to share it with clients. The APNS Committee of PAA to meet and proceed to resolve this.

ED presented quotations received from various Vendors regarding Camp Office Furniture for allocation of budget.NNA suggested that secretariat should be furnished at a cost spent judiciously. Like chairs being used at the present office may be moved to camp office. Some of the furniture may also donated by the Members in this cause of austerity. KR, NNA and AJM offered to contribute a few items. However the material still essentially required may then be procured. AJM and NNA conceded to visit the office physically for a better assessment.


Jamil Syed
Executive Director

36th Meeting of The Central Executive Committee of Pakistan Advertising Association

36th Emergent Virtual Meeting of Central Executive Committee (CEC) of Pakistan Advertising Association

Date: 16th March, 2023 Day: Thursday Time: 03:00 PM

Attendance:

1. Brig. M. Zubair Rehan (Retd.), (MZR)
 2. Mr. Jawad Humayun, (JH)
 3. Mr. Fahd Khan, (FK)
 4. Mr. Usman Attique Butt, (UAB)
 5. Mr. Nadeem Kabir Alvi, (NKA)
 6. Mr. Ahmed Jamal Mir (AJM)
 7. Mr. Numan Nabi Ahmed (NNA)
 8. Mr. Mian Mobeen Shafaat, (MS)
 9. Mrs. Seema Jaffer, (SJ)
 10. Ms. Neesha Dara Khan, (NDK)
 11. Mr. Nadeem Akbar, (NA)
- (As a proxy of Mrs. Nadeem)

Leave of Absence:

Syed Jawaid Iqbal, Mr. Javed Qadeer Khan and Mr. Khalid Rauf were unable to attend the meeting due to prior engagements.

Secretariat:

1. Jamil Syed (JS)
2. Anis Ahmed (AA)

Due to unavailability of the Chairman, Syed Jawaid Iqbal, the Executive Director requested Mr. Ahmed Jamal Mir to chair this meeting.

The Meeting primarily discussed and deliberated Government of Punjab's directive regarding payments to advertising agencies.

1. MZR briefed the Meeting about the directive of DGPR issued recently in regards to payment of invoices of the ad agencies. Actually the policy of paying 85% to media and 15% to ad agencies proposed in 2019 was still pending to be imposed in Punjab for various reasons. Only in the last days of CM Pervaiz Elahi, the cabinet initiated the process of amending the Punjab Government Rules 2012, but eventually the Chief Minister told the Cabinet not to make any amendments.

2. MZR continued: Now on 5th March 2023 the interim government announced to implement two things instantly: (i) to bring back the small newspapers in the tender business, and (ii) all payments will be made by 85/15 ratio. This was implemented with retrospective effect for all the payments irrespective of their pendency. As for the payments that we had already made to them, we were advised to contact media and reclaim the amount. This was done despite the fact that an interim government cannot amend any financial rules with retrospective effect. MZR reminded the meeting that when the Federal government implemented the same policy starting April 1st, 2019 no agency objected to it. Similarly the governments of Sindh and KP also followed suite with a deadline.
3. Members present were informed that in a situation when current receivables add upto Rupees 90 million, and if all the past outstanding are added the magnitude of unpaid amount goes as high as 630 million it was imperative that we lodge a case to secure our financial interests.
4. MS added that most of agencies have already paid a huge amount to Media on account of government advertising and if the policy is implemented in retrospect than how will they get back their payments as everybody know how difficult it is to recover any money from the media. We are actually talking of crores of rupees that the Lahore based ad agencies have already paid, and similarly Islamabad and Karachi based agencies, must have paid too – Now these crores of rupees will be paid once again to the publications, with very thin hope of getting it back. This is where we are stuck.
5. AJM enquired that suppose it is not done retrospectively, but 85% is paid to media and 15% to ad agency simultaneously, will that be acceptable to advertising agencies? JH replied in affirmative saying that there is a precedence of exactly this happening in payments made by federal government. We have absolutely no problem with 85/15 – as a matter of fact professional agencies will be happy to live without the threat of suspension – but Punjab government must also follow the example of provincial governments of Sindh and Khyber Pakhtunkhwa as well as the federal government. They should implement it *after* a certain date, be it ten days later, five days later, or even a day later.
6. Talking about the retrospective part AJM agreed that there must be some sort of a guarantee in place to ensure the amount already paid to publications is paid back to the ad agency. Both for APNS and Non - APNS publications there must be a mechanism like either proof of payment is presented, or a cheque for the publication's 85% is traded with governments 100% payment. JH and NA endorsed and said that this has already been proposed to the Secretary DGPR. AJM shared that even in the private sector the 85/15 formula is practiced by some clients, but yes, the agency payment may not follow later, it must be made simultaneously. He also stressed that getting a credit note is like living on hope. The ad agencies must be given cheques for the amount already paid, and not credit notes.

MS reiterated that as for the federal government payments, when they clear any old outstanding they still send full payment to the agency. AJM reminded the meeting that we all need to strengthen the institutions and APNS and PBA should go to the government along with PAA and assure them that as we all are partners in this, we must look after everybody's interest – no, we don't have a problem with 85/15 system, but yes, the payment must be made simultaneously. The media must use the clout that they claim to have in convincing the government to not do it retrospectively, or otherwise guarantee the money already paid in cash, not in credit notes.

7. JH further explained that the basic purpose this meeting was to seek CEC approval for resorting to this legal action taken by MZR, on collective resolve of the effected Lahore based agencies. While appreciating MZR and the Zone C members for winning a relief from the Court – relief not only in a stay on the process till March 30, but also in the noting that financial matters cannot be changed with retrospective effects, the move had to have been discussed in the CEC before filing the case. It happened only because the effected agencies were hard press for time and the petition was filed in an emergency. Hence this is the main agenda for today and CEC is requested to validate the move to safeguard the interest of many Lahore based ad agencies, because the situation right now is very favorable.
8. AJM recapped it and said the filing of the petition came as a surprise to the CEC. He disclosed experience from other associations that even people holding high offices cannot take decisions unilaterally without running them through CECs. Now moving forward we as a group must meet APNS and PBA and discuss the proposal that has a precedence too, so that everybody's interest is protected.
9. MS echoed his concern that after having received the payment once, what moral authority the publications have to accept it all over again. Even if we do get the money back from the APNS, 20% pertain to non APNS – that exceeds our 15% agency commission on the total government business.
10. NKA also mentioned the crores of rupees that are stuck with the governments – both federal and provincial – for which APNS and PBA have been contacted many a times but without bearing any fruits whatsoever. He contended that PAA should strongly handle the payment issues with both APNS and PBA. AJM agreed and suggested to resolve for a way forward. Once PAA is on a table with them, things would definitely turn to be better.
11. JH, however, suggested a two pronged solution. He proposed that we keep both the windows open – One, we immediately open our channels with APNS and PBA; we should form a committee of people with complete knowledge about these matters and reach a workable formula. And two, that we validate the filing of this petition so that we sustain the pressure on these two bodies because this will ensure that we are heard.

12. The Chair emphasized that bypassing CEC was essentially a mistake, and it must always be avoided in future, even in situations of dire emergency. Any PAA decision or resolve must not be mistaken as undemocratic. In case there's not enough time to convene a meeting, the approval may be taken by circulation via email. Having said that he added that the current legal action effects many PAA members, the CEC agrees to validate it. Nevertheless, AJM said, the CEC must immediately try and find a solution by taking APNS and PBA in confidence. A Committee will be formed without any delay to initiate the parleys.

13. ED however pointed out that PAA is being represented in the petition by Mr. Ameer ul Azeem who is not a member of the Association for some time. AJM and JH suggested that he should be brought back into membership so that representing PAA by him is appropriate.

The meeting was prorogued by the Chair.



