


Ref: PAA/018/2019/259
Saturday, 7th September, 2019

**Chief Executives,
All Members,
Pakistan Advertising Association**

SUB: NOTICE OF THE 4th ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Annual General Meeting of Pakistan Advertising Association (PAA) will be held at Defence Authority Sunset Club, Khayaban-e-Jami, Phase-II (Ext.) DHA, Karachi, on Saturday 28th September, 2019 at 3:30 P.M. for the purpose to Transact the following business:-

- 1) To approve the minutes of the last AGM held on 29th September, 2018 and to appoint new Directors for the year 2019-2020**
- 2) To announce names of the members of the Executive Committee and Office Bearers for the year 2019-2020**
- 3) To consider and approve the Balance Sheet and the Income and Expenditure Accounts of the Association and the report of the Auditors 2018-2019.**
- 4) To approve all the decision of Central Executive Committee.**
- 5) To appoint Auditor and fix their remunerations.**
- 6) Various Board Resolutions to be considered and adopt.**
- 7) Any other matter with the permission of chair.**


TARIQ RASHEED
Secretary General





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PAA Annual Report 2018-19



Annual Report
2018-19

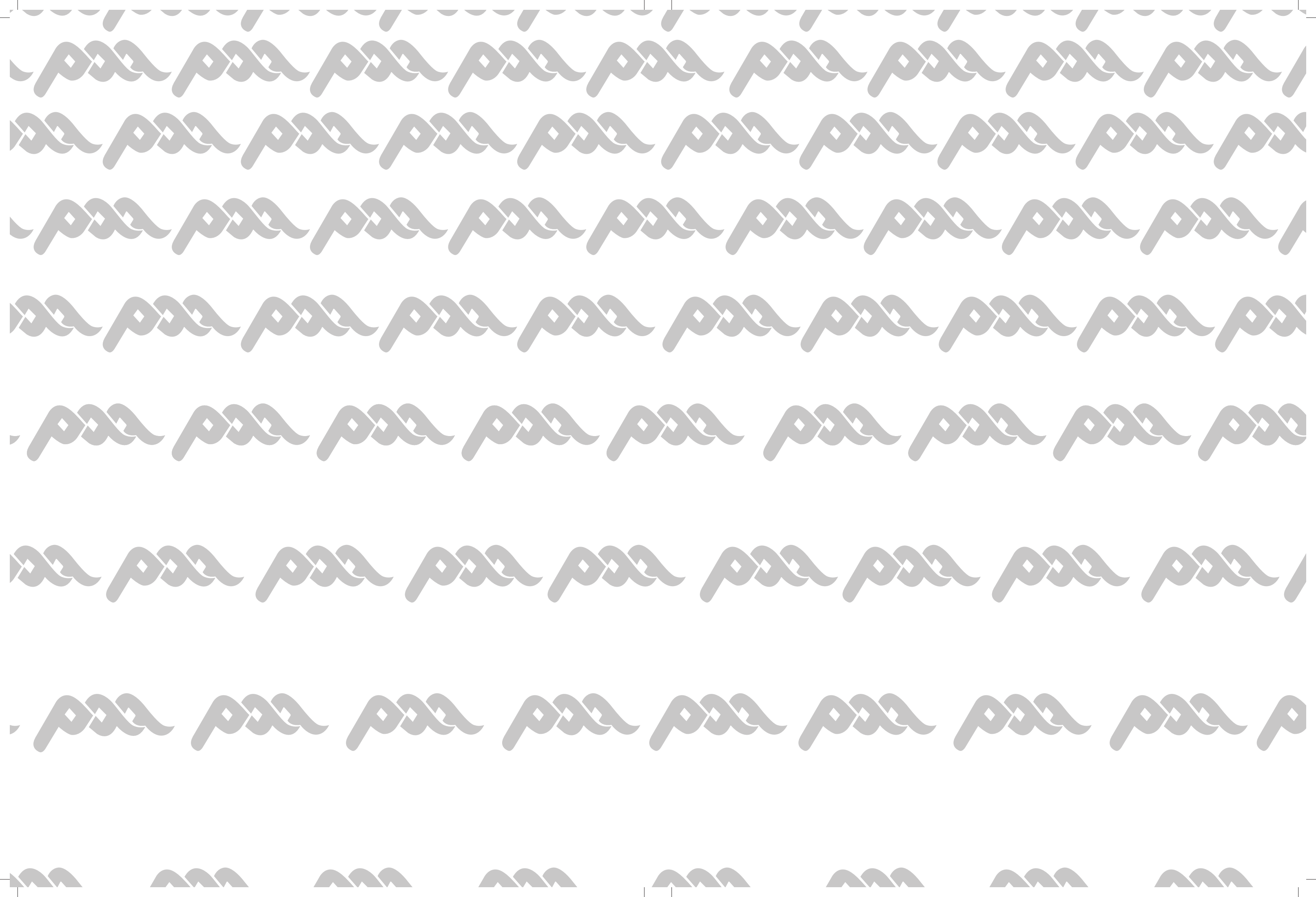


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CHAIRMAN'S MESSAGE



It has been an absolute privilege for me to perform duties as Chairman of Pakistan Advertising Association. Since September, 2018, there have been many new business/industry challenges that had to be tackled and our members and colleagues have also faced related to the economic slowdown and inflationary costs causing severe cuts in marketing budgets of companies and brands and servicing costs to increase. This was further amplified by the substantial decrease in spend by the Government of Pakistan and this combination resulted in the loss of tens of thousands of jobs witnessed among all stakeholders of the industry be it advertising agencies, electronic and print media or companies/brands.

Although we were faced with many challenges this year, progress was made in different areas which we have covered in detail in our Activities Report and engagement with the necessary partners and corridors to have our voice heard. A momentum has been set for PAA to become the voice of the advertising agencies whether it is about making APNS or PBA understand the challenges being faced by agencies and in turn understand theirs or being involved in the process of providing recommendations and inputs at the level of policy making with the Ministry of Information & Broadcasting or taking collective industry initiatives with Pakistan Advertisers Society.

Engagement is consistently being done with Pakistan Advertisers Society, with whom PAA partnered this year for See It Be It, an initiative for women in the field of creativity by Cannes Lions 2019 and Jang Media Group as official representatives held on April 11, 2019 in Karachi as well as collaborated with Jang Media Group for the Young Spikes Digital Competition being held on September 06, 2019. Various discussions of future partnerships and programs with PAA and PAS working together will be taking place and we hope to continue this relationship for the betterment of our industry.

Keeping a check on the implications of taxation policies and added costs of running a services business in advertising always was and will remain essential. The margins advertising agencies work on have reduced to single digits because of increased competition and lack of a strategy to evolve with innovation and adopt global practices. In this forbidding atmosphere, growth for companies has become a strenuous task. Meanwhile FBR has been consistently applying and increasing taxation elements over the last few years on the income of advertising agencies. Complicated, multifaceted and tedious reporting structures are also making it impossible for small and medium size agencies to operate. There have been some breakthroughs with FBR in certain areas, however, a long-term approach with constant engagement with FBR must be continued to convey the contribution of advertising agencies and their clients make to the overall national exchequer, the number of jobs it produces and most importantly the talent it grooms.

An abundance of work is in process for AdAsia Lahore 2019 being led by the Chairman of its Organising Committee, Mr. Sarmad Ali. I proudly state that the preparations and work being done by the working group of AdAsia organising committee is commendable and we could not have chosen a better person to lead it as its Chairman. It is after 30 years that this event is taking place in Pakistan again with international speakers and we have received commitments and support from all corridors including the President and the Prime Minister of Pakistan. It is not only the representation of the industry but the representation of Pakistan which is the ultimate objective of this event. An orientation dinner is being planned on September 13, 2019 for members of PAA and prospective clients and partners to present the overall working on this event. We hope for unconditional support from all involved and especially from companies/brands who maintain a leadership status in their fields. I expect them to take this opportunity to play their role in making this event a success.

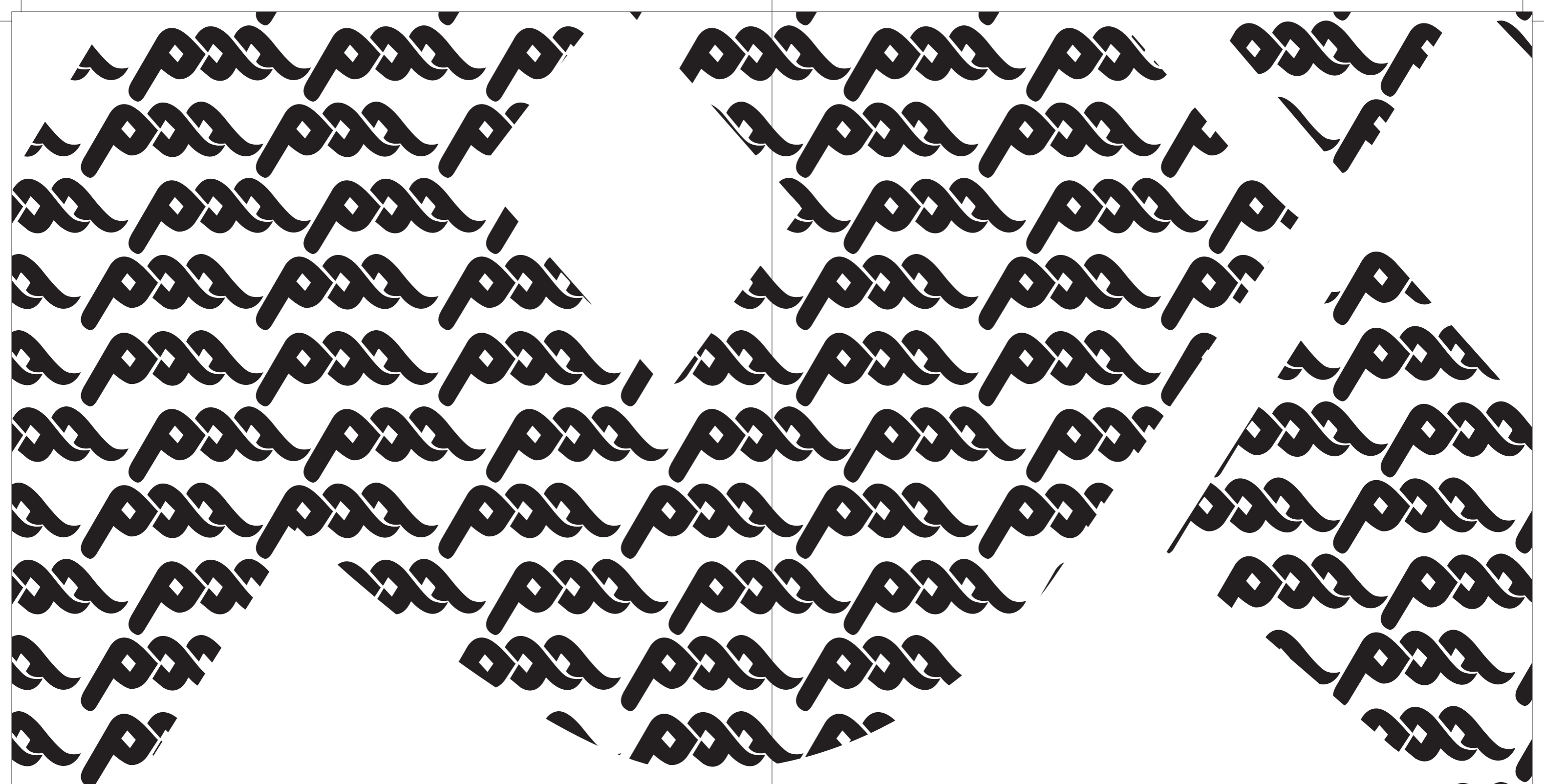
In the end, I would like to thank the Central Executive Committee of PAA, the core committees and their Chairmen and Chairpersons for providing their time, effort and continued support bearing all expenses of travel personally wherever required and without whom all the work we have presented would not have been possible. I would also like to thank the Secretariat personnel of PAA who have worked diligently throughout the year much over and above their responsibilities. It is my belief that with the same level of selfless contribution to achieve our collective goals to bring about improvements in our industry, we can make PAA stronger and more effective with each passing year.

There are many areas remaining to be improved and focused on and still a lot to be done.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ali Mandviwalla', written in a cursive style.