Jamil Syed
Executive Director



37th Meeting of The Central Executive Committee of Pakistan Advertising Association

37th MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 13th July 2023 Day: Thursday Time: 03:00 PM.

Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi

AGENDA OF 37th CEC MEETING

1. Confirmation of Minutes of the last CEC Emergent Virtual meeting held on March 16, 2023
2. Review outstanding Annual Subscriptions for the year 2023-2024
3. Discuss the revision of service tax by the Government from 3% to 4%
4. Deliberations on progress of Payment Policy of DGPR Punjab
5. Appraise the matter of missing Original Documents of PAA Building
6. Approve amendments in the Memorandum & Article of Association of PAA incorporating changes as per new Companies Act 2017
7. Approve balance sheet for the year 2022-2023 to be sent to Auditor
8. Discussions on Annual Report for the year 2022-2023
9. Announce Election Schedule of PAA for year 2023-2024
10. Appointment of Election Commission for Annual Election
11. Any other matter with the permission of the Chairman

37th Meeting The Central Executive Committee of Pakistan Advertising Association

37th Meeting of the Central Executive Committee (CEC) of Pakistan Advertising Association

Date: 13th July, 2023 Day: Thursday Time: 03:00 PM

Venue: Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd.,
D.H.A, Phase-II Extension, Karachi

Attendance:

1. Syed Jawaid Iqbal
2. Brig. M. Zubair Rehan (Retd.) - Zoom online
3. Mr. Jawad Humayun - Zoom online
4. Mr. Fahd Khan
5. Mr. Usman Attique Butt - Zoom online
6. Mr. Khalid Rauf
7. Mr. Ahmed Jamal Mir
8. Mr. Numan Nabi Ahmed
9. Mr. Mian Mobeen Shafaat - Zoom online

Leave of Absence:

Mr. Nadeem Kabir Alvi, Mr. Javed Qadeer Khan, Mrs. Seema Jaffer, Ms. Neesha Dara Khan and Mrs. Faiza Nadeem were unable to attend the meeting due to prior engagements.

Secretariat:

1. Jamil Syed
2. Anis Ahmed

Syed Jawaid Iqbal was in the Chair.

The Meeting primarily discussed and deliberated the following agenda points

1. Confirmation/Approval of Minutes of the Last CEC Emergent Virtual Meeting held on March 16, 2023

Minutes of the PAA last CEC's meetings held on March 16, 2023 at Chairman's Office, Corporate & Marketing Communications (Pvt) Ltd., D.H.A, Phase-II Extension, Karachi in person/zoom online, which had already been circulated among the members, were placed before the meeting.

The Approval was proposed by Mr. Jawad Humayun and seconded by Mr. Ahmed Jamal Mir. Hence, the minutes were confirmed and approved.

2. Review outstanding Annual subscription for the year 2023-2024

ED presented list of the members who have not yet paid their Annual Subscription dues as yet. Mr. Ahmed Jamal Mir suggested that secretariat should have a protocol of issuing a final reminder to all such members who had not paid in the prescribed three months after invoice and allow them a maximum of three months to clear the dues. They should be informed that once this final extension lapses, their membership shall stand suspended. Mr. Numan Nabi Ahmed added that as a deterrent to this eventuality they must also be apprised that this suspension will also be shared not only with APNS and PBA, but also with PID and DGPRs. The Chairman endorsed the proposal of Mr. Ahmed Jamal Mir and Numan Nabi Ahmed and advice the ED to make a draft regarding this matter and circulate among the CEC Members for their review and comments, the member present agreed unanimously.

3. Revision of Tax on advertising service from 3% to 4%

ED briefed the meeting that this incremental only applies to below-the-line services and not to advertising on print or electronic media. However, Mr. Mobeen Shafaat informed that besides this the Punjab Government has recently increased the withholding tax by 5% on foreign transactions, whereas the State Bank has issued a new policy that puts harsh restrictions on overseas payments for social media advertising. He proposed that PAA must make moves to contest these constraints. Chairman requested Mr. Mobeen Shafaat to write a note detailing all these curbs so that PAA can pursue each of those with the relevant authorities.

4. Appraise the matter of missing Original Documents of PAA Building

ED informed the house that he has sent letters to all the relevant Members in this regard but except for Mr. Waqar H. Haidri and Mr. Javed Qadeer Khan no one has responded. Mr. Jawad Humayun reminisced that when this incident came to light, he had asked the secretariat to immediately register the FIR for missing of the original documents. Mr. Numan Nabi proposed that before filing an FIR, We should speak to Mr. Ali Mandviwalla about the missing documents and gain his input. The meeting agreed with Mr. Ahmed

5. Approve amendments in the Memorandum & Article of Association of PAA incorporating changes as per new Companies Act 2017

It was decided that a copy of Memorandum and Article of Association highlighting all the items which have been amended as per Act 2017, should be sent to the CEC members for their review and observations.

After approval by the CEC it will be sent to all the Members for their review & observation too.

6. Approval of balance sheet for the year 2022 -2023 to be sent to the Auditor

Secretariat was instructed that Copy of Balance Sheet be sent to all the CEC Members and then an emergent meeting be called for its approval.

7. Discussion on the Annual Report for the year 2022-2023

It was decided that Annual Report with the updated content, new layout & title design should be prepared for approval. The layout & title design of the Annual Report will be made by Lowe & Rauf, as offered by Mr. Khalid Rauf.

8. Election Schedule of PAA for the year 2023-2024

ED presented the Election schedule and informed the meeting as to which of the members are retiring at the end of this term.

9. Appointment of Election Commission for Annual Election 2023-2024

The Chairman advised the ED to consult the Members for choosing those who are eligible and not planning to contest in elections before finalizing the Election Commission.

10. Any other matter with the permission of the Chair

Mr. Jawad Humayun reminded the house that AdAsia Korea is coming close. He requested the Chairman to ask the Secretariat to write a letter to AFAA requesting them to offer a special discounted price for our valued members, so that more and more of our members may attend the event. He further said that they offer free of cost for the chairman of the Association.

Ending Remarks:

At the end, Syed Jawaaid Iqbal, Chairman, concluded the meeting and thanked all the members of the house for their participation and valuable suggestions put forward in the said meeting.

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



Jamil Syed
Executive Director

LIST OF MEMBERS AS ON 30-06-2023

SOUTHERN ZONE (CORPARATE 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. 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
- 3. 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
- 4. Mr. Ali Raza**
 Chief Financial Officer,
 Blitz Advertising (Pvt) Ltd.,
 10th Floor, Clifton Diamond
 BC-10, Block-4, Clifton,
 Karachi.
 Tel: 021-35291236
 Fax: 021-35291240
 Email: ali.raza@blitz.pk
- 5. 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
- 6. Mr. Farhan Khan**
 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@mholdings.com.pk
- 7. Mr. Abdul Qadir Shah**
 Director,
 Connect Marketing Communications (Pvt) Ltd.,
 Plot No. 18-C/1, Khayaban-e-Nishat,
 Phase VI, DHA,
 Karachi.
 Tel: 021- 3585 1113
 Fax: 021-35851113
 Email: abdul.qadir@connectcmc.com
- 8. Mr. Aqam-ud-Din Khan**
 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: aqam@cmc.com.pk
- 9. 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
- 10. 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

MEMBER'S LIST

11. 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: gthaver@cyber.net.pk
gthaver@gmail.com

12. Mr. M. Zaki

Group Director Finance
Interflow Communications (Pvt) Ltd.,
12 Tipu Sultan Rd, Karachi Memon Co-
operative Housing Society Jinnah Housing
Society PECHS,
Karachi.
Tel: 021-38709004

13. Mr. ImtisalAbbasi

Managing Partner,
International Advertising (Pvt) Ltd.,
72-C, 13th Commercial Street Ph-II Extension,
Khyban-e-ittehad, DHA Karachi
Tel: 021-35312231-8
Fax: 021-35897706
Email: imtisal.a@ialsaatchi.com
info@ialsaatchi.com

14. Mr. Talha Ehtesham

Country Finance Manager,
J. Walter Thompson Pakistan
5thFloor, 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

15. Mr. Khalid Rauf

Chairman/Chief Executive Officer,
Mullen Lowe &Rauf (Pvt) Ltd.,
R-Centre, 159 Bangalore Town,
Shahrah-e-Faisal,
Karachi.
Tel: 021-34549168
Fax: 021-34549167
Email:khalid.rauf@mullenloweraufgroup.com

16. Mr. Fahd Khan

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: fahd@manhattan-mcl.com

17. 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

18. 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

19. 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

20. 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

21. 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

22. 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

23. 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

24. 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

25. Mr. Ahmed Jamal Mir,

Managing Director&CEO
Prestige Communications (Pvt) Ltd.,
4th Floor, Plot 22-C, Khayaban-e-
Shahbaz, DHA Phase VI, Karachi.
Tel: 021-35171761-64
Cell No: +92 334 8231400
Email: jamal.mir@prestige.com.pk

26. Mr. Kamal M. Jafri

Spectrum Communications (Pvt) Ltd.,
5-C, 21st Commercial Street,
Phase II (Ext.), DHA,
Karachi.
Tel: 021-35882350
Fax: 021-25882197
Email: kamal@spectrum-vmlyr.com

27. Mr. Zameer Siddique Qureshi

Director,
Starcrest (Pvt) Ltd.,
3rd Floor, E-23, 2nd Commercial Lane,
Zamzama Phase-V DHA,
Karachi.
Tel: 021-35370581-3
Fax: 021-35370576
Email: zameer@starcrest.com.pk

28. Mr. EmaadIshaq Khan

Executive Director,
Synergy Advertising (Pvt) Ltd.,
69- B, S.M.C.H.S. Karachi.
Tel: 021-34556276-9
Fax: 021-34536277
Email: najam.khan@synergydentsu.com

29. Mr. Ahmed Hussain Kapadia
Chairman & CEO,
Managing Partner,
Synchronize Media (Pvt) Ltd.,
69- B, S.M.C.H.S.
Karachi.
Tel: 021-35224741-3
Fax: 021-35224744
Email: ahm@synergygroup.com.pk

30. Mr. Faheem Ahmed
Chief Operating Officer,
Syntax Communications (Pvt) Ltd.,
133, B, S.M.C.H.S, Shara-e-Faisal Karachi.
Tel: 021-34557220-1
Fax: 021-34557219
Email: faheem.ahmed@syntaxcommunications.com

31. Mr. Talha Ehtesham
Country Finance Manager,
T Media,
3rd 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

32. Mr. M. Zeeshan Khan
Chief Executive Officer,
TNI Communications,
2nd Floor, Anum Tower SB-37,
Block- 13-C, Main University Road, Gulshan-
e-Iqbal,
Karachi.
Cell No. 0321-82684370
Email: ceo@tnicom.com

33. Mr. M. Faizan Khetani
Media Manager
Uptick Ventures (Pvt) Ltd.,
Suite No. 502, 5th Floor, Azayam Plaza,
SMCHS Main Shahrah-e-Faisal,
Karachi.
Tel: 021-34557785
Email: uptickventures@gmail.com

SOUTHERN ZONE (ASSOCIATE MEMBERS)

1. Syed Bilal Gauher
Director,
Bilal Associates,
Building 117/C, 3rd Floor, Commercial Area
"B" Market, Near Tooba Masjid, DHA Phase -
1, Behind Summit Bank,
Karachi.
Tel: 021-35313695
Fax: 021-35313697
Email: bilalassociates@gmail.com

2. Mr. M. Zarar Askari
Creative Junction (Pvt) Ltd.,
64-G Block-2 Alfalah Road
near Alfalah Masjid PECHS
Karachi
Tel: 021 34552377- 78
Mob: 0346-2124202
Email: zarar@creative-junction.com

3. Air Commodore Jamil Nazar (R)
Chief Executive Officer,
Hawk Advertising & Communications
SAPS Complex, Malir Avenue, JIAP,
Karachi.
Tel: 021-34590708
Fax: 021-34590707
Email: ceo@hawkadvertising.com

4. Mr. Afzal Hussain
General Manager,
M&C Saatchi World Services Pakistan
Plot No. 7/2-B Muhammad Ali Society.
Muhammad Ali Chs (Machs), Karachi
Tel: 021-34168092

5. Mr. Sohail Aziz
Chief Executive Officer,
Nasa International,
Suite # B-6, 64/21,
Miran Muhammad Shah Road,
Muhammad Ali Society,
Karachi.
Tel: 021-34303100
Email: sohail@nasaintl.com

6. Mr. Umer Rathore.
Chief Financial Officer
Oktopus360Media (Pvt) Ltd.,
C-28-B, 24th Commercial Street,
Phase-II Ext. DHA, Karachi.
Tel: 021-35313863-6
Fax: 021-35313867
Email: umer.rathore@oktopusgroup.com

7. Mr. Khalid Saleem
Director,
RG Blue Communication (Pvt) Ltd.,
D-113/2, Miran Muhammad Shah
Road, KDA Scheme-1,
Karachi.
Tel: 021-32361296 -7
Fax: 021-32361297
Email: khalid@rg-blue.com

8. Mr. Raza Gorar
Chief Executive Officer,
String 360 Media
House No. 18F, PECHS Block 6 Shahrah e
Faisal, Karachi
Tel: 021-35172400
Email: raza@string.media

NORTHERN ZONE (CORPORATE MEMBERS)

1. Brig. M. Zubair Rehan (Retd)
Chairman,
Creative Junction (Pvt) Ltd.,
603, 6th, Eden Heights,
Jail Road, Lahore.
Tel: 042-35871436-7
Fax: 042-35871438
Email: rehan@creative-junction.com

2. Mr. Danish Sohail Aziz
Chief Executive Officer,
Message Communications,
8-C, Block-C, Ghalib Road,
Gulberg II, Lahore.
Tel: 042-111-881-881
Fax: 042-35752117
Email: ceo@messagepk.com

3. Mr. Mian Mobeen Shafat
Chief Executive Officer,
Oak Media (Pvt) Ltd.,
Suit No. 302, 6th Floor, Eden Hights, 4-Jail
Road, Lahore.
Tel: 042-35871436-7
Fax: 042-35871438
Email: mobeen@creative-junction.com

4. Mr. Nadeem Kabir Alavi
Chief Executive Officer,
Oktopus 360 Media (Pvt) Ltd.,
House No. 21, Block # B-III Johar Town
Lahore.
Tel: 042-35755378-79
Email: nadeem.kabir@oktopusgroup.com

5. Mr. Rizwan Ashraf
Chief Executive Officer,
Velocity Marketing & Communications (Pvt) Ltd.,
69/7 F.C.C. Green Villa Syed Maratab Ali Road,
Gulberg, Lahore.
Tel: 042-35762208-9
Cell No. 0300-8412535
Email: rizashraf.velocity@gmail.com

NORTHERN ZONE (ASSOCIATE MEMBERS)

1. Mr. Gulzar Ali
Managing Director,
Adarts Karachi (Pvt) Ltd.,
11-A/3, Birdwood Road
Lahore.
Tel: 042-37553211, 37553212

2. Mr. Bilal Malik
Adcom (Pvt) Ltd.,
115, Tipu Block, New Garden Town,
Lahore
Tel: 042-35886714-6
Fax: 042-35886713
Email: bilalmalik@adcompk.com

3. Mr. Ali Raza
Chief Financial Officer,
Blitz Advertising (Pvt) Ltd.,
Office # 14, 1st Floor, Park Lane,
Tower (Mall of Lahore) 172 Tufail Road,
Lahore Cantt,
Tel: 042-35752394-4
Fax: 042-35788779
Email: ali.raza@blitz.pk