Ali Mandviwalla
Chairman



**EXISTING
CEC MEMBERS**





OFFICE BEARERS FOR THE YEAR 2018-2019

Mr. Ali Mandviwalla

Chairman &
Managing Partner
Synergy Group

Mr. Sohail Kisan

Senior Vice Chairman &
Group Chairman
M. Communications (Pvt) Ltd

Mr. Numan N. Ahmed

Vice Chairman &
Chief Executive Officer
The Brand Partnership (Pvt) Ltd

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Managing Director
Adetude (Pvt) Ltd

Mr. M. Hassan Ansari

Executive Director
Argus Advertising (Pvt) Ltd

Mrs. Seema Jaffer

Chief Executive Officer
Bond Advertising (Pvt) Ltd

Mr. Wasiq Ali Khan

Chief Executive Officer
Manhill Advertising & Marketing (Pvt) Ltd

Mr. Bilal Tanveer

Executive Director
Maxim Advertising & Co. (Pvt) Ltd

Mr. Mahmood Parekh

Chief Executive Officer
MCM Advertising

Mrs. Fatima Kisan

Chief Executive Officer
MediAd Communications (Pvt) Ltd

Mr. Mubin Ahmed Malik

Chief Executive Officer
Revolution Media (Pvt) Ltd

Mr. Tabish Waqar

Chief Executive Officer
Spider 360 Media (Pvt) Ltd

Mr. M. Zeeshan Khan

Chief Executive Officer
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SECRETARIAT

Mr. Waqar H. Haidri

Secretary Finance

Mr. Tariq Rasheed

Secretary General



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Mr. Jawad Humayun

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**MINUTES
OF THE
MEETINGS**

12TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 28th September, 2018

Day: Friday

Time: 6:00 p.m.

Venue: Defence Authority Sunset Club, Karachi

AGENDA OF THE MEETING

- To begin with the recitation of Ayat from the holy Quran-e-Karim
- To announce the result of PAA Election 2018-2019 and the names of elected office bearers
- Various Board Resolutions to be passed
- Any other matter with the permission of the chair

MINUTES

12th Meeting of Existing Office Bearers including CEC members of PAA held at 6:00 p.m. on 28th September, 2018 at Defence Authority Sunset Club, Karachi.

The following members were present:-

1. Mr. Jawad Humayun, Chairman, PAA
2. Mr. Waqar H. Haidri, Sr. Vice Chairman, PAA
3. Mr. Ali Mandviwalla, Vice Chairman, PAA
4. Mr. M. Zeeshan Khan, Chairman, Zone "A"
5. Mr. Mubin Ahmed Malik, Chairman, Zone "B"
6. Mr. Sohail Kijat, Chairman, Zone "C"
7. Mr. Mahmood Parekh, Member CEC, PAA
8. Brig. (Retd.) M. Zubair Rehan, Member CEC, PAA
9. Mr. Numan N. Ahmed, Member CEC, PAA
10. Mrs. Seema Jaffer, Member CEC, PAA

- Meeting started at 6:00 p.m. with the recitation of Quran-e-Karim.
- The meeting was called by the Chairman Mr. Jawad Humayun to discuss the PAA election 2018-2019 and various RESOLUTIONS.

For the six vacant seats, the following six nominations have been received by 21st September, 2018.

Sr. No.	Name of Advertising Agency	Contestants
1	Adetude (Pvt) Ltd	Syed Ali Raza
2	Argus Advertising (Pvt) Ltd	Mr. M. Hassan Ansari
3	J. Walter Thompson Pakistan	Mr. Omer Y. Murad
4	Manhill Advertising & Marketing (Pvt) Ltd	Mr. Wasiq Ali Khan
5	Maxim Advertising Co. (Pvt) Ltd	Mr. Bilal Tanveer
6	Spider 360 Media (Pvt) Ltd	Mr. Tabish Waqar

The above six nomination papers were received and found to be in order, according to the list of the voters issued by PAA. The above six members were declared elected unopposed for CEC of PAA announced by Chairman Mr. Jawad Humayun. After the announcement of elected CEC of PAA, election of Office Bearers took place.

Mr. Jawad Humayun proposed the name of Mr. Ali Mandviwalla, Managing Partner, Synergy Group, for the chairmanship. The proposal was seconded by Mr. Waqar H. Haidri and with the unanimous vote of the house Mr. Ali Mandviwalla was elected chairman of PAA. Mr. Sohail Kijat's name for senior vice chairman was proposed by Mr. M. Zeeshan Khan and seconded by Mr. Mahmood Parekh. Mr. Sohail Kijat was also unanimously elected Senior Vice Chairman of PAA. Name of Mr. Numan N. Ahmed was proposed by Mr. Waqar H. Haidri for Vice Chairman and seconded by Mr. Mubin Ahmed Malik and he was unanimously elected Vice Chairman of PAA.

- The attached RESOLUTIONS were approved unanimously by the members present.

RESOLUTION to meet the requirement of Securities & Exchange Commission of Pakistan (SECP)

RESOLUTION - A

RESOLVED that Mr. Tariq Rasheed, Company Secretary, having CNIC No. 42201-3849658-5 is authorised to represent the Company at Securities & Exchange Commission of Pakistan and its Company Registration Office in Karachi to sign various forms/documents and to do all needful acts in order to complete all procedural and legal formalities, incidental and ancillary thereto.

“Further RESOLVED that any and all actions of the authorised representative/nominated officer in pursuant to, or in furtherance of the intent and purposes of the forgoing resolution, are hereby in all respects adopted, approved, confirmed and ratified as the valid and subsisting acts of this Company.”

RESOLUTION to meet the requirement of CEC of PAA.

RESOLUTION - B

“RESOLVED that the present Secretary (Finance) shall continue to run the affairs of Finance and shall be responsible for all the funds of Association entrusted to him by the General Body of the PAA for the year 2018-2019.”

RESOLUTION to meet the requirement of Bank with regard to change of Office Bearers for the operation of Bank Account

RESOLUTION - C

RESOLVED that the Bank Account No. 18547900219303 of Pakistan Advertising Association at HBL, M. Market Branch, Korangi No. 6, Karachi will be operated by any two of the following:

1. Mr. Ali Mandviwalla
Chairman, PAA
CNIC No. 42301-6236210-9
2. Mr. Waqar H. Haidri
Secretary Finance, PAA
CNIC No. 42000-0565701-9
3. Mr. Tariq Rasheed
Secretary, PAA
CNIC No. 42201-3849658-5

RESOLUTION - D

RESOLUTION to meet the requirement of FPCCI of PAA

RESOLVED that the following nominees have consented to be the members of the General Body & Executive Committee of Federation of Pakistan Chambers of Commerce & Industry (FPCCI).

- 1) Mr. Mahmood Parekh
- 2) Mr. M. Zeeshan Khan

RESOLUTION - F

RESOLUTION to open a bank account in MCB Bank Ltd, DHA, Karachi

RESOLVED that Mr. Tariq Rasheed “Secretary General of PAA” CNIC No. 42201-3849658-5, authorised to operate the bank account with Mr. Ali Mandviwalla, Chairman of PAA, CNIC No. 42301-6236210-9, and Mr. Waqar H. Haidri, Secretary Finance of PAA, CNIC No. 42000-0565701-9.

Operation instruction: any two

1. Mr. Ali Mandviwalla
Chairman, PAA
CNIC No. 42301-6236210-9
2. Mr. Waqar H. Haidri
Secretary Finance, PAA
CNIC No. 42000-0565701-9
3. Mr. Tariq Rasheed
Secretary General, PAA
CNIC No. 42201-3649658-5

The members also approved the plan of activities and the performance review report for the next three years audited by M/s Salahuddin & Co., Chartered Accountants.

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

TARIQ RASHEED
Secretary General



13TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 10th December, 2018

Day: Monday

Time: 5:00 p.m.

Venue: Karachi Boat Club, Karachi.

AGENDA OF THE MEETING

- To begin with the recitation of Ayat from the holy Quran-e-Karim
- To confirm/approve minutes of the last meeting held on 28th September, 2018
- To present a report regarding AGM AFAA and DIGIASIA Congress (14th to 17th November, 2018) and to discuss AdAsia 2019 issues and setting up of AdAsia advisory council
- To discuss IAA Congress at Kochi, India (20th to 22nd February, 2019)
- Opening of a new PAA bank account at MCB Bank Limited
- To discuss PAA property; next hearing is on 14th December, 2018
- PAA delegation's meeting with Mr. Fawad Chaudhry, Minister of Information & Broadcasting on 12th October, 2018
- To discuss Draft Print Electronic and Digital Advertising Policy 2018 received from Ministry
- PAA delegation's meeting with APNS/PBA at Haroon House, Karachi
- To discuss Ad Agencies outstanding Dues issues
- Proposed calendar of Activities of PAA and setting up of PAA Advisory Council
- To appoint AFAA Staff and set up AFAA Office at DHA
- To approve expenses of PAA incurred from 1st July, 2018 to 30th September, 2018
- To approve legal expenses of Dr. Amjad Bokhari
- Approval of the following new advertising agencies for PAA membership:

1) Design N Advertising	(Corporate)	Karachi
2) Prestige Communications (Pvt) Ltd	(Corporate)	Karachi
3) Media Pulse (Pvt) Ltd	(Corporate)	Karachi
4) Admax (Pvt) Ltd	(Corporate)	Islamabad
5) Oak Media (Pvt) Ltd	(Corporate)	Lahore

- Any other matter with the permission of the chair

MINUTES

13th meeting of CEC members of PAA held at 5:00 p.m. on 10th December, 2018 at Karachi Boat Club, Karachi

The following members were present:

1. Mr. Ali Mandviwalla	Chairman, PAA
2. Mr. Sohail Kijat	Senior Vice Chairman & Chairman Zone "C" PAA
3. Mr. Numan N. Ahmed	Vice Chairman, PAA
4. Mr. Waqar H. Haidri	Secretary Finance
5. Mr. M. Zeeshan Khan	Chairman, Zone "A"
6. Mr. Mubin Ahmed Malik	Chairman, Zone "B"
7. Mr. Wasiq Ali Khan	Member CEC PAA
8. Mr. Mahmood Parekh	Member CEC PAA
9. Mr. Bilal Tanveer	Member CEC PAA
10. Mrs. Fatima Kijat	Member CEC PAA
11. Mrs. Seema Jaffer	Member CEC PAA

Leave of Absence:

Syed Ali Raza, Mr. Omer Y. Murad and Mr. Tabish Waqar were unable to attend the meeting due to prior engagements.

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

- Mr. Tariq Rasheed recited Ayat from the holy Quran-e-Karim and the meeting was called to order.

2. CONFIRMATION OF MINUTES

Minutes of the last three meetings held on 28th September, 26th October and 14th November, 2018 which had already been circulated were placed before the meeting. As there was no objection or no observation from any member, all minutes were confirmed.

Mr. Ali Mandviwalla, the Chairman, CEC, was in the chair and he welcomed members to the meeting. This was the first meeting for the current year 2018-2019 period.

3. Report regarding AGM AFAA and DIGIASIA Congress (14th to 17th November, 2018) and to discuss AdAsia 2019 issues and setting up of AdAsia advisory council

- The AGM held on 14th November 2018.
- PAA was represented by Mr. Ali Mandviwalla and Mr. Jawad Humayun.
- Mr. Sohail Kijat and Mr. Sarmad Ali attended as corporate members of AFAA.
- Mr. Sarmad Ali, Chairman, Organising Committee, AdAsia Lahore 2019, highlighted that core Committee of AdAsia Lahore 2019 has been formed with the following members:

- Mr. Sarmad Ali
- Mr. Ali Mandviwalla
- Mr. Sohail Kijat
- Mr. Jawad Humayun
- Mr. Waqar H. Haidri

Further Sub-Committee and advisory Councils will be formed shortly when he returned to Pakistan.

- He also informed that the website, www.adasialahore.com will be launched very soon.
- The names of Speakers are in final stage.

At the end, Mr. Sarmad Ali requested all AFAA members to give full support to AdAsia Lahore, 2019 by sending delegates.

Mr. Waqar H, Haidri has given voluntarily his services to look after the registration of delegates coming for AdAsia Lahore, 2019.

4. To discuss IAA Congress at Kochi, India (20th-22nd February, 2019)

Mr. Ali Mandviwalla presented a flyer to all members present and requested Secretary General to circulate this information to PAA member ad agencies, for their information. Mr. Sarmad Ali informed the house that next meeting regarding IAA Congress will be held in the second week of January, 2019 at Lahore. Meanwhile Mr. Waqar H. Haidri has started to get the best travel plans for PAA members which will be circulated very soon.

5. Opening of a new PAA account at MCB Bank Limited

Mr. Waqar H. Haidri, Secretary Finance, informed the members that PAA has opened an MCB Smart Business account (Pak Rupees) on 22nd November, 2018 at Maryam Centre Phase II Ext. DHA, Karachi.

Mr. Ali Mandviwalla and members present thanked Mr. Waqar H. Haidri for his efforts and the hard work for opening the account.

6. To discuss PAA property; next hearing is on 14-12-2018

Mr. Ali Mandviwalla briefed the house regarding the case. He informed the members that PAA Lawyers have sent two Legal Notices to M/s Al-Nasir Educational Trust, Karachi on 27th November, 2018.

- 1) For the vacation of the demised rental property
- 2) For the demolition of the unlawfully constructed 3rd floor

He also advised members to wait and see the court procedures.

7. PAA delegation's meeting with Mr. Fawad Chaudhry, Minister of Information & Broadcasting on 12th October, 2018

Mr. Ali Mandviwalla informed the house that a PAA delegation met Mr. Fawad Chaudhry, Minister for Information & Broadcasting and Mr. Shafqat Jalil Secretary on 12th October, 2018 at Islamabad.

He informed the members of the discussion related to outstanding dues against Federal and Provincial Governments made with Federal Minister.

8. To discuss Draft Print Electronic and Digital Advertising Policy 2018 received from Ministry

The Secretary placed before the meeting Draft Advertisement Policy 2018 received from Ministry of Information Broadcasting.

After a lengthy discussion, the meeting decided to oppose the draft. The members criticised the proposed draft of a new policy for the print, electronic and digital media. Members viewed and decided to request other stakeholders like the All Pakistan Newspapers Society and the Pakistan Broadcasters Association would not accept the proposals.

9. PAA delegation's meeting with APNS/PBA at Haroon House, Karachi

Mr. Ali Mandviwalla briefed the house regarding the meeting with APNS held on 10th December, 2018, regarding the extension of clearance date.

The house thanked Mr. Hameed Haroon, President, and Mr. Sarmad Ali, Secretary General, APNS for giving relief to pay clearance in two instalments i.e., on 15th and 24th December, 2018.

10 To discuss Ad Agencies' outstanding dues issues

Mr. Waqar H. Haidri briefed the house that 32 ad agencies reported to PAA Secretariat and submitted their outstanding statements up to 10th December, 2018. Instructions were given to PAA Secretariat to make three files (a) Electronic Media (b) Print Media and (c) Total outstanding of Electronic and Print Media. Print Media's outstanding statements were handed over to Mr. Sarmad Ali during the meeting of 10th December, 2018 with a request for APNS' cooperation in resolving the matter in the best interest of PAA members.

11. Proposed calendar of Activities of PAA and Setting up of PAA Advisory Council

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

a) Mr. Omer Y. Murad, Chairman
Legal Affairs & Taxation Council

Members

- 1) Mr. Ali Mandviwalla
- 2) Mr. Jawad Humayun
- 3) Mr. M. Zeeshan Khan
- 4) Syed Jawaid Iqbal
- 5) Mr. Shahnoor Ahmed
- 6) Mr. Jamal Mir

b) Mr. Mahmood Parekh, Chairman
FPCCI Council

Members

- 1) Mr. Ali Mandviwalla
- 2) Mr. M. Zeeshan Khan
- 3) Mrs. Seema Jaffer
- 4) Mr. Bilal Tanveer
- 5) Mr. Hassan Ansari

c) Mr. Numan N. Ahmed, Chairman
Electronic Media Council

Members

- 1) Mr. Ali Mandviwalla
- 2) Mr. Jamal Mir
- 3) Mr. Aleem Durrani
- 4) Mr. M. Zeeshan Khan
- 5) Mr. Waqar H. Haidri
- 6) Mr. Omer Y. Murad
- 7) Mr. Jawad Humayun
- 8) Mr. Sohail Kisat

d) Mr. Zeeshan M. Khan, Chairman
Print Media Council

Members

- 1) Mr. Ali Mandviwalla
- 2) Brig. (Retd) M. Zubair Rehan
- 3) Mr. M. Hassan Ansari
- 4) Mr. Numan N. Ahmed
- 5) Mr. Mahmood Parekh
- 6) Mr. Waqar H. Haidri
- 7) Mr. Sohail Kisat
- 8) Mr. Jawad Humayun
- 9) Mr. Wasiq Ali Khan

e) Mr. Sohail Kisat, Chairman
Govt. Affairs Council

Members

- 1) Mr. Ali Mandviwalla
- 2) Mr. Jawad Humayun
- 3) Mr. Danish Sohail
- 4) Brig. (Retd) M. Zubair Rehan
- 5) Mr. Mubin Ahmed
- 6) Mr. M. Zeeshan Khan
- 7) Mr. Mahmood Parekh
- 8) Mr. Waqar H. Haidri
- 9) Mr. Nadeem Akbar

f) Brig. (Retd) M. Zubair Rehan, Chairman
Press Media Council

Members

- 1) Mr. Mubin Ahmed
- 2) Mr. Jawad Humayun
- 3) Mrs. Fatima Kisat
- 4) Mr. Danish Sohail
- 5) Mr. M. Zeeshan Khan
- 6) Mr. Mahmood Parekh

g) Mr. Ali Mandviwalla, Chairman
PAA Properties

Members

- 1) Mr. Waqar H. Haidri
- 2) Mr. Mahmood Parekh
- 3) Mr. M. Zeeshan Khan
- 4) Mr. Numan N. Ahmed
- 5) Mr. Wasiq Ali Khan
- 6) Mrs. Seema Jaffer
- 7) Mr. Omer Y. Murad

12. To appoint AFAA Staff and set up AFAA Office at DHA

The appointment of AFAA staff and setting up of office were discussed and the following suggestions were given:

- i. AFAA staff should be appointed and office should be opened in Lahore where the event took place.
- ii. Mr. Zeeshan M. Khan has offered his office. He told the members that vast space is available in his office.
- iii. AAP's office, Wheel House, is also available.
The members requested Mr. Waqar H. Haidri to do the needful and finalise the issues with the approval of the Chairman, Organising Committee, AdAsia Lahore 2019. This will be discussed in the next coming AdAsia meeting to be held in the first week of January, 2019 at Lahore.

13. To approve expenses of PAA incurred from 1st July, 2018 to 30th September, 2018

The Secretary General placed the following expenses before the meeting which were incurred from 1st July, 2018 to 30th September, 2018. The meeting approved the expenses of Rs. 2,62,210/-

LEGAL AND PROFESSIONALS Dr. Amjad Bokhari (Advocate) (@ Rs. 35,000/- per month) Mr. M. Faisal (Advocate)	Rs. 105,000/- Rs. 70,000/-
INTERNET AND WEB CHARGES M/s Wateen Telecommunications Mr. Naveed Ahmed (@ Rs. 10,000.00 per month)	Rs. 21,000/- Rs. 30,000/-
POSTAGE & COURIER Leopards Courier Services (Pvt) Ltd (2 months)	Rs. 5,680/-
PHOTOCOPY & STATIONERY: Printer Drum Refill Visiting Cards Printing	Rs. 2,650/- Rs. 7,880/-
OFFICE EXPENSES: 14th August Panaflex PAA Panaflex	Rs. 10,000/- Rs. 10,000/-
TOTAL	Rs. 2, 62,210

h) Mrs. Seema Jaffer, Chairperson
PAS Council

Members

- 1) Mr. Khalid Rauf
- 2) Mr. Jamal Mir
- 3) Mr. Ali Mandviwalla
- 4) Mr. Numan N. Ahmed
- 5) Mr. Mahmood Parekh
- 6) Mr. M. Zeeshan Khan
- 7) Mr. Tabish Waqar
- 8) Mr. Shahnoor Ahmed

14. To approve Legal Expenses of PAA:

The meeting decided to request PAA member ad agencies to contribute the legal expenses which were already paid by PAA to concerned Lawyers.

- i. Those member advertising agencies who presented their outstanding reports to Honourable Supreme Court of Pakistan.
(These members will pay 0.020% of the sum claimed.)
- ii. All members will pay contribution of Rs. 12,000/- Legal Expenses for Sindh High Court against Interim Order dated 15th September, 2017 against FBR.
- iii. All members will pay contribution of Rs. 16,000/- to Legal Expenses for Sindh High Court PAA Building Case against Al-Nasir Educational Society.

The meeting also decided to include above-mentioned Legal Expenses in the invoice of Annual Subscription to be issued on 2nd January, 2019.

15. Approval of following new advertising agencies for PAA membership:

The meeting took up the following applications for admission into PAA and granted membership of PAA with immediate effect.

- | | | |
|--------------------------------------|-------------|-----------|
| 1) Design N Advertising | (Corporate) | Karachi |
| 2) Prestige Communications (Pvt) Ltd | (Corporate) | Karachi |
| 3) Media Pulse (Pvt) Ltd | (Corporate) | Karachi |
| 4) Admax (Pvt) Ltd | (Corporate) | Islamabad |
| 5) Oak Media (Pvt) Ltd | (Corporate) | Lahore |

16. Any other matter with the permission of the chair

(a) The following RESOLUTION was approved unanimously by the members present.

"RESOLVED that Mr. Sarmad Ali, Chairman, Organising Committee, AdAsia Lahore 2019, CNIC No. 42301-9497714-7, Mr. Ali Mandviwalla Chairman, PAA, CNIC No. 42301-6236210-9, Mr. Waqar H. Haidri, Secretary Finance, PAA, CNIC No. 42000-0565701-9 and Mr. Tariq Rasheed, Secretary General, PAA, CNIC No. 42201-3849658-5 are authorised to operate PAA-AdAsia 2019 Pak Rupee and US Dollar accounts in any scheduled banks at Karachi."

(b) Mr. Ali Mandviwalla appreciated and thanked Mr. Maqsood Ansari, Mr. Hassan Ansari, Mr. Ahmed Kapadia and Mr. Shahnoor Ahmed for their cooperation and support to AAP funds recovery, Mr. Waqar H. Haidri informed members present in the meeting that the amount of Rs. 22,88,565/- from AAP account has been transferred in PAA account.

Ending Note:

At the end, Mr. Sohail Kisat, Senior Vice Chairman, thanked Mr. Ali Mandviwalla, Chairman, PAA, for hosting the CEC meeting and also thanked everyone present for their participation and valuable suggestions put forward in the meeting.

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


TARIQ RASHEED
Secretary General



14TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 25th February, 2019
Venue: Falettis Hotel, Lahore.

Day: Monday:

Time: 2 p.m.

AGENDA OF THE SPECIAL MEETING FOR ADASIA 2019

- To begin with the recitation of Ayat from the holy Quran-e-Karim
- Dua-e-Maghfirat on the sad demise of the following:
 - i) Ms. Shireen H. Mandviwalla, mother of Mr. Ali Mandviwalla, Chairman, PAA & Managing Partner, Synergy Group
 - ii) Col. (Retd) Anwar Humayun, brother of Mr. Jawad Humayun, Chairman, Channel 7 Communications (Pvt) Ltd,
 - iii) Mr. Wajid A. Mirza, Former Chairman, Pakistan Advertising Association,
 - iv) Mr. Ghulam Ali Merchant, Father of Mr. Rehan Ali Merchant, CEO, Brainchild Communications Pakistan (Pvt) Ltd,
 - v) Mr. Saeed-ur-Rehman, father of Mr. Umair Saeed, Chief Operating Officer, Blitz Advertising (Pvt) Ltd,
- To confirm/approve minutes of the last meeting held on 10-12-2018 at Karachi
- To discuss the following for AdAsia 2019
 - i) Contribution (Loan) from the CEC members to meet the general expenses
 - ii) Formation of committees
 - iii) Sponsorship Packages
 - iv) Registration packages for Overseas and Local delegates
 - v) Formation of three members Sub Committee to look after expenses.
- To approve expenses of PAA incurred from 1st October, 2018 to 31st December, 2018
- To approve the following new advertising agencies for PAA Membership
 1. Perspective Media (Pvt) Ltd, Lahore
 2. Time Space Media (Pvt) Ltd, Lahore (Restoration from 2018)
- To discuss resignation from PAA Executive Committee of M/s J. Walter Thompson Pakistan
- Any other matter with the permission of the chair

14TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 25-02-2019

Day: Monday

Time: 2:00 p.m.

Venue: Falettis Hotel, Lahore.

The following members were present:

- Mr. Ali Mandviwalla, Chairman, PAA
- Mr. Sohail Kijat, Senior Vice Chairman, PAA
- Mr. Mubin Ahmed Malik, Chairman, Zone "B" PAA
- Mr. Mahmood Parekh, Member CEC
- Mrs. Fatima Kijat, Member CEC

By Special Invitation:

- Mr. Jawad Humayun, Immediate Past Chairman
- Mr. Waqar H. Haidri, Secretary Finance
- Brig (Retd) M. Zubair Rehan
- Mr. Sohail Aziz

Leave of Absence:

Syed Ali Raza, Mr. Tabish Waqar, Mr. Numan N. Ahmed, Mr. M. Hassan Ansari, Mrs. Seema Jaffer, Mr. Wasiq Ali Khan, Mr. Bilal Tanveer and Mr. Zeeshan M. Khan were unable to attend the meeting due to prior engagements.