29. Mr. Ahmed Hussain Kapadia
Chairman & CEO,
Managing Partner,
Synchronize Media (Pvt) Ltd.,
69- B, S.M.C.H.S.
Karachi.
Tel: 021-35224741-3
Fax: 021-35224744
Email: ahm@synergygroup.com.pk

30. Mr. Faheem Ahmed
Chief Operating Officer,
Syntax Communications (Pvt) Ltd.,
133, B, S.M.C.H.S, Shara-e-Faisal Karachi.
Tel: 021-34557220-1
Fax: 021-34557219
Email: faheem.ahmed@syntaxcommunications.com

31. Mr. Talha Ehtesham
Country Finance Manager,
T Media,
3rd 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

32. Mr. M. Zeeshan Khan
Chief Executive Officer,
TNI Communications,
2nd Floor, Anum Tower SB-37,
Block- 13-C, Main University Road, Gulshan-
e-Iqbal,
Karachi.
Cell No. 0321-82684370
Email: ceo@tnicom.com

33. Mr. M. Faizan Khetani
Media Manager
Uptick Ventures (Pvt) Ltd.,
Suite No. 502, 5th Floor, Azayam Plaza,
SMCHS Main Shahrah-e-Faisal,
Karachi.
Tel: 021-34557785
Email: uptickventures@gmail.com

SOUTHERN ZONE (ASSOCIATE MEMBERS)

1. Syed Bilal Gauher
Director,
Bilal Associates,
Building 117/C, 3rd Floor, Commercial Area
"B" Market, Near Tooba Masjid, DHA Phase -
1, Behind Summit Bank,
Karachi.
Tel: 021-35313695
Fax: 021-35313697
Email: bilalassociates@gmail.com

2. Mr. M. Zarar Askari
Creative Junction (Pvt) Ltd.,
64-G Block-2 Alfalah Road
near Alfalah Masjid PECHS
Karachi
Tel: 021 34552377- 78
Mob: 0346-2124202
Email: zarar@creative-junction.com

3. Air Commodore Jamil Nazar (R)
Chief Executive Officer,
Hawk Advertising & Communications
SAPS Complex, Malir Avenue, JIAP,
Karachi.
Tel: 021-34590708
Fax: 021-34590707
Email: ceo@hawkadvertising.com

4. Mr. Afzal Hussain
General Manager,
M&C Saatchi World Services Pakistan
Plot No. 7/2-B Muhammad Ali Society.
Muhammad Ali Chs (Machs), Karachi
Tel: 021-34168092

5. Mr. Sohail Aziz
Chief Executive Officer,
Nasa International,
Suite # B-6, 64/21,
Miran Muhammad Shah Road,
Muhammad Ali Society,
Karachi.
Tel: 021-34303100
Email: sohail@nasaintl.com

6. Mr. Umer Rathore.
Chief Financial Officer
Oktopus360Media (Pvt) Ltd.,
C-28-B, 24th Commercial Street,
Phase-II Ext. DHA, Karachi.
Tel: 021-35313863-6
Fax: 021-35313867
Email: umer.rathore@oktopusgroup.com

7. Mr. Khalid Saleem
Director,
RG Blue Communication (Pvt) Ltd.,
D-113/2, Miran Muhammad Shah
Road, KDA Scheme-1,
Karachi.
Tel: 021-32361296 -7
Fax: 021-32361297
Email: khalid@rg-blue.com

8. Mr. Raza Gorar
Chief Executive Officer,
String 360 Media
House No. 18F, PECHS Block 6 Shahrah e
Faisal, Karachi
Tel: 021-35172400
Email: raza@string.media

NORTHERN ZONE (CORPORATE MEMBERS)

1. Brig. M. Zubair Rehan (Retd)
Chairman,
Creative Junction (Pvt) Ltd.,
603, 6th, Eden Heights,
Jail Road, Lahore.
Tel: 042-35871436-7
Fax: 042-35871438
Email: rehan@creative-junction.com

2. Mr. Danish Sohail Aziz
Chief Executive Officer,
Message Communications,
8-C, Block-C, Ghalib Road,
Gulberg II, Lahore.
Tel: 042-111-881-881
Fax: 042-35752117
Email: ceo@messagepk.com

3. Mr. Mian Mobeen Shafat
Chief Executive Officer,
Oak Media (Pvt) Ltd.,
Suit No. 302, 6th Floor, Eden Hights, 4-Jail
Road, Lahore.
Tel: 042-35871436-7
Fax: 042-35871438
Email: mobeen@creative-junction.com

4. Mr. Nadeem Kabir Alavi
Chief Executive Officer,
Oktopus 360 Media (Pvt) Ltd.,
House No. 21, Block # B-III Johar Town
Lahore.
Tel: 042-35755378-79
Email: nadeem.kabir@oktopusgroup.com

5. Mr. Rizwan Ashraf
Chief Executive Officer,
Velocity Marketing & Communications (Pvt) Ltd.,
69/7 F.C.C. Green Villa Syed Maratab Ali Road,
Gulberg, Lahore.
Tel: 042-35762208-9
Cell No. 0300-8412535
Email: rizashraf.velocity@gmail.com

NORTHERN ZONE (ASSOCIATE MEMBERS)

1. Mr. Gulzar Ali
Managing Director,
Adarts Karachi (Pvt) Ltd.,
11-A/3, Birdwood Road
Lahore.
Tel: 042-37553211, 37553212

2. Mr. Bilal Malik
Adcom (Pvt) Ltd.,
115, Tipu Block, New Garden Town,
Lahore
Tel: 042-35886714-6
Fax: 042-35886713
Email: bilalmalik@adcompk.com

3. Mr. Ali Raza
Chief Financial Officer,
Blitz Advertising (Pvt) Ltd.,
Office # 14, 1st Floor, Park Lane,
Tower (Mall of Lahore) 172 Tufail Road,
Lahore Cantt,
Tel: 042-35752394-4
Fax: 042-35788779
Email: ali.raza@blitz.pk

4. Mr. Rehan Ali Merchant
Chief Executive Officer,
Brainchild Communications Pakistan (Pvt) Ltd.,
Aptma House 97 Aziz Venue,
Gulberg-5, Canal Road, Lahore.
Tel: 0316-2249743
Email: raihan.merchant@mholdings.com.pk

5. Mr. Rashid Waheed
Resident Director,
Channel 7 Communications (Pvt) Ltd.
House 1-B, White House Lane 2,
Sunderdas Road, Lahore.
Tel: 042-36361177
Fax: 042-36361777
Email: rashid@channel7.com.pk

6. Mr. M. Eerfan Kureshi
Chief Executive Officer,
Companion Advertising & Marketing,
3rd Floor, Mughal Plaza,
25-Wahdat Road,
Lahore.
Tel: 042-37424200
Fax: 042-37424100
Mob: 0300-8447836
Email: companionadvertising@yahoo.com

7. Mr. M. Zaki
Group Director Finance
Interflow Communications (Pvt) Ltd.,
House # 58-A, C-III, Gulberg III,
Lahore.
Tel: 042- 38104129, 35772401-3

8. Mr. Usman Attique Butt
Chief Executive Officer,
Interlink Advertising (Pvt.) Ltd.
33/2, Block B1, Gulberg 3, Lahore.
Tel: 043-35762195-96
Email: ceo@interlinkad.com

9. Mr. Imran Masood
General Manager
International Advertising (Pvt) Ltd.,
Al Hafeez Business Center 89B 3 Gulberg 3
Office no 212 213 2nd Floor, Lahore.
Tel: 04235758094-5-6-7
Email: imran.m@ialsaatchi.com