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

Mr. Tariq Rasheed recited Ayat from the holy Quran-e-Karim.

The members offered Fateha and prayed Dua-e-Maghfirat on the sad demise of the following:

Ms. Shireen H. Mandviwalla, mother of Mr. Ali Mandviwalla, Chairman, PAA and Managing Partner, Synergy Group, Col. (Retd) Anwar Humayun, brother of Mr. Jawad Humayun, Chairman, Channel 7 Communications (Pvt) Ltd., Mr. Wajid A. Mirza, Former Chairman, Pakistan Advertising Association, Mr. Ghulam Ali Merchant, father of Mr. Rehan Ali Merchant, CEO, Brainchild Communications Pakistan (Pvt) Ltd, Mr. Saeed-ur-Rehman, Father of Mr. Umair Saeed, Chief Operating Officer, Blitz Advertising (Pvt) Ltd

They also prayed to Allah to give the bereaved families the courage to bear the loss of their loved ones.

CONFIRMATION OF MINUTES:

Minutes of the last PAA's CEC meeting held on 10th December, 2018 at Karachi which had already been circulated were placed before the meeting. There was no objection from any member received and the minutes were confirmed and approved.

- To approve statement of PAA expenses incurred from 1st October, 2018 to 31st December, 2018.**

The Secretary General placed the statement of expenses before the meeting which were incurred from 1st October, 2018 to 31st December, 2018. The meeting approved the expenses of Rs. 1,149,806/-.

- **Approval of the following advertising agencies for PAA membership**

In pursuant to the clause II of the Trade Organisation Act 2013, the meeting took up the following applications for admission into PAA and granted membership of PAA with immediate effect.

- i) Time & Space Media (Pvt) Ltd, Lahore
(Restoration of the membership from 2018)
- ii) Perspective Media (Pvt) Ltd, Lahore

- To discuss resignation from PAA Executive Committee Mr. Omer Y. Murad of M/s J. Walter Thompson Pakistan.

The meeting disused the resignation of Mr. Omer Y. Murad of M/s J. Walter Thompson Pakistan from CEC of PAA. The same was approved by the members unanimously. The Chairman requested Secretary General to issue Election Schedule for the vacant seat of Member CEC in accordance with the Trade Organisation Act 2013, Trade Organisation Rules 2013 and Memorandum and Articles of Association of PAA.

- **To discuss the following for AdAsia 2019.**

- i) **Contribution (Loan) from CEC Members to meet the general expenses**

On the suggestion of Mr. Waqar H. Haidri and the need to meet expenses of Ad Asia, it was suggested that all CEC Members should provide Rs. 500,000/- as a loan to PAA. This loan will be reimbursed to members after the completion of the Ad Asia 2019 event.

The availability of these funds would greatly help in covering the initial expenses of the Ad Asia event.

The suggestion was approved by the members unanimously and the Chairman requested all CEC members to send cheques on or before 10th March, 2019.

However, a special mention for Mr. Waqar H. Haidri and Mr. Sohail Kisat for delivering the amounts to the Secretary General immediately, the members present assured that they will also send their cheques before or by 19th March, 2019.

Formation of committees, sponsorship, packages & registration packages for overseas and local delegates.

The above were discussed in detail and each member's views were considered. The members decided to carry above points to be discussed with Mr. Sarmad Ali, Chairman, Organising Committee of AdAsia 2019 and Mr. Shahzad Nawaz Khan, Creative Consultant of AdAsia 2019, on 25th & 26th February, 2019.

- ii) **Formation of members to look after expenses:**

The house discussed the matter and it was decided that a committee comprising the following members shall look after the expenses incurred in AdAsia 2019.

1. Mr. Sarmad Ali
2. Mr. Ali Mandviwalla
3. Mr. Jawad Humayun
4. Mr. Waqar H. Haidri
5. Mr. Mahmood Parekh
6. Brig (R) Zubair Rehan

Note: The minutes of AdAsia meetings to be held on 25th & 26th February, 2019 will be enclosed.

Appreciation:

The members of CEC appreciated the extensive and hard work done by the PAA Secretariat for the 44th IAA World Congress which was held from 20th to 22nd February, 2019 at Kochi, India for the formation and documentation of PAA delegates. Even though the delegation could not travel due to unavoidable reasons but the Secretariat had managed to collect and prepare full documentation of approximately 45 personnel in 48 to 72 hours which was a task in itself. This effort was greatly appreciated.

Ending Remarks:

At the end, Mr. Ali Mandviwalla concluded the meeting and thanked everyone present for their participation and valuable suggestions put forward in the meeting.



TARIQ RASHEED
Secretary General



14TH-A MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 12th April, 2019 **Day:** Friday **Time:** 4:00 p.m.
Venue: Karachi Boat Club, Karachi.

AGENDA OF THE MEETING

- To begin with the recitation of Ayat from the holy Quran-e-Karim
- To approve the RESOLUTION to meet the requirement of M/s Faisal Siddiqi & Vawda Law Associates
- Any other matter with the permission of the chair

MINUTES

14th - A Meeting of Central Executive Committee of Pakistan Advertising Association

Date: 12th April, 2019 **Day:** Friday **Time:** 4:00 p.m.
Venue: Karachi Boat Club, Karachi

The following members were present:

- 1) Mr. Ali Mandviwalla, Chairman, PAA
- 2) Mr. Numan N. Ahmed, Vice Chairman, PAA
- 3) Mr. M. Zeeshan Khan, Chairman, Zone "A", PAA
- 4) Mr. Mahmood Parekh, Member CEC
- 5) Mr. M. Hassan Ansari, Member CEC
- 6) Mr. Tabish Waqar, Member CEC

By Special Invitation:

- 1) Mr. Waqar H. Haidri, Secretary Finance, PAA

Leave of Absence:

Mr. Sohail Kisan, Mrs. Fatima Kisan, Syed Ali Raza, Mr. Mubin Ahmed Malik, Mrs. Seema Jaffer, Mr. Wasiq Ali Khan and Mr. Bilal Tanveer were unable to attend the meeting due to prior engagements.

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

Mr. Tariq Rasheed recited the Ayat from the holy Quran-e-Karim.

- The following RESOLUTION was approved unanimously by the members presents.

RESOLUTION to meet the requirement of Faisal Siddiqi & Vawda Law Associates

RESOLUTION

It is hereby RESOLVED by the Board of Directors of Pakistan Advertising Association (herein after referred to as the "Organisation") that the Board of Directors of the Organisation has decided to authorise Mr. Tariq Rasheed, son of Muhammad Abdul Rasheed, on behalf of the Organisation, to institute, commence and initiate legal proceedings (including but not limited to Writ/Constitution Petitions), inter alia, against the Federal Government in relation to unpaid bills/dues before the Honourable High Court of Islamabad and or any other High Court or Supreme Court of Pakistan.

Without prejudice to the generality of the above mentioned, Mr. Tariq Rasheed, on behalf of the Organisation, is also authorised to engage pleaders, counsels and to make, sign, verify, affirm and file complaints, petitions, pleadings, vakalatnamas, applications, statements, affidavits in relation to or arising from the above-mentioned legal proceedings and to appear, depose, give evidence, and/or compromise the above-mentioned legal proceedings and to withdraw the above-mentioned legal proceedings.

Thereafter the meeting was adjourned with a vote of thanks of the chair.



TARIQ RASHEED
Secretary General



15TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 15th April, 2019 **Day:** Monday **Time:** 3:00 p.m.
Venue: Karachi Boat Club, Karachi.

AGENDA OF THE MEETING

- To begin with the recitation of Ayat from the holy Quran-e-Karim
- To confirm/approve minutes of the last meeting held on 25th February, 2019 at Lahore.
- To discuss AdAsia 2019 Lahore
- To discuss property matters and approval of surveyor
- To appoint Tax Consultant on monthly basis for AdAsia/PAA
- To approve the following:
 - i. Attached list of membership of the Ad Agencies for the year ended 30th March, 2020
 - ii. Attached voters list as on 12th April, 2019 (Submission to Regulator)
 - iii. New advertising agencies for PAA membership
 - i. M&C Saatchi World Services Pakistan (Pvt) Ltd, Islamabad
 - ii. Hazirnet, Lahore

Any other matter with the permission of the chair.

MINUTES

15th Meeting of Central Executive Committee of Pakistan Advertising Association

Date: 15th April, 2019 **Day:** Monday **Time:** 3:00 p.m.
Venue: Karachi Boat Club, Karachi.

The following members were present:

- 1) Mr. Ali Mandviwalla, Chairman, PAA
- 2) Mr. Numan N. Ahmed, Vice Chairman, PAA
- 3) Mr. M. Zeeshan Khan, Chairman, Zone "A" PAA
- 4) Mr. Mahmood Parekh, Member CEC
- 5) Mr. M. Hassan Ansari, Member CEC
- 6) Mr. Tabish Waqar Member CEC

By Special Invitation:-

- 1) Mr. Waqar H. Haidri, Secretary Finance, PAA

Leave of Absence:-

Mr. Sohail Kijat, Mrs. Fatima Kijat, Syed Ali Raza, Mr. Mubin Ahmed Malik, Mrs. Seema Jaffer, Mr. Wasiq Ali Khan, and Mr. Bilal Tanveer, were unable to attend the meeting due to prior engagements.

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

Mr. Tariq Rasheed recited Ayat from the holy Quran-e-Karim

CONFIRMATION OF MINUTES:-

Minutes of the last PAA's CEC meeting held on 25-02-2019 at Lahore which had already been circulated were placed before the meeting. There being no objection from any member received minutes were confirmed and approved.

ADASIA 2019 LAHORE

After lengthy discussion, the following points were decided:

- The Chairman requested those members who have not paid the loan to AdAsia event to pay Rs. 500,000/- at the earliest.
- The Chairman also requested heads of Committees to co-opt their members, commence their work and present their reports in the forthcoming meeting.
- Mr. Waqar H. Haidri informed the members about the US Dollar account and the procedure of the registration of delegates through MCB Bank Limited.
Mr. Waqar H. Haidri also informed the members present that Mr. Tabish Waqar will make the arrangements of the registration of delegates in different hotels in Lahore.
- Mr. M. Zeeshan Khan will present the traveling programs to different members of AFAA for road-shows. The Chairman also requested Mr. Zeeshan to make budget for the road shows including visa, air tickets and hotels.
- Mr. Numan N. Ahmed suggested to meet different sponsors of AdAsia.
- Mr. Ali Mandviwalla suggested to request the organisers of EFFIE Awards to show a video on AdAsia during the award ceremony on 3rd May, 2019.
- The Chairman requested Secretary General to send the request to CEC members to report in-house resource availability of items for AdAsia 2019.
- The Chairman also suggested that PAA website be updated. The PAA website should include each news item regarding the AdAsia event.

- The meeting decided to have a get-together dinner before Ramadan. A presentation should be given to invite sponsorship and packages from members of PAA/PAS/PBA/APNS and their clients.

To Discuss Property Matter Approval of Surveyor

The Chairman informed the members that a surveyor company has been introduced by Mr. M. Zeeshan Khan to determine the boundaries, elevation of land and constructed structure of the building. Unfortunately, the surveyor is out of city and will be back in the third week of April.

To Appoint Tax Consultant for PAA & AdAsia 2019

The Chairman informed the members that a tax consultant, Syed Wasim Hashmi C/o Mr. Abid Zuberi, has given his services to handle the anomalies in the tax matters of PAA and the AdAsia event. The meeting decided to appoint Syed Wasim Hashmi on retainership basis and also decided to pay a sum of Rs. 25,000/- per month with effect from April, 2019. The Chairman then asked the opinion of the house and then members present unanimously agreed.

Applications of membership of the advertising agencies for the year ended 30-03-2020

In pursuant to the Clause 11 of the Trade Organization Act 2013, the meeting took up the following applications and granted membership for the year ended 30-03-2020 (As per List Attached as Annexe "A").

Voters list as on 12th April, 2019 for the election schedule for the vacant seat of member Executive Committee PAA 2018-2019

The meeting took up the list of voters as on 12th April, 2019 and requested Secretary General to send DGTO for his information (Voters list attached as Annexe "B")

Approval of following new advertising agencies for Corporate Membership of PAA:

In Pursuant to the clause II of the Trade Organization Act 2013, the meeting took up the following applications for admission into PAA and granted membership of PAA with immediate effect.

- M&C Saatchi World Services Pakistan (Pvt) Ltd, Islamabad
- Hazirnet, Lahore

Any other matter with the permission of Chair.

- The Secretary General placed before the meeting the position of outstanding dues from the member advertising agencies. The following members have not paid the Annual Subscription for the year 2019-2020.

Zone A Karachi

S. No.	Name of Agency	Member	City	Amount
1	Adworks (Pvt) Ltd	Member	Karachi	80,000
2	Maxsell Communications	Member	Karachi	80,000
3	Pirana Advertising (Pvt) Ltd	Member	Karachi	90,000
4	Prime Time Communications	Member	Karachi	80,000
5	Repcom Advertising	Member	Karachi	80,000
6	Wahedna D'Arcy (Pvt) Ltd	Member	Karachi	80,000
Total				580,000

Zone B Lahore

S. No.	Name of Agency	Member	City	Amount
1	Velocity Marketing & Communications (Pvt) Ltd,	Member	Lahore	82,800
Total				82,800

The meeting took a serious note and decided to request the above members to send the outstanding dues at the earliest.

- The Secretary General also placed before the meeting a list of those advertising agencies who sent short payments.

S. No.	Name of Agency	Invoice Amount	Amount Received	Balance
1	Partnership 3	15,850	12,000	3,850
2	Evernew Concepts (Pvt) Ltd	107,500	100,000	7,500
3	Midas (Pvt) Ltd	912,300	100,000	812,300
4	X20 (Pvt) Ltd	120,450	90,000	30,450
Total		1,156,100	302,000	854,100

The meeting decided to request above members to send their balance amounts immediately

The Secretary General placed before the meeting a letter No. MXP-105/19, dated 8th April, 2019 received from Midas Communications Pakistan (Pvt) Ltd, in respect of M/s TNI Communications.

The matter was discussed and members requested Mr. M. Zeeshan Khan to send his reply to PAA Secretariat.

- Mr. Ali Mandviwalla appreciated and thanked Mr. M. Hassan Ansari for giving a cheque of Rs. 500,000/- as loan to PAA for AdAsia 2019 event.

Ending Note:

At the end, members present thanked Mr. Ali Mandviwalla Chairman, PAA for hosting the CEC meeting.

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


TARIQ RASHEED
 Secretary General



16TH MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

Date: 06th July, 2019
Venue: PAA Secretariat

Day: Saturday

Time: 3:00 p.m.

AGENDA OF THE MEETING

- To begin with the recitation of Ayat from the holy Quran-e-Karim
- 1) To confirm/approve minutes of the last meetings held on 12th April, 2019 and 15th April, 2019 at Karachi.
- 2) Dua-e-Maghfirat on the sad demise of the following:
 - i. Mr. Sabir Shamim, Executive Director, Repcom Advertising
 - ii. Shikoh Bashir Khan, son of Mr. Bashir Ahmed Khan, Chairman, Manhattan International (Pvt) Ltd
 - iii. Ms. Nasreen Khan, mother of Anis A. Khan, Managing Director, Manhattan Communications (Pvt) Ltd
- 3) Removal of the following names from the PAA membership register:
 - Southern Zone (Corporate Members)**
 - 1) Adworks (Pvt) Ltd
 - 2) Maxsell Communications
 - 3) Pirana Advertising (Pvt) Ltd
 - 4) Prime Time Communications
 - 5) Repcom Advertising
 - 6) Wahedna D'Arcy (Pvt) Ltd
 - Northern Zone Corporate (Members)**
 - 1) Velocity Marketing & Communications (Pvt) Ltd
- 4) To review progress on AdAsia 2019 at Lahore
- 5) To approve expenses of PAA incurred from 1st January, 2019 to 30th June, 2019
- 6) To discuss the issue of suspensions of agencies by APNS
- 7) To approve PAA balance sheet for the year 2018-2019
- 8) Approval of Annual Increments of PAA staff
- 9) To approve the membership of M/s Vibrant Communications (Pvt) Ltd, Islamabad
- 10) Any other matter with the permission of the chair.

MINUTES

16th Central Executive Committee Meeting of Pakistan Advertising Association

Date: 06th July, 2019

Day: Saturday

Time: 3:00 p.m.

Venue: PAA Secretariat, Karachi.

The following members were present:

- 1) Mr. Ali Mandviwalla, Chairman, PAA
- 2) Mr. Numan N. Ahmed, Vice Chairman, PAA
- 3) Mr. M. Zeeshan Khan, Chairman, Zone "A" PAA
- 4) Mr. Mahmood Parekh, Member CEC
- 5) Mr. Hassan Ansari, Member CEC
- 6) Mr. Wasiq Ali Khan, Member CEC
- 7) Mr. Tabish Waqar, Member CEC

By Special Invitation:

- 1) Mr. Waqar H. Haidri, Secretary Finance, PAA

Leave of Absence:

Mr. Sohail Kisan, Mrs. Fatima Kisan, Syed Ali Raza, Mr. Mubin Ahmed Malik, Mrs. Seema Jaffer and Mr. Bilal Tanveer were unable to attend the meeting due to prior engagements.

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

Mr. Tariq Rasheed recited Ayat from the holy Quran-e-Karim.

1. CONFIRMATION OF MINUTE:

Minutes of the last PAA CEC meetings held on 12th April, 2019 and 15th April, 2019 at Karachi which had already been circulated were placed before the meeting. As there was no objection received from any member, minutes were confirmed and approved.

The members offered Fateha and prayed Dua-e-Maghfirat on the sad demise of the following:

1. Mr. Sabir Shamim, Executive Director, Repcom Advertising
2. Shikoh Bashir Khan, son of Mr. Bashir Ahmed Khan, Chairman, Manhattan International (Pvt) Ltd
3. Ms. Nasreen Khan, mother of Anis A. Khan, Managing Director, Manhattan Communications (Pvt) Ltd

They also prayed to Allah to give the bereaved families the courage to bear the loss of their loved ones.

3. Removal of the following names from the PAA membership register:

Due to non-submission of application for the renewal of membership, Annual Subscription for the year 2019 and copy of filing of Income Tax for the year 2018, the following names of advertising agencies have been removed from the PAA membership register.

Southern Zone (Corporate Members)

- 1) Adworks (Pvt) Ltd
- 2) Maxsell Communications
- 3) Pirana Advertising (Pvt) Ltd
- 4) Prime Time Communications
- 5) Repcom Advertising
- 6) Wahedna D'Arcy (Pvt) Ltd

Northern Zone Corporate (Members)

- 1) Velocity Marketing & Communications (Pvt) Ltd

4. To review progress on AdAsia 2019 at Lahore:

- A detailed report was given by Mr. Sarmad Ali on his visit to Japan. He distributed the Souvenirs which were distributed during the meeting of DENTSU, Japan.
- A presentation was given by Mr. Sarmad Ali showing the progress which has been made for the launch of the AdAsia 2019 website.
- A list of speakers was also discussed.
- Programme of opening and closing of congress was also discussed.
- Mr. Waqar H. Haidri briefed on his meeting with PAA's tax consultant and will meet Mr. Sarmad Ali in the future to finalise the registration procedure with delegates' registration fee.
- Mr. Tabish Waqar was also present and highlighted the arrangement of the registration of delegates in Lahore.
- The meeting discussed the matter of registration and proposed to start registration in the mid of August.
- Mr. Ali Mandviwalla suggested to members present to have a get-together and discuss the different issues of the event and to apprise status to other members.
- Mr. Numan Nabi requested to meet different sponsors of AdAsia 2019.
Mr. Sarmad Ali gave the names of the sponsors with whom sponsorship discussions are underway.

- | | |
|---------------------------|--|
| 1. Coca Cola Pakistan | 2. Pepsi Co. Pakistan |
| 3. Uber | 4. Master |
| 5. MCB Group/Nishat Group | 6. Unilever Pakistan |
| 7. Nestle Pakistan | 8. English Biscuit Manufacturers (EBM) |
| 9. Bahria Town | 10. Mobilink |
| 11. Telenor | 12. DWP Group |
| 13. Dunya News | 14. The Punjab Group of Colleges |
| 15. Daily Dunya | |

- Mr. Ali Mandviwalla suggested to appoint a Chartered Accountant who may work with the PAA tax consultant to handle the oversight in maintaining transparency and tax related obligations for AdAsia 2019.
- Members present in the meeting thanked Mr. Sarmad Ali for his efforts towards the preparation of the event of AdAsia 2019.
- The arrangements for the dinner nights to be sponsored and held at Lahore were also discussed.

5. To approve expenses of PAA incurred from 1st January, 2019 to 30th June, 2019

The Secretary General placed the statement of expenses before the meeting for Rs. 1,991,556 which were incurred from 1st January, 2019 to 30th June, 2019. The members approved the expenses.

6. To approve PAA balance sheet for the year 2018-2019

The members present unanimously approved the Audited account for the year ended 30th June, 2019. The Secretary Finance informed the members that an amount of Rs. 873,500/- present in Ad-Agency employee's cooperation housing will be transferred to a savings scheme and any surplus amount will be deposited in the savings account of PAA.

Approval of Annual Increments of PAA staff

Applications for increments due for the year 2019-2020 from the staff members of PAA were taken up and reasonable increments were awarded to the staff.

7. To approve the membership of Vibrant Communications (Pvt) Ltd

To approve the membership of Vibrant Communications (Pvt) Ltd, the meeting considered the new advertising agency M/s Vibrant Communications (Pvt) Ltd., Islamabad for PAA membership. In light of the recommendation from CEC members present, Associate membership has been granted.

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

TARIQ RASHEED
Secretary General



EVENTS PICTURES







MEMBERS LIST

(AS ON 30TH JUNE, 2019)