10. Mr. Shehzad Ahmed
General Manager
Lowe & Rauf (Pvt) Ltd.,
139/A, Upper Mall
Scheme, Lahore.
Tel: 042-35793171-4
Email: shehzad.ahmed@mullenlowerauf.com

11. Mr. Ali Habib
Director,
Manhill Advertising & Marketing (Pvt) Ltd.,
Office No. 106, 1st Floor,
Siddique Trade Centre Lahore.
Tel: 042-111-111-160
Mob: 0321-5042222

12. Mr. Nadeem Butt,
Bureau Head,
MCM Advertising
House # 132, Block-A, Architect Engineering
Housing Society, Lahore.
Cell No. 0300-9466897
Email: mcmadvertising@gmail.com

14. Mr. Zameer Siddique Qureshi
Director,
Starcrest (Pvt) Ltd.,
Office # 57/B, Block-D, Gulber-II,
Lahore.
Tel: 042-35777540-2

15. Syed Masood Hashmi
Chairman,
Orient Communications (Pvt) Ltd.,
2nd Floor, 84, B-1, Ghalib Road
Gulberg-3, Lahore.
Tel: 042-35762935-38

16. Syed Masood Hashmi
Chairman,
Orient Edge (Pvt) Ltd.,
2nd Floor, 84, B-1, Ghalib Road
Gulberg-3, Lahore.
Tel: 042-35762935-38

17. Mr. Athar Saleem
Director,
RoshniCommunication.
Suit # 404, 3rd Floor, Liberty Tower,
Gulberg III, Lahore.
Tel: 042-35751433-34

18. Mr. Rizwan Haider Shah,
Synergy Advertising (Pvt) Ltd.,
5th Floor, MM Tower,
28-A, Block -K Gulberg II,
Lahore.
Tel: 042-35817455-56
Email: rizwan.shah@synergydentsu.com

19. Mr. Khawaja Nadeem Azhar
Managing Director,
Unity Advertising & Marketing
6-A Sabzazar Colony, Wahdat Road,
Lahore.
Tel: 042-37426722-23
Mob: 0321-4771305
Email: unityadagency@gmail.com
nadeem.unity@gmail.com

FEDERAL AREA ZONE (CORPORATE MEMBERS)

1. Mr. Shabbir Malik
Chief Executive Officer,
Adage Communications (Pvt) Ltd.,
1st Floor, Plaza iJ, Block-5,
Sangam Market, Sector I-8/3,
Islamabad.
Tel: 051-4900116
Fax: 051-4900110
Email: shabbirmalik@adagepakistan.com

2. Mr. JawadHumayun
Group Chairman,
Channel 7 Communications (Pvt) Ltd.,
3rd Floor, Office Tower, Behind
Kulsum International Hospital,
Fazl e Haq Road, Blue Area,
Islamabad.
Tel: 051-2342134
Fax: 051-2342135
Email: jawad@channel7.com.pk

3. Mr. Usman Attique Butt
Chief Executive Officer,
Interlink Advertising (Pvt) Ltd.,
Office# 5 First Floor Shahwez Centre F-8
Markaz Islamabad.
Tel: 0518481401
Fax: 051-2273585
Email: ceo@interlinkad.com

4. Mr. Afzal Hussain
General Manager,
M&C Saatchi World Services Pakistan
Mir Square, Civic Centre, 2nd Floor, G-6
Markaz, Islamabad.
Tel: 051-2310571-72
Email: afzal.hussain@mcsaatchi.com

5. Mr. Sardar Zaheer Zaufran
Chief Executive Officer,
MarCom (Pvt) Ltd.,
First Floor, Riaz Abbasi Market, company
road, Off Korang Bani Gala Road,
Islamabad.
Tel: 051-2613520
Email: info@marcompk.com

6. Mr. Nadeem Akbar
Chief Executive Officer,
Midas Communications Pakistan (Pvt) Ltd.,
3rd Floor, Rajan, Plaza, F-10 Markaz,
Islamabad.
Tel: 051-2106225
Fax: 051-2106230
Email: nadeem@mcpakistan.com

7. Mrs. Faiza Nadeem
Chief Executive Officer,
Vantage Media (Pvt) Ltd.,
3rd Floor, Rajan, Plaza, F-10 Markaz,
Islamabad.
Tel: 051-2106225
Fax: 051-2106230
Email: nadeem@mcpakistan.com

Federal Area Zone (Associate Members) (Islamabad)

1. **Mr. M. Akbar**
Chief Executive Officer,
Advantage Advertising (Pvt) Ltd.,
Office No. 404, 4th floor, Gulberg Empire
Gulberg Greens Islamabad.
Tel: 051-8312566
Email: ceo.aadvantage@gmail.com
2. **Mr. Hussain Tariq Raja**
Chief Executive,
Advertisement & Documentaries Syndicates
Office-2, Mezzanine Floor,
25-Huma Plaza, Blue Area,
Islamabad.
Tel: 051- 2604854
Email: ceo.ads.advt@gmail.com
3. **Mr. Ali Raza**
Chief Financial Officer
Blitz Advertising (Pvt) Ltd.,
House No. 5, Street 58, F 7/4,
Islamabad.
Tel: 051-8438460-2
Fax: 051-8438466
Email: ali.raza@blitz.pk
4. **Brig Tariq Mehmood Dar**
Creative Junction (Pvt) Ltd.,
Suite 10, 2nd Floor, Al-Babar Centre,
F-8 Markaz, Islamabad.
Tel: 051-2287398-9
Mob: 0333-5529362
Email: tariq@creative-junction.com
5. **Mr. Yahya Khan Sadozai**
Chief Executive Officer,
Enhancerz Communications (Pvt) Ltd.,
5-A, Mezzanine Floor, Sama Plaza,
68W, Blue Area, Islamabad.
Tel: 051-2803161-62
Fax: 051-2803163
Email: yahya@enhancerz.com
6. **Mr. M. Zaki**
Interflow Communications (Pvt) Ltd.,
House No.1, F-6/1, School Road,
Islamabad,
Tel: 051- 8094078, 2206671-4
7. **Mr. Munir Shaikh**
Chief Executive Officer,
Kenad (Pvt) Ltd.,
House No. 5, Faizabad Road,
Near Bilal Mosque, Sector, I-8/4,
Islamabad.
Tel: 051-4866468-9
Email: kenadpl@gmail.com
8. **Mr. Khadim Hussain**
Chief Operating Officer,
Manhattan Communications (Pvt) Ltd.,
Office # 201 2nd Floor, Mustaq Mansion
Fazl-e-Haq Road, Blue Area Islamabad
Tel: 051-2805296-9
Mob: 0331-5014561
9. **Mr. Javed Malik**
Regional Director,
Manhill Advertising & Marketing (Pvt) Ltd.,
1st Floor, Roshan Centre, 78 West
Jinnah Avenue Blue Area,
Islamabad.
Tel: 051-111-111-160
Email: joinjaved@yahoo.com
10. **Mr. Shaikh M. Shafiq Adeel**
Resident Manager
Maxim Advertising (Pvt) Ltd.,
Flat # 02, Chaudry Plaza Saba Market
Sheet # 112, Sector G-11/3, Islamabad,
Tel: 051-2221768
Fax: 051-2221764
Mob: 0312-2225202
Email: adeel@maximgroup.pk
11. **Mr. Tanvir Hussain**
Resident Director,
Message Communications
Apt # 1-A, Block #1-K Street # 14, New
Tariq Market, F-10/2, Islamabad.
Tel: 051-2105488
Fax: 051-2105537
Email: isb@messagepk.com
messageisb@gmail.com