MEMBERS LIST 2019

Southern Zone Corporate Members

1. Mr. Ghalib Mansoor
Deputy Managing Director,
Adarts Karachi (Pvt) Ltd
5-A, Azayam Plaza, 4th Floor,
S.M.C.H.S., Karachi.
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Fax: 021-34556474
E-mail: 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
E-mail: 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
E-mail: hassan.ansari@argus.com.pk
4. Mr. Umair Saeed
Chief Operating Officer,
Blitz Advertising (Pvt) Ltd
10th Floor, Clifton Diamond,
BC-10, Block-4, Clifton, Karachi.
Tel: 021-35291236
Fax: 021-35291240
Email: umair.saeed@biltz.pk
5. Mrs. Seema Jaffer
Chief Executive Officer,
Bond Advertising (Pvt) Ltd
G-22/B-1, Park Lane, Block 5, Clifton,
Karachi.
Tel: 021-35372270-2
Fax: 021-35378815
E-mail: seema@bondadvertising.com.pk
6. Syed Taqui Abbas Rizvi
Chief Executive Officer,
Brainchild Communications Pakistan
(Pvt) Ltd
F-38, Kehkashan, Block 9, Clifton, 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: 021-35850291-2
Fax: 021-35851113
Email: abdul.qadir@connectcmc.com
8. Syed Jawaid Iqbal
Chief Executive Officer,
Corporate & Marketing Communications
(Pvt) Ltd
20-C, Lane 12, Off Khayaban-e-Ittehad,
Phase-II Ext., DHA, Karachi.
Tel: 021-35313821
Fax: 021-35313832
E-mail: jawaid@cmc.com.pk
9. Mr. M. Fahad Sultan
Chief Executive Officer,
Creative Consultants (Pvt) Ltd
202, 2nd Floor, 40-C,
Phase II Ext., D.H.A., Karachi.
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Email: info@creativeconsultants.pk
10. 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
E-mail: info@crosscheck.com.pk
11. Mr. Rizwan Shakoor
Chief Executive Officer,
DNA Design 'N Advertising
Plot # 43-C, 1st Floor, Main
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12. Mr. Anis Thaver
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GH Thaver & Co. (Pvt) Ltd
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13. Mr. Imtisal Abbasi
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14. Ms. Sara Fatima Koraishy
Chief Executive Officer,
J. Walter Thompson Pakistan
7th Floor, Executive Tower,
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Clifton, Karachi.
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15. Mr. Khalid Rauf
Chief Executive Officer,
Lowe & Rauf (Pvt) Ltd
R-Centre, 159 Bangalore Town,
Shahrah-e-Faisal, Karachi.
Tel: 021-34539901-8
Fax: 021-34539909
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16. Mr. Anis Khan
Chief Executive Officer,
Manhattan Communications (Pvt) Ltd
Manhattan Centre, 6A/45, D.C.H.S.,
Dr. Mahmood Hussain Road, Karachi.
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17. Mr. Bashir Ahmed Khan
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18. Mr. Wasiq Ali Khan
Chief Executive Officer,
Manhill Advertising & Marketing
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Kamal.bhayo@manhilladvertising.com
19. Mr. Javed Qadeer Khan
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20. Mr. Bilal Tanveer
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Maxim Advertising Co. (Pvt) Ltd
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PECHS, Karachi.
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21. Mr. Mahmood Parekh
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MCM House, D-39, Block-7,
Clifton, Karachi.
Tel: 021-32216187, 35374645
Fax: 021-32637624
E-mail: mcmadvertising@gmail.com
22. Mr. Aleem Durrani
Chief Executive Officer,
Media Pulse (Pvt) Lt
69-C, 21st Commercial Street,
Phase-II Ext., DHA, Karachi.
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23. Mr. Waqar H. Haidri
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24. Syed Masood Hashmi
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27. Syed Masood Hashmi
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28. Mr. Jamal Mir
Managing Director,
Prestige Communications (Pvt) Ltd
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30. Mr. Tabish Waqar
Chief Executive Officer,
Spider 360 Media (Pvt) Ltd
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31. Mr. Zameer Siddique Qureshi
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Fax: 021-35370576
Email: zameer@starcrest.com.pk
32. Mr. Raza Gorar
Chief Executive Officer,
String 360 Media
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E-mail: raza@string.media
33. Mr. Ahmed Hussain Kapadia
Chief Executive Officer,
Synergy Advertising (Pvt) Ltd
69-B, S.M.C.H.S., Karachi.
Tel: 021-34536278, 34393076, 34551420
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E-mail: ak@synergyadvertising.biz
34. Mr. Ali Mandviwalla
Managing Partner,
Synergy Group
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Fax: 021-35224744
E-mail: ahm@synergygroup.com.pk
35. Mr. Emaad Ishaq Khan
Business Director,
Synite Digital (Pvt) Ltd
69-B, S.M.C.H.S., Karachi.
Tel: 021-34536278, 34393076, 34551420
Fax: 021-34536277
E-mail: emaad.khan@synitedigital.com
36. Mr. Faheem Ahmed
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2. Syed Bilal Gauher
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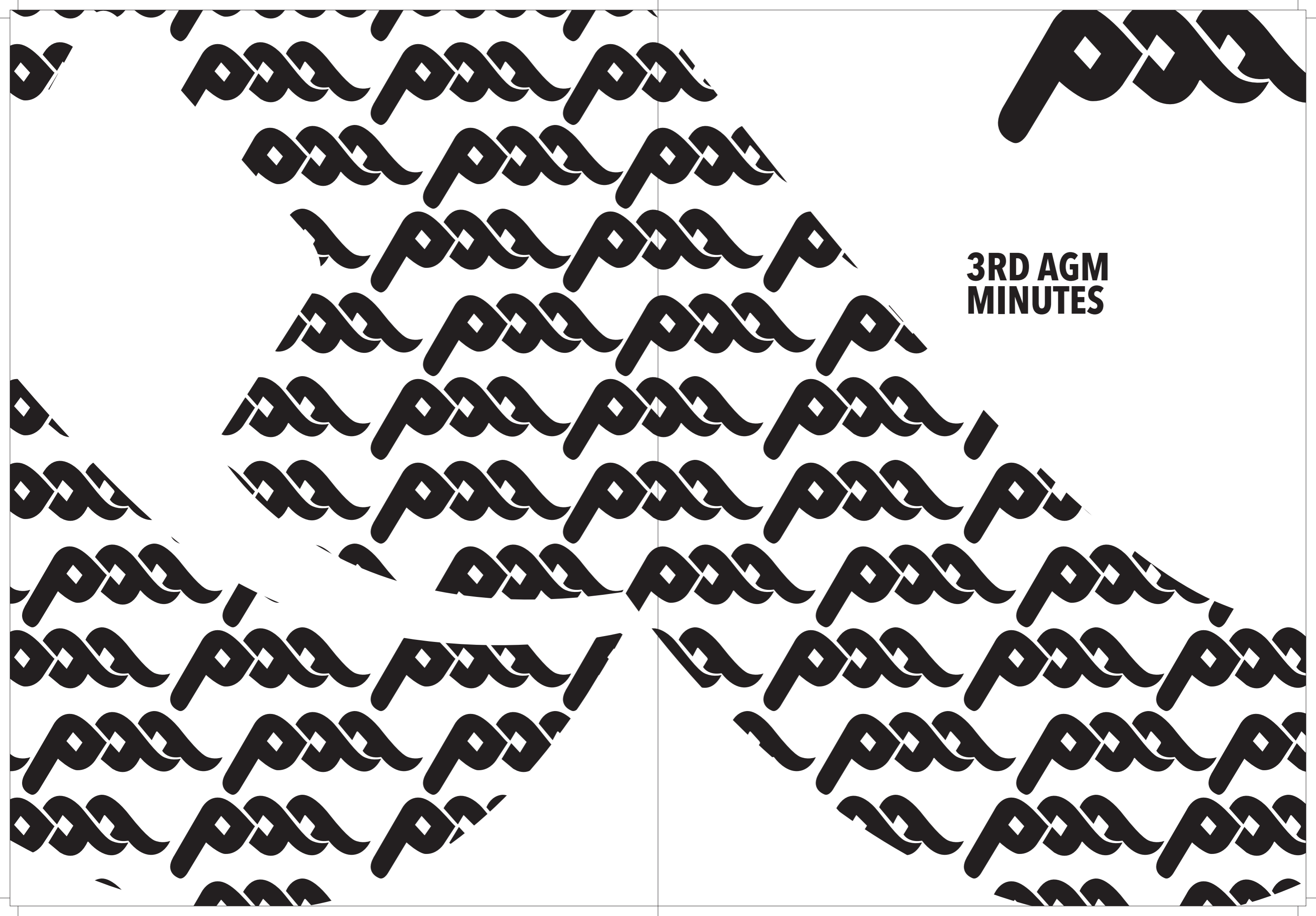
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**3RD AGM
MINUTES**



MINUTES OF THE THIRD ANNUAL GENERAL MEETING (AGM 2018) HELD ON 29TH SEPTEMBER 2018 AT 4:00 P.M. AT DEFENCE AUTHORITY SUNSET CLUB, KARACHI

Present: As Per List Attached

Requisite quorum being present, Mr. Jawad Humayun Chairman, PAA, called the meeting to order and welcomed the members to the Annual General Meeting.

Meeting started with the recitation of Ayat from the holy Quran by Mr. Tariq Rasheed, Secretary General, PAA.

The following agenda was transacted:

Item No. 1 To approve the minutes of the last AGM held on 12th October, 2017:

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

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

The minutes were confirmed.

Item No. 2 To announce names of the members of the Executive Committee and Office Bearers for the year 2018-2019.

The Election Results of Executive Committee and office bearers for the year 2018-2019 were announced.

- 1. Chairman**
Mr. Ali Mandviwalla
Managing Partner,
Synergy Group
- 2. Senior Vice Chairman**
Mr. Sohail Kisan
Chief Executive Officer,
M. Communications (Pvt) Ltd
- 3. Vice Chairman**
Mr. Numan Nabi Ahmed
Chief Executive Officer,
The Brand Partnership (Pvt) Ltd

Members Central Executive Committee:

- 4. Syed Ali Raza**
Managing Director
Adetude (Pvt) Ltd
- 5. Mr. M. Hassan Ansari**
Executive Director
Argus Advertising (Pvt) Ltd

- 6. Mr. Omer Y. Murad**
Chief Executive Officer
J. Walter Thompson Pakistan
 - 7. Mr. Wasiq Ali Khan**
Chief Executive Officer
Manhill Advertising & Marketing (Pvt) Ltd
 - 8. Mr. Bilal Tanveer**
Director
Maxim Advertising Co. (Pvt) Ltd
 - 9. Mr. Mahmood Parekh**
Chief Executive Officer
MCM Advertising
 - 10. Mr. Mubin Ahmed Malik**
Chief Executive Officer
Revolution Media (Pvt) Ltd
 - 11. Mr. Tabish Waqar**
Managing Director
Spider 360 Media (Pvt) Ltd
 - 12. Mr. M. Zeeshan Khan**
Chief Executive Officer
TNI Communications
- Reserved Seats for Women**
- 13. Mrs. Fatima Kisan**
Chief Executive Officer
MediAd Communications (Pvt) Ltd
 - 14. Mrs. Seema Jaffer**
Chief Executive Officer
Bond Advertising (Pvt) Ltd

The Members present gave standing ovation to the Office Bearers and members of Executive Committee.

Mr. Jawad Humayun thanked all the Office Bearers and members of Executive Committee of 2017-2018 for their teamwork and running the affairs of the Association with enthusiasm and dedication. He also thanked PAA members for their full support and cooperation. He also thanked the Secretariat staff for their Cooperation.

After the handing over/taking over ceremony of chairs, Mr. Ali Mandviwalla, Chairman PAA, thanked Mr. Jawad Humayun for his contribution to the Association, which was always remembered.

Chairman asked PAA members to send their valuable suggestions and guidance.

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

The Secretary General presented the audited Balance Sheets together with Chairman's and Auditor's reports therein for the financial year 2017-2018 for approval. Mr. Mahmood Parekh proposed together Chairman's and Auditor's reports adopted and seconded by Mr. Zeeshan M. Khan.

RESOLVED that the Audited Accounts of the Association for the year ended 30th June, 2018 together with Chairman's and Auditor's reports are hereby received, approved and adopted.

Item No. 4 To appoint Auditor and fix their remunerations

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

Since no such offer has been received from anyone other than M/s Salahuddin & Co., they have been reappointed as auditors for the financial year 2018-2019 at an annual remuneration of Rs. 50,000/-.

Item No. 5 To give approval for the preparation of Plan of Activity and Performance Review Report for the next three years audited by an external auditor

The Plan of Activity and Performance Review Report were placed by the Secretary General. Since there was no observation or objection from any members, the Plan of Activity was approved. The house also decided to submit a copy to DGTO to get their endorsement. The Plan of Activity was already approved by the CEC in its meeting held on 28th September, 2018.

Item No. 6 Various Board Resolutions to be considered and adopted

RESOLUTION to meet the requirement of Securities & Exchange Commission of Pakistan (SECP)

RESOLUTION - A

RESOLVED that Mr. Tariq Rasheed, Company Secretary, having CNIC No. 42201-3849658-5 is authorised to represent the company at Securities & Exchange Commission of Pakistan and its Company Registration Office in Karachi to sign various forms/documents and to do all needful acts in order to complete all procedural and legal formalities incidental and ancillary thereto.

"Further RESOLVED that any and all actions of the authorised representative/nominated officer in pursuant to, or in furtherance of the intent and purposes of the forgoing resolution, are hereby in all respects adopted, approved, confirmed and ratified as the valid and subsisting acts of the Company."

RESOLUTION to meet the requirement of CEC of PAA.

RESOLUTION - B

"RESOLVED that the present Secretary Finance shall continue to run the affairs of Finance and shall be responsible for all the fund of Association entrusted to him by the General Body of the PAA for the year 2018 - 2019."

RESOLUTION to meet the requirement of the bank with regard to change of Office Bearers for the operation of the bank account

RESOLUTION - C

RESOLVED that the bank account no. 18547900219303 of Pakistan Advertising Association at HBL, M. Market Branch, Korangi No. 6, Karachi will be operated by any two of the following:

1. Mr. Ali Mandviwalla
Chairman, PAA
CNIC No. 42301-6236210-9
2. Mr. Waqar H. Haidri
Secretary Finance, PAA
CNIC No. 42000-0565701-9
3. Mr. Tariq Rasheed
Secretary, PAA
CNIC No. 42201-3849658-5

RESOLUTION - D

RESOLUTION to meet the requirement of FPCCI of PAA

RESOLVED that the following nominees have consented to be the members of General Body & Executive Committee of Federation of Pakistan Chambers of Commerce & Industry (FPCCI).

- 1) Mr. Mahmood Parekh
- 2) Mr. Zeeshan M. Khan

RESOLUTION - E

RESOLUTION to open a bank account in MCB Bank Ltd, DHA, Karachi

RESOLVED that Mr. Tariq Rasheed, Secretary General of PAA, CNIC No. 42201-3849658-5, is authorised to operate the bank account with Mr. Ali Mandviwalla, Chairman of PAA, CNIC No. 42301-6236210-9, & Mr. Waqar H. Haidri, Secretary Finance of PAA CNIC No. 42000-0565701-9.

Operation instruction: any two

1. Mr. Ali Mandviwalla
Chairman, PAA
CNIC No. 42301-6236210-9
2. Mr. Waqar H. Haidri
Secretary Finance, PAA
CNIC No. 42000-0565701-9
3. Mr. Tariq Rasheed
Secretary General, PAA
CNIC No. 42201-3649658-5

- **REIMBURSEMENT OF LEGAL EXPENSES:**

The general body also decided to send invoices in the near future to member agencies to recover all legal expenses incurred during the years 2017-2018 and requested their cooperation in understanding measures taken by PAA which impact and protect all members of PAA.

- **AdAsia 2019 (First week of December, 2019) at Lahore:**

The general body was informed of the hosting of AdAsia 2019 by PAA at Lahore. Members were informed that in due course, they would be approached to discuss the plan and for the support of this event which would be instrumental at this stage for the advertising industry and all its stakeholders. PAA has also hosted 16th Ad Congress in Lahore in 1989.

- **NEW MEMBERSHIP:**

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

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



TARIQ RASHEED
Secretary General



PAA ACTIVITIES

- Pakistan Advertising Association's delegation headed by Mr. Ali Mandviwalla, Chairman, PAA, accompanied by Mr. Sohail Kijat, Senior Vice Chairman, Mr. Waqar H. Haidri, Secretary Finance, Mr. Zeeshan M. Khan, Chairman Zone "A", Mr. Mubin Ahmed Malik, Chairman, Zone "B", Mr. Jawad Humayun, immediate past chairman, Brig (Retd) M. Zubair Rehan, Member PAA and Mr. Nadeem Akbar, Member PAA met Mr. Fawad Chaudhry, Minister and Mr. Shafqat Jalil, Secretary, Ministry for Information & Broadcasting at Islamabad on 12th October, 2018. The meeting discussed outstanding dues against Federal Government.
- Pakistan Advertising Association's delegation headed by Mr. Ali Mandviwalla, Chairman, PAA, accompanied by Mr. Sohail Kijat, Senior Vice Chairman, Mr. Jawad Humayun, immediate past Chairman, Mr. Waqar H. Haidri, Secretary Finance and Mr. Nadeem Akbar, Member PAA met Special Assistant to Prime Minister on Media, Mr. Yousaf Baig Mirza and Secretary Mr. Shafqat Jalil, Secretary, Ministry of Information & Broadcasting at Islamabad on 19th December, 2018.
- Pakistan Advertising Association's delegation headed by Mr. Ali Mandviwalla, Chairman, PAA, accompanied by Mr. Numan N. Ahmed, Vice Chairman, Mr. Zeeshan M. Khan, Chairman, Zone "A" Mr. Waqar H. Haidri, Secretary Finance and Mr. Mahmood Parekh, Member CEC met Barrister Murtaza Wahab, Adviser to Chief Minister of Sindh on Law, Anti-Corruption, Establishment and Information on 18th December, 2018. The meeting discussed current issues related to outstanding dues against Sindh Government. The meeting also discussed the advertisement policy of Print Media & Digital Media of Government of Sindh.
- Mr. Mubin Ahmed Malik, Chairman Zone "B" Pakistan Advertising Association met Ms. Nabila Ghazanfar, Director General, Public Relations, Government of Punjab on 6th August, 2018. During the meeting, DGPR denied any condition that suspended agencies or deprived them of their right to be considered for pre-qualification.
- DigiAsia 2018 (14-17) November 2018)

A delegation of Pakistan Advertising Association headed by Mr. Ali Mandviwalla, Chairman PAA, Member Organising Committee of AdAsia 2019 and Managing Partner, Synergy Group/Denstu Aegis Network Pakistan; Mr. Sarmad Ali, Managing Director, Jang Media Group (Corporate Member of AFAA), Chairman Organising Committee of AdAsia 2019 and Speaker Road Show AdAsia 2019 in Digi Asia 2018 on 15th November, 2018; Mr. Sohail Kijat, Senior Vice Chairman, PAA, Group Chairman, M. Communications (Pvt) Ltd, (Corporate Member of AFAA) and Vice Chairman Organising Committee of AdAsia 2019; Mr. Jawad Humayun, Member Central Executive Committee, PAA, Member of Organizing Committee of AdAsia 2019 and Group Chairman, Channel 7 Communications (Pvt) Ltd.; and Mr. Shaheer-ul-Azeem, Director, Future Vision Advertising, attended a Congress organised by the Asian Federation of Advertising Associations (AFAA).

The Congress encourages digital professionals to learn, share and experience under the common goal of creating a livelier future.

- 22nd General Body Meeting of Asian Federation of Advertising Associations (AFAA) was held at 2:30 p.m. on 14th November, 2018 in the grand hotel rooms in Taipei, Taiwan. PAA was representative by Mr. Ali Mandviwalla and Mr. Jawad Humayun, Mr. Sohail Kijat and Mr. Sarmad Ali attended as corporate members of AFAA.

Mr. Sarmad Ali, Chairman Organising Committee AdAsia Lahore 2019 highlighted that core Committee of AdAsia Lahore 2019 has been formed with the following members:

- 1) Mr. Ali Mandviwalla
- 2) Mr. Sarmad Ali
- 3) Mr. Sohail Kijat
- 4) Mr. Jawad Humayun
- 5) Mr. Waqar H. Haidri

- The 44th International Advertising Association (IAA) World Congress at Kochi, India (20th-22nd February, 2019).

An invitation was received from IAA India to Pakistan Advertising Association for participation on the above Congress. PAA started to form a delegation and 40 delegates reported to join the Congress from Pakistan. Unfortunately, due to delay in the issuance of Visa, PAA delegates missed the address of the Speaker the event.

The PAA delegation could not travel.

- Logo of Pakistan Advertising Association was accepted by Intellectual Property Organisation, Trade Marks Registry, Government of Pakistan on 29th January, 2019. PAA has started to mention TM with PAA logo.
- A Joint meeting of PAA & APNS was held at Haroon House between Mr. Hameed Haroon, President APNS and Mr. Ali Mandviwalla, Chairman, PAA. They decided to jointly file a case against the Federal Government jointly regarding Outstanding Dues by the Federal Government to advertising agencies.
- Mr. Ali Mandviwalla, Chairman, Mr. Numan Nabi Ahmed, Vice Chairman, Mr. Waqar H. Haidri, Secretary Finance met with Mr. Faisal Siddiqi and Mr. M. Vawda to file a case against the Federal Government in relation to unpaid bills to advertising agencies. The case will be filed jointly by PAA and APNS.
- A joint meeting of PAA and APNS was held on 10th December, 2018 with Mr. Hameed Haroon President and Mr. Sarmad Ali Secretary General, APNS & PAA represented by Mr. Ali Mandviwalla, to discuss extension of clearance date that APNS had given relief to Advertising Agencies to pay clearance in two instalments i.e., 15th December & 24th December, 2018.
- A delegation headed by Mr. Waqar H. Haidri, Secretary Finance, Pakistan Advertising Association, accompanied by Mr. M. Zeeshan Khan, Chairman, Zone "A" and Mr. Mahmood Parekh visited Jang Group on 1st June, 2019 and met Mr. Sarmad Ali regarding suspension of advertising agencies on 31st May, 2019. The matter was discussed and the business of member agencies restored.
- Pakistan Advertising Association opened a Smart Business account in Pak Rupees at MCB Ltd on 22-11-2018, Maryam Centre Phase II Extension, DHA, Karachi.
- PAA also opened a US Dollars account at MCB Ltd, Maryam Centre, Phase II Extension, DHA, Karachi on 21st March, 2019, for the registration of foreign delegates to the AdAsia 2019, Lahore.
- An amount of Rs. 22, 88,565/- has been transferred from Advertising Association of Pakistan in the Pakistan Advertising Association account.

- To meet the expenses of AdAsia, CEC members will send a loan of Rs. 500,000/- to PAA. This loan will be reimbursed to members after the event of AdAsia 2019.

The following members have contributed Rs. 500,000/-

- 1) Argus Advertising (Pvt) Ltd
- 2) Channel 7 Communications (Pvt) Ltd
- 3) M. Communications (Pvt) Ltd
- 4) Oktopus Media Group
- 5) Synergy Group
- 6) Creative Junction (Pvt) Ltd

- An exhibition and a workshop were organised by Cannes Lions in collaboration with Jang Group, PAA, PAS, JWT Grey, Synergy Dentsu and Bond Advertising (Pvt) Ltd at Marriott Marquee, Karachi. The event was free of cost for attendees.
- PAA appointed M/s Yunus Mirza & Co., to get the comprehensive valuation report of the PAA building.
- PAA appointed M/s Amjad H. Bokhari & Associates as legal consultants and filed cases against Al Nasir Educational Society for fair rent.
- Mr. Waqar H. Haidri visited PAA Secretariat on 18th April, 2019. He had a meeting with the architect M/s RKW Associates and discussed the drawing of the PAA building.

He requested him to make a drawing of the building showing the complete plan.

- The PAA delegation headed by Mr. Ali Mandviwalla, Chairman, Mr. Jawad Humayun, immediate past chairman, Brig. (Retd) M. Zubair Rehan, Member PAA and Mr. Muhammad Ali Zafar met Mr. Shabar Zaidi - Chairman, Federal Board of Revenue on July 11, 2019 to discuss the complications faced by members of Pakistan Advertising Association due to certain clauses in the Income Tax Ordinance, 2001 (the ordinance) and recent amendments made via Finance Act, 2019. It was discussed that income tax withholding rate on non-commission based services provided by advertising agents was 8% in previous years which was reduced to 3% via Finance Act, 2019.
- A meeting was called by Mr. Ali Mandviwalla on 12th July, 2019 at Karachi Boat Club. CFOs, Chief Accountants and Finance Managers of member agencies were invited to discuss FBR, SRB, PRA taxation issues and billing mechanism of advertising agencies. Mr. M. Ali Zafar also discussed relevant points about the current amendments of Finance Act 2019. The PAA Finance Committee believes that it will be a good platform to exchange information/development and knowledge with an objective to align and educate all member agencies to adopt best practices. It was decided that Mr. Hammad Tariq in PAA Secretariat will add more finance and taxation personnel to the WhatsApp group so that all members can share relevant information.

- Pakistan Advertising Association's delegation headed by Mr. Ali Mandviwalla, Chairman, Brig (Retd) Tariq, Member PAA and Mr. Nadeem Akbar, Member PAA, met Ms. Zahida Parveen Secretary, Ministry for Information & Broadcasting at Islamabad on 12th July, 2019. The meeting discussed matters related to the print, electronic & Digital Policy Draft and arguments made by PAA.

It was discussed that whenever a policy draft (expected soon) is ready to be shared official will also be forwarded to PAA and decisions will be implemented on a consensus and not unilaterally and everyone's view would be considered before any implementation is done.

- PAA delegation headed by Mr. Ali Mandviwalla, Chairman, accompanied by Mr. Numan N. Ahmed, Vice Chairman, Mr. Waqar H. Haidri, Secretary Finance and Mr. Mahmood Parekh, Member CEC met Barrister Murtaza Wahab, Adviser to Chief Minister of Sindh on Law, Anti-Corruption, Establishment and Information on 05th August, 2019. The meeting discussed that the long-pending, outstanding dues of advertising agencies had gone through a proper verification process and were soon to be processed for release of payments and he would agree that a lot of those amounts had been paid to APNS and PBA by different agencies and they are suffering financial costs as well as penalties from the media who cannot get their dues because of the delay in receiving payments from the Government of Sindh, and it was also discussed we would be writing to the Secretary Information, Government of Sindh regarding the inclusion of PAA membership to be made a requirement in the pre-qualification criteria in the advertising agency selection process similar to the accreditation of APNS & PBA.
- A meeting was held with APNS office bearers and Secretariat on Saturday, 17th August, 2019 to discuss APNS Online Clearance System, Billing Mechanism of Advertising Agencies Print vs Electronic, and Advertisement policy draft for print, electronic, digital/online of Federal Government.
- PAA's association with Pakistan Advertisers' Society, Spikes Asia and Jang Media Group to bring you the 'Young Spikes Digital Competition 2019', scheduled between 4th and 6th September, 2019 with nominations and registrations of deserving young talented individuals who not only will get an opportunity to compete among their peers, but the winning team will benefit from the exposure to participate in an all-expense paid, globally recognised event and represent Pakistan at the Spikes Asia Festival of Creativity being held in September, 2019 in Singapore.