12. **Mr. Waqar H. Haidri**
Chairman,
Oktopus 360 Media (Pvt) Ltd.,
Suit F-01, First Floor Urban Boulevard Street
Sector-A Plot No. 42, Enclave One,
Bahria Enclave, Islamabad.
Email: waqar.haidri@oktopusgroup.com
Tel: 051- 8906513
13. **Syed Masood Hashmi**
Chairman,
Orient Communications (Pvt) Ltd.,
5TH Floor, Green Trust Tower,
Blue Area, Islamabad.
Tel: 051-111-66-66-22
14. **Syed Masood Hashmi**
Chairman,
Orient Edge (Pvt) Ltd.,
5TH Floor, Green Trust Tower,
Blue Area, Islamabad.
Tel: 051-111-66-66-22
15. **Mr. Sardar Omar**
Synergy Advertising (Pvt) Ltd.,
Plaza F-6, 2nd & 3rd Floor,
F-10 Markaz, Islamabad.
Tel: 051-2215912-4
Email: sardar.omar@synergydentsu.com
16. **Mr. Shahzad Ali**
Chief Executive Officer,
Vibrant Communication (Pvt) Ltd.,
64-E, 2nd Floor, Masco Plaza Main Jinnah
Avenue, Blue Area, Islamabad.
Tel: 051-2803151-50
Email: shehzad8@gmail.com

Federal Area Zone (Corporate Members - Peshawar)

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

Federal Area Zone (Associate Members - Peshawar)

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



7th AGM MINUTES

c

MINUTES OF THE SEVENTH ANNUAL GENERAL MEETING (AGM 2022) OF PAA HELD ON
MONDAY, SEPTEMBER 26, 2022 AT 3:00 P.M. AT SINDH CLUB, KARACHI
IN PERSON AND VIA ZOOM VIDEO LINK

Present: As per list Attached

Mr. Ahmed Jamal Mir, Chairman of PAA called the meeting to order and welcomed the members to the Annual General Meeting (AGM).

Meeting started at 3:00 PM with recitation of an Ayat from The Holy Quran by Anis Ahmed – Secretary General.

Following agenda was transacted:

- Item No. 1 To approve the Minutes of the last AGM held on September 27, 2021 and to appoint new Directors for the year 2022-2023.
Mr. Ahmed Jamal Mir, Chairman PAA, informed the members that the Minutes of the last AGM had already been circulated and read out the minutes. Mr. Waqar H. Haidri proposed & Mr. Mahmood Parekh seconded for confirmation of the minutes. The minutes were confirmed & approved unanimously.
- Item No. 2 To approve all the decisions of Central Executive Committee during last year.
There were no observations or objections to the Minutes of the last CEC meetings which were already circulated to all members of PAA. The house approved all the decisions of the CEC unanimously.
- Item No. 3 To appoint Auditor and Tax Consultant and fix their remunerations.
(a) M/s. Salahuddin & Co., Chartered Accountants are retired and being eligible have offered themselves for re-appointment.
Since no such offer has been received from anyone else, M/s. Salahuddin & Co. has been re-appointed as auditor for the financial year 2022-2023 at Annual remuneration of Rs.100,000/= (Rupees One hundred Thousand Only).

- (b) M/s. Zafar Consultants., Tax Consultants were retired at the end of the term and their contract was discontinued as the scope of work at the association did not require a monthly retainer-based services. Since the scope of work was limited Mr. Numan Nabi Ahmed suggested that Mr. Zameer Siddiqui Qureshi of Starcrest Communications (Pvt) Ltd., would voluntarily assist the PAA Secretariat on matters of Accounts & Taxation. Mr. Jamal Mir suggested, if required we can seek professional services on project basis which will be cost effective for the association. Mrs. Seema Jaffer proposed and Mr. Numan Nabi Ahmed seconded & approved unanimously.

Item No. 4 Various Board Resolutions to be considered and to be adopted.

RESOLUTION

“RESOLVED that Mr. Javed Qadeer Khan will look after PAA Secretariat affairs and will be responsible for handling all finance activities for the year 2022–2023 as Secretary Finance”

Item No. 5 To consider and approve the Balance Sheet and the income and expenditure Accounts of the Association and the report of The Auditors for 2021-2022.

The Secretary General presented the audited Financial Statement together with the chairman’s and Auditor’s Reports therein for the financial year 2021-2022 for approval. Mr. Javed Qadeer Khan Secretary Finance PAA proposed together for Chairman’s and Auditor’s report to be adopted and was seconded by Mr. Zameer Siddiqui Qureshi.

RESOLVED that the Audited Accounts of the Association for the year ended 30-06-2022 together with the Chairman’s and Auditor’s reports are hereby received, approved, and agreed upon unanimously.

However Mr. Numan Nabi Ahmed highlighted the issue of liabilities of AdAsia 2019 which is not reflected anywhere in the Financial Statements of the PAA for the year 2021-2022. He pointed out that if those liabilities are not the responsibility of PAA than it should be properly disassociated from PAA’s platform as most of the noise that is being made is based on verbal communications, without any documented approvals of the association. Mr. Waqar H. Haidri endorsed the point of Mr. Numan Nabi Ahmed with Mr. Jawad Humayun, clearly indicating that PAA was never directly involved in committing any financial understanding with the vendors therefore this issue must be resolved through a dialogue with the AdAsia Chairman Mr. Sarmad Ali to finally conclude the correct status of liabilities of the Association.



The Chairman, Mr. Jamal Mir also highlighted that the payment to AFAA of USD 30,000 in reference to AdAsia needs to be resolved also as he has indicated that to Mr. Sarmad Ali while attending the AFAA AGM on Zoom. Mr. Sarmad has assured that the new committee at AFAA will be able to resolve this issue as the new committee has a better understanding with Mr. Sarmad based on his past relationship with AFAA Stakeholders.

Mr. Waqar Haidri suggested that since these issue are long outstanding (overthree years) we need to sit down with Mr. Sarmad Ali and bring it to a closure. Mr. Waqar Haidri suggested that the association should pay Rs.10,000,000 (Rupees Ten Million only) to the event managers as a gesture of goodwill to resolve the AdAsia issue with the event manager (Omar Satti & Co.).The majority of members did not agree on this payment at this stage till we are made aware of the real commitments with documentary evidence to establish our responsibility for payment. Mr. Jawad Humayun who was aware of the past situation was candid enough highlight that PAA had no direct involvement on the financial aspects therefore we cannot own the responsibility till any evidence to the contrary is shown. It was decided that a committee under the leadership of the Chairman should be formed to investigate the facts before any liability is owned by the association. Recommended committee was proposed with the Chairman and the following members:

1. Mr. Waqar H. Haidri
2. Mr. Jawad Humayun
3. Mr. Numan Nabi Ahmed

Mr. Zameer Siddiqui Qureshi and Nisha Dara Khan highlighted a stronger need for unity and best practices to be practiced among the industry so the value of our work can be acknowledged and we can create strong fundamentals in helping our industry grow.

M. Zubair Rehan (Retd) expressing his views that there are two issues in our business (1) Day to issue (2) Policy matter. We need a very strong Executive Director and Associate people in the Secretariat who look after our day-to-day affairs, business issues, recovery issues, and media issues and other issues we are facing. Mr. Ahmed Jamal Mir fully endorsed Brig. M. Zubair Rehan narrative as he has highlighted the area of improvement at the secretariat in his Chairman's review in the Annual Report. The new committee will address this issue on a priority basis

Mr. Usman Attique Butt also added his note of favor to the strengthening of the association secretariat. He further told that point of great concern is that a lot of videos are being broadcasted on Social Media at first they got involved with APNS & PBA and now they started to involve Advertising Agencies Logos & photos of the CEO and that's mostly the agencies that work with DGPR & PID, I think that needs to be taken into

consideration. The Chairman noted his concerns and said to bring facts on the table to address these issues.

Item No. 6 To announce the names of Office Bearers and the members of the Executive Committee for the Year 2022-2023.

The Election Results of Executive Committee and Office Bearers for the Year 2022-2023 were announced as under:

1. Chairman
Syed Jawaid Iqbal
President & CEO,
Corporate & Marketing Communications (Pvt) Ltd
2. Sr. Vice Chairman
Brig. M. Zubair Rehan (Retd)
Chairman,
Creative Junction (Pvt) Ltd
3. Vice Chairman
Mr. Jawad Humayun
Chairman,
Channel 7 Communications (Pvt) Ltd
4. Chairman Zone "A"
Mr. Fahd Khan
Director
Manhattan Communications (Pvt) Ltd.,
5. Chairman Zone "B"
Mr. Usman Attique Butt
Chief Executive Officer
Interlink Advertising (Pvt) Ltd
6. Chairman Zone "C"
Mr. Nadeem Kabir Alvi
Chief Executive Officer
Oktopus 360 Media (Pvt.) Ltd
7. Secretary Finance
Mr. Javed Qadeer Khan
Chief Executive Officer
Marksman Advertising

8. Mr. Ahmed Jamal Mir
Managing Director & CEO
Prestige Communications (Pvt.) Ltd
9. Mr. Khalid Rauf
Chairman & CEO
Mullen Lowe & Rauf (Pvt) Ltd
10. Mr. Numan Nabi Ahmed
Chief Executive Officer,
The Brand Partnership (Pvt) Ltd
11. Mian Mobeen Shafaat
Chief Executive Officer
Oak Media (Pvt) Ltd
12. Mrs. Seema Jaffer
Chief Executive Officer,
Bond Advertising (Pvt) Ltd
13. Ms. Neesha Dara Khan
Director,
Manhattan International (Pvt) Ltd
14. Mrs. Faiza Nadeem
Chief Executive Officer,
Vantage Media (Pvt) Ltd

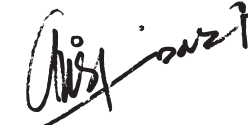
The newly elected Members were congratulated on their being appointed on the Executive Board. And look forward to their effort to progress the association forward.

Mr. Ahmed Jamal Mir thanked the previous committee and the secretariat with a welcome message to the new committee. As expressed in his introduction the Chairman highlighted the challenges of the association and stated it's a long tough task forward but achievable and its no different than the challenges that any institution in Pakistan faces. Therefore we should be positive and determined to put things right as that's the only option for us to succeed.

Syed Jawaid Iqbal, the new Chairman thanked all the members for reposing their confidence in him for this prestigious position. He assured us that as a team and with the support of the PAA members the industry will see positive change and growth. He also took the opportunity to thank Mr. Ahmed Jamal Mir for his contribution and effort to bring back the legacy agencies in to the Agencies into the association to play an active role so that our body could be more robust in achieving our objectives. It was heartening to see the participation of young and senior practitioners in the executive body which will take us forward.

It is welcoming to note the 3rd generation professional participation such as Fahd Khan, Neesha Dara Khan and experienced practitioners like Khalid Rauf, Nauman Nabi Ahmed, Seema Jaffer and Syed Jawaid Iqbal to the association. The other members on the Executive Committee have been active on the association level and their support is welcome.

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



Anis Ahmed
Secretary General

PAA ACTIVITIES

PAA ACTIVITY DURING 2023

18-10-2022

The Sub-Committees of FPCCI which was formed for the year 2022, the same CEC Members of PAA will continue for 2023 as representatives.

1. Mr. Ahmed Jamal Mir – Convener
2. Mr. Muhammad Zeeshan Khan – Deputy Convener

06-02-2023

Presentation of the CANVAS 2023:

ED presented a roadmap for PAA to enhance the visibility of the Association amongst not only its members and allied partners, but to a wider audience. The presentation was received with adequate attention and involvement. The members present in the house while appreciating the effort observed that it was very generic. It could as well have been a plan encompassing a fewer events but in specific details would have borne better results.

08-02-2023

The Islamabad High Court passes a judgment in favor of PAA on 8-02-2023 against the Case W.P # 1168/2020 dated 18-04-2020 regarding outstanding payment of advertising Agencies which were pending since 2020.

01-02-2023

The PAA Secretariat shifts to new rented office located in Defense Housing Authority

28-03-2023

A successful meeting was held in Directorate General of Public Relations (DGPR), Punjab chaired by Secretary Information & Culture, top echelon of Information Ministry, DGPR, Pakistan Advertising Association and APNS for implementation of a cut-off date in the enactment of the Revised Punjab Government Advertisement Policy in terms of paying 85% and 15% to media and advertising agency respectively.

13-04-2023

Newsletter Advice

A quarterly Newsletter of Pakistan Advertising Association was published, and distributed to all the members Agencies via courier as well as via email.

31-07-2023

After relentless efforts, PAA finally met success in bringing back the Classified advertisements of Federal Government to the folds of the Advertising Agencies. As it is a common knowledge that this mammoth advertising section was snatched away from the Advertising Agencies, when the Government implemented a new Advertising policy in April 2020. All this has been made possible with the continuous efforts of Mr. Usman Attique Butt, Chairman zone-B (Islamabad).

EXECUTIVE DIRECTOR'S REPORT

PAKISTAN ADVERTISING ASSOCIATION REPORT OF THE EXECUTIVE DIRECTOR

The Executive Director on behalf of the Central Executive Committee of the Pakistan Advertising Association takes pleasure in presenting this Annual Report alongwith audited financial statements of the Association for the year ended 30th June, 2023 for review to its members.

THE ASSOCIATION DURING THE YEAR 2022-2023

Membership of the Association:

Nos. of membership of the Association as on 30th June, 2023 was 91.

Finance:

Financial statement reflects a surplus of Rs.5,077,535/=

Meetings:

During the year 6 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 Executive Director thanks all the members of Central Executive Committee as well as all the members of the association for their willing support and cooperation.

Karachi 05th September, 2023



EXECUTIVE DIRECTOR



SALAHUDDIN & CO.
CHARTERED ACCOUNTANTS

Date: August 30, 2023

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 2023-2024 (ending on June 30, 2024).

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

Thanking You,

Yours truly,

SALAHUDDIN & CO.
 CHARTERED ACCOUNTANTS
 KARACHI



514, 5th Floor, Madina City Mall, Abdullah Haroon Road, Saddar, Karachi. Tel: 35217665
 Fax: 021-7015176, Mob: 0333-2111531, E-mail: skamalpk@yahoo.com

HM Indus & Co.
 Expertise in I.Tax / G.S.T / S.R.B / Excise Tax / Accounts Compilation

Bill # 005

Dated: 30th August, 2023

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

Bill of Professional fees

**Audited Accounts for the Year ended 30th June 2022
 from Salahuddin & Co. (Chartered Accountant)**

Rs. 125,000

Rs. 125,000

Rupees: One Hundred Twenty Five Thousand Only



For: HM Indus & Co.

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

FINANCIAL STATEMENTS

PAKISTAN ADVERTISING ASSOCIATION
30TH JUNE, 2023



EXTERNAL AUDITORS REPORT

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

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

In our opinion, the financial statements give a true and fair view of the financial position of the Association and of the results of its operations for the year 2022-23 then ended and are in accordance with the International Accounting Standards as applicable in Pakistan.

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

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

In our opinion and to the best of our information and according to the explanation and annual performance review given to us, the balance sheet, income and expenditure account, cash flow statement and statement of changes in funds together with the notes forming part thereof, give the information required by the companies Act, 2017 in the manner so required and respectively give a true and fair view of the state of the association's affairs during 2022-2023.

KARACHI.

Dated: August 29, 2023

UDIN: AR2023103702BTnCkAXr

SALAHUDDIN & CO.
(Chartered Accountants)



514, 5th Floor, Madina City Mall, Abdullah Haroon Road, Saddar, Karachi. Tel: 35217665
Fax: 021-7015176, Mob: 0333-2111531, E-mail: skamalpk@yahoo.com

BALANCE SHEET

As on 30th June, 2023

	Note	2023 Rupees	2022 Rupees
ASSETS			
NON CURRENT ASSETS			
Property and equipments	3	1,400,407	1,519,020
CURRENT ASSETS			
Advances and other receivables	4	23,335,381	18,383,471
MPT Books		154,810	154,810
Cash and bank	5	3,003,427	2,255,264
		26,493,618	20,793,545
		<u>27,894,025</u>	<u>22,312,565</u>
GENERAL FUND AND LIABILITIES			
GENERAL FUND ACCOUNT			
	6	26,484,711	20,328,672
CURRENT LIABILITIES			
Accrued expenses and other liabilities	7	1,409,314	1,983,893
		1,409,314	1,983,893
		<u>27,894,025</u>	<u>22,312,565</u>

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


Chairman


Executive Director



INCOME & EXPENDITURE ACCOUNT

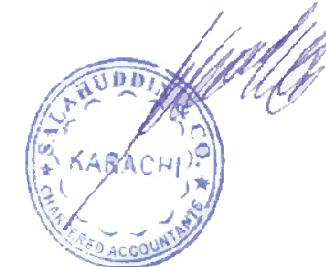
For The Year Ended 30th June, 2023

		2023 Rupees	2022 Rupees
Income	8	4,482,000	4,413,0
Administrative expenses	9	7,526,459	8,672,7
Excess of Expenditure		<u>(3,044,459)</u>	<u>(4,259,77)</u>
Other income	10	8,136,006	6,825,5
Surplus / Deficit for the year		<u>5,091,547</u>	<u>2,565,8</u>
Deficit from Pakistan Advertising Institute	11	(14,012)	(14,74
Prior Taxation		-	63,61
Net Surplus / Deficit Transferred To General Fund Account		<u>5,077,535</u>	<u>2,614,6</u>

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


Chairman


Executive Director



CASH FLOW STATEMENT

For The Year Ended 30th June, 2023

Note	2023 Rupees	2022 Rupees
CASH FLOW FROM OPERATING ACTIVITIES		
Net Surplus / Deficit for the year	5,077,535	2,614,671
Adjustment for items not involving movement of funds :		
Depreciation	133,313	155,262
Operating deficit before working capital changes	5,210,848	2,769,933
Changes in working capital		
(Increase) \ decrease in current assets		
Advances and other receivables	(4,951,910)	(2,934,680)
MPT Books Stock	-	1,200
Increase \ (decrease) in current liabilities		
Accrued expenses and other liabilities	(574,579)	(718,408)
Cash (used in) / generated from operations	(315,641)	(881,955)
Acquisition of fixed assets	(14,700)	(17,500)
Net cash (used in) / generated from operating activities	(330,341)	(899,455)
Cash flow from financing activities		
Add: Donation & Other Contribution	1,078,504	477,539
	1,078,504	477,539
Net (decrease) in cash and cash equivalents	748,163	(421,916)
Cash and cash equivalents at the beginning of the year	2,255,264	2,677,180
Cash and cash equivalents at the end of the year	3,003,427	2,255,264

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


Chairman




Executive Director

STATEMENT OF CHANGES IN GENERAL FUND

For The Year Ended 30th June, 2023

	Rupees
Opening balance	17,236,462
Add: Donation & Other Contribution	477,539
Surplus for the year 2022	2,614,671
Balance as at June 30, 2022	20,328,672
Add: Donation & Other Contribution	1,078,504
Surplus for the year 2023	5,077,535
Balance as at June 30, 2023	26,484,711

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


Chairman


Executive Director



NOTES TO THE FINANCIAL STATEMENTS

For The Year Ended 30th June, 2023

1. THE ASSOCIATION AND ITS ACTIVITIES

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

These financial statements were authorized for issue on 13th July 2023 by the Central Executive Committee of the association

2. ACCOUNTING POLICIES

2.1 Basis of Preparation

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

2.2 Fixed Assets

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

Maintenance and normal repairs and replacement are charged to income as and when incurred. Major renewals and improvements are capitalized and the assets so replaced, if any, are retired.

Gains and losses on disposal of fixed assets are included in current income.

2.3 Revenue Recognition

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

2.4 Taxation

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

2.5 Provisions

Provisions are recognized when :

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

2.6 Financial Instruments

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

3. PROPERTY AND EQUIPMENTS

Particulars	Cost			Rate	Depreciation			W. D. V as at 30-06-2023
	As at 01-07-2022	Addition / (deletion)	As at 30-06-2023		Accumulated 01-07-2022	For the year	Accumulated 30-06-2023	

PAKISTAN ADVERTISING ASSOCIATION

Refrigerator	18,500	-	18,500	10%	10,537	796	11,333	7,167
Furniture & fixtures	822,934	14,700	837,634	10%	367,523	47,011	414,534	423,100
Typewriter	7,000	-	7,000	10%	6,054	95	6,149	851
Office equipments	185,580	-	185,580	10%	57,180	12,840	70,020	115,560
Electrical equipments	293,265	-	293,265	10%	114,944	17,832	132,776	160,489
Computers	592,163	-	592,163	30%	491,481	30,205	521,686	70,477
Air conditioners	233,203	-	233,203	10%	129,820	10,338	140,158	93,045
Fax machine	13,600	-	13,600	10%	11,763	184	11,947	1,653
TOTAL (a)	2,166,249	14,700	2,180,945		1,189,302	119,301	1,308,603	872,342

PAKISTAN ADVERTISING INSTITUTE

Leasehold land	261,845	-	261,845	0%	-	-	-	261,845
Building at leasehold land	742,624	-	742,624	5%	462,392	14,012	476,404	266,220
TOTAL (b)	1,004,469	-	1,004,469		462,392	14,012	476,404	528,065
TOTAL 2023 (a+b)	3,170,718	14,700	3,185,414		1,651,694	133,313	1,785,007	1,400,407
TOTAL 2022	3,153,218	17,500	3,170,714		1,496,432	155,262	1,651,694	1,519,020



	2023 Rupees	2022 Rupees
4. ADVANCES, DEPOSIT AND OTHER RECEIVABLES		
Advances		
Advance income tax	344,716	209,320
Advance to staff	112,000	40,000
Advance GST	407,673	407,673
Investment / Deposit		
Investment / Deposit / Certificates	17,339,194	15,000,000
Deposit for PAA Camp Office	100,000	
Other Receivables		
Income tax refundable	2,486,948	2,277,628
Receivable from Members	1,844,850	448,850
Prepaid Rent	700,000	-
	23,335,381	18,383,471
5. CASH AND BANK		
Cash at bank in current accounts		
Pakistan Advertising Association	3,003,097	2,254,404
	3,003,097	2,254,404
Cash in hand		
Pakistan Advertising Association	330	860
	3,003,427	2,255,264
6. GENERAL FUND ACCOUNT		
Balance brought forward	20,328,672	17,236,462
Add: Donation & Other Contribution	1,078,504	477,539
Net Surplus / Deficit for the year	5,077,535	2,614,671
	26,484,711	20,328,672
7. ACCRUED EXPENSES AND OTHER LIABILITIES		
Accrued expenses	135,814	137,588
Payable to Ad-Agency	873,500	873,500
Others Payable	400,000	400,355
Advance Rental Income	-	572,450
	1,409,314	1,983,893



13.4 Fair value of financial instruments

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

14. GENERAL

2023 2022

- 14.1 Total number of employees at the year end were 4 7
- 14.2 These financial statements were authorized for issue on 31st July 2023 by the Central Executive Committee of the association.
- 14.3 The corresponding figures of previous year are re-arranged and re-grouped wherever necessary, for the purpose of comparison. There was no major reclassification.
- 14.4 Figures are rounded off to the nearest rupee.


Chairman


Executive Director





Thank you