**PAA
PROPOSED
PLAN OF
ACTIVITIES**

PAKISTAN ADVERTISING ASSOCIATION PROPOSED PLAN OF ACTIVITIES FOR THREE YEARS 2018-2020

Exhibitions, Seminars & Conferences:

- Pakistan Advertising Association plans to organise around three to four exhibitions per year in which at least one would be held in Pakistan and others would be arranged in foreign countries for ensuring B2B relations and contact exchange between the countries.
- Pakistan Advertising Association intends to organise annual conferences for deliberations upon mutual issues, inter-ministerial discussions and strategic formulations.
- Pakistan Advertising Association will continue to participate at different forums and national and international exhibitions like ChinaPlas, ArabPlas, Expo Pakistan (Made in Pakistan Exhibition) Gulf Fairs, Pak Foreign Trade Fair etc. for better networking and membership enhancement.
- Pakistan Advertising Association will organise several workshops for the benefit of all stakeholders including resolution of trade dispute issues in local market as well as foreign countries for the Trade & Industry.
- Pakistan Advertising Association in collaboration with other stakeholders will conduct "Focus Groups" on several issues like Balancing, Modernisation & Replacement (BMR) twice a year.
- Pakistan Advertising Association will also collaborate with international institutes for training programs for its members & to promote its image amongst international market to enhance exports of the country.

Trade Delegation:

- Pakistan Advertising Association will also focus on B2B linkages between the business communities across the border. The exchange of delegation and an Annual Conference is a very vital platform, where businessmen from different sectors across the borders are interested in capitalising on business opportunities and enhancing interaction. These initiatives are a leap forward in the enhancement of international trade.
- Pakistan Advertising Association will plan one or more Trade Delegations every year to European Union, UAE and China. During the trade delegations, all the participants will be provided with opportunities to meet high-level delegations from visiting countries and to conduct business to Business meetings.
- Pakistan Advertising Association also intends to plan visits of business delegations to China.

MoUs:

- Pakistan Advertising Association intends to sign MOUs with all major local and international Trade Bodies including Karachi Chamber of Commerce and Industry, Faisalabad Chamber of Commerce and Industry & Rawalpindi Chamber of Commerce and Industry. In upcoming years, Pakistan Advertising Association may also plan to sign more MOUs with relevant stakeholders to work closely for enhancing local and foreign trade. Pakistan Advertising Association may also sign MOUs with institutions of foreign Investment Support Agency (PISA).

Advisory and Advocacy Role:

- Pakistan Advertising Association intends to apply for revision in several Customs Valuation rulings for resolving problems of business and the trade community.
- Pakistan Advertising Association will conduct more interactive sessions on under invoicing and import related issues with FBR and Customs for resolving day to day issues.



- Pakistan Advertising Association also intends a post budget meeting of stakeholders to be conducted on yearly basis to review tax laws, anomalies and propose reforms accordingly to related ministries such as Ministry of Commerce and Ministry of Finance.
- Pakistan Advertising Association intends to furnish proposals to Board of Investment and Economic Coordination Committee for representing the voice of business communities.
- Pakistan Advertising Association also intends to provide arbitration and mediation between business communities locally and across the border for resolution of issues like pricing and payment disputes.

Trade Journals/Surveys/Publications

- Pakistan Advertising Association intends to publish trade surveys on quarterly basis which will be the follow up version of previously conducted trade advertising to enhance trade and investment and to educate its members about the latest technological developments and international trends.
- Bilingual newsletters will be also published monthly/periodically which will be circulated to all the members, ministries, consulates, embassies in Pakistan and foreign countries.
- Custom Tariffs, SROs, Regulatory notification will be communicated to all the members via email and SMS, and uploaded on website as and when received.

Planning & Development:

- Planning to establish advertising institute of Pakistan with the support of Government of Pakistan since the advertising sector is closely linked with the confectionery, FMCG and advertising sectors have a substantial contribution in the exports of the country. We will provide Technical and Vocational Education and Training (TVET) including training engineering and mechanical certification courses will be offered. The quality of the labour force becomes a major determinant in the competitiveness and adaptability of enterprises, workers and the economy, while it also poses a challenge to the Vocational Education and Training (VET) systems to meet the rapidly and continuously changing labour market demand.

Establishing Research & Development Cell:

Research and Development (R&D) is an essential function for accelerating the development of trade and industry worldwide. Trade bodies and industry globally provide key insight into business, economics and finance to their members through value additive trade and policy research. In the same manner, the Research & Development Cell at Pakistan Advertising Association is also proactively striving to provide valuable economic, financial and trade information, and insight to the esteemed members and office bearers and staff of Pakistan Advertising Association and other stakeholders.

The Research & Development Cell of Pakistan Advertising Association would be acquiring complete information and analytical insight into the economic picture of Pakistan and in comparison with other countries of the World. To manage the extensive nature of the work, a database is being designed where statistical data would be maintained in an easy-to-retrieve data structure, whereby, relevant economy information could be accessed in a timely manner by the office bearers and members of Pakistan Advertising Association. The intense database being developed would not only include Pakistan's economic, trade and financial information but also information and material on other countries, currencies and commodities etc. The purpose of developing the database is to have the proper building blocks in place that would lead to the attainment of results on factual basis.



Major Goals of Research & Development Cell:

- i. To help advertising promote trade with keen focus on promotion of exports from Pakistan, as this would lead to an improved balance of trade and in turn, the economic health of the country
- ii. Identification and exploration of opportunities to attract the foreign investment in Pakistan
- iii. To assess Pakistan's business competitiveness vis-à-vis global markets and identify the loopholes and constraints
- iv. Evaluation and analysis of business prospects for traders in the local and international markets
- v. To contribute in prompting viewpoints of cosmetics and its members in the echelons of power in the Government for the enhancement of trade and industry within the city and the country to analyses changing technological trends and operational business environment, and highlight the need for up-gradation of existing infrastructure in order to surge ahead in the global competitive markets
- vi. Perception building of Pakistan by highlighting the positive aspects, promoting their soft image and diminishing the prevalent negative perceptions

Meeting with Officials & Diplomats:

- Various Consul Generals will be invited at Pakistan Advertising Association secretariat for networking and resolution of mutual issues.
- Pakistan Advertising Association will participate in all the meetings Nationally and Internationally of USAID, BHC, ADB, Embassies and Ministries related to foreign countries to represent common issues.

Enhancing Business Spectrum:

- Pakistan Advertising Association will approach several trade bodies for collaboration and other international embassies to have tripartite arrangements. In this context, Pakistan Advertising Association as a first step will launch its institutional membership and intends to grow its resources.
- Pakistan Advertising Association will also apply for membership of FPCCI and International Chamber of Commerce and will work in close collaboration to strengthen bilateral ties across the globe.
- Pakistan Advertising Association intends to participate in all global events and seminars related to plastic film conversion industry.

Pakistan Advertising Association Day to Day Operations.

Pakistan Advertising Association intends to apply modern IT technologies like emails and corporate SMS services and web portals. It also intends to participate at social media whereby services would be delivered to its members globally. Currently, the development of web portal www.paa.com.pk is underway; it will enable its future members to browse through available trade directories and business networking opportunities etc. Pakistan Advertising Association will ensure that more options are added to the web portal to make it more useful including optimisation for mobile versions of the web portal.

Pakistan Advertising Association will also focus on ensuring economic stability and enhancing prospects for bilateral relations and trade internationally. Pakistan Advertising Association plans to become self-sustainable and more proactive in extending support to business and trade community globally.



Proposed Plan of Activities

Activities Summary	Frequency	Financing (Gross Expense in 3 Years)	Objectives & Outcomes
Trade Delegation (Nov 2018, July 2019, Dec 2020)	1 or more per year	13,10,000	Trade delegation will bring businesses in both countries closer for bilateral ties, It will enhance B2B interactions as well.
Exhibitions (Jan 2019, Mar 2019, Oct 2020)	3 per year	25,10,000	The focus is on promoting bilateral trade quantum.
Seminars, Conferences & Special Meetings (Dec 2018, June 2019, Dec 2020)	3 per year	10,35,000	These include training and awareness sessions, conferences, seminars for raising major issues faced by the industry.
Publishing of trade surveys and newsletters	4 per year (trade survey) 15 per year (newsletters)	7,75,000	Trade surveys would be published on quarterly basis to educate members about latest technological developments and international trends. Newsletters would be published on monthly basis.
Training & Development	3 per year	7,75,000	Workshops on annual basis according to the training needs of the industry.



FEASIBILITY STATEMENT/STATEMENT OF ESTIMATED FUTURE ANNUAL INCOME & EXPENDITURE FOR THREE YEARS

Income	Notes	Year 1	Year 2	Year 3
Member's annual subscription	1	46,00,000	46,00,000	46,00,000
Executive committee members' donations/Contributions	2	1,80,000	1,90,000	1,90,000
Members' Contribution (non executive)	3	7,40,000	7,40,000	7,40,000
Other Sources	4	6,50,000	6,50,000	6,50,000
Previous Year's surplus (deficit)		95,000	65,000	40,000
Total Funds available for the year		61,70,000	62,45,000	62,20,000

Expenditure

		Year 1	Year 2	Year 3
Registration and Legal Fee		9,50,000	9,50,000	9,55,000
Expenditure on object related projects: Project 1-Exhibition	5	8,25,000	8,35,000	8,50,000
Project 2 Trade Delegation	6	4,25,000	4,35,000	4,50,000
Project 3 Seminars, Conferences & Special Meetings	7	325,000	3,35,000	3,75,000
Project 4 Publication	8	2,75,000	2,50,000	2,50,000
Project 5 Training & Development Expenditure	9	200,000	2,75,000	3,00,000
Administrative and Operational	10	28,05,000	2,825,000	2,830,000
Capital Expenditure	11	3,00,000	3,00,000	3,00,000
Total Expenditure		6,105,000	6,205,000	63,10,000
Income over expenditures/surplus		65,000	40,000	-90,000

Notes to the above statement are attached


Audit report Annex




TARIQ RASHEED
SECRETARY GENERAL


Secretary General

Notes to the statement of estimates

Note 1: Members' Annual subscription

		Year 1	Year 2	Year 3
Members' Annual subscription	1.1	4,600,000	4,600,000	4,600,000

1.1 Member annual subscription would be Rs. 50,000/- per annum. Total members: 92

Note 2: Executive Committee Members Donation/Contributions

		Year 1	Year 2	Year 3
Executive Committee Members Donation/contribution	2.1	1,80,000	1,90,000	1,90,000

2.1 As per decision, Executive Committee members would be contributing Rs. 15,000 per annum (Total Executive Committee Members 12).

Note 3: Members' Contributions for Annual Expenditures Non Executive.

		Year 1	Year 2	Year 3
Members' Contributions	3.1	7,40,000	7,40,000	7,40,000

3.1 Rs. 5000/- shall be contributed by each member for association running expenditure to Non Executive member 148.

Note 4: Other sources

		Year 1	Year 2	Year 3
Exhibitions	4.1	2,00,000	2,00,000	2,00,000
Trade Delegations	4.2	2,00,000	2,00,000	2,00,000
Advertisement Revenue	4.3	1,50,000	1,50,000	1,50,000
Training & Development Workshops	4.4	1,00,000	1,00,000	1,00,000
Total		6,50,000	6,50,000	6,50,000

Participations and exhibitions would be entirely financed by the participating members.

Trade Delegation expenses to be borne by the participating members

Advertisement revenue on publications and website




TARIQ RASHEED
SECRETARY GENERAL

Training charges would be charged by participant and expected number of participants would be 60 per workshop.

Note 5: Exhibition

		Year 1	Year 2	Year 3
Local Trade Exhibition	5.1	1,25,000	1,50,000	1,50,000
Foreign Trade Exhibition	5.2	100,000	125,000	1,50,000
Total		2,25,000	2,75,000	3,00,000

Pakistan Advertising Association would participate in EXPO Pakistan and other local trade fairs. Participation in foreign expos like China Plas, Arab Plast and other international trade fairs. The entire cost of participation in local/foreign trade exhibitions would be financed by participants.

Note 6: Trade Delegation

		Year 1	Year 2	Year 3
Trade Delegation	6.1	4,25,000	4,35,000	4,50,000

6.1 Initially trade delegation would be sent to China in year 1 and in subsequent years trade delegations would be sent to UAE, European Union and China

Note 7: Seminar, Conferences & Special Meetings:

		Year 1	Year 2	Year 3
Seminar, Conferences & Special Meetings	7.1	3,25,000	3,35,000	3,75,000

7.1 Seminars, conferences, training and awareness and other member based sessions would be held to discuss mutual issues, networking, strategic decisions, customs and FBR issues etc.

Note 8: Publication

		Year 1	Year 2	Year 3
Trade Surveys & Newsletters	8.1	2,75,000	2,50,000	2,50,000

Trade surveys would be published on quarterly basis to educate members about the latest technological developments and international trends.

Newsletters would be published on monthly basis.




TARIQ RASHEED
 SECRETARY GENERAL

Note 9: Training & Development

		Year 1	Year 2	Year 3
Workshops	9.1	2,00,000	2,75,000	3,00,000

9.1 Initially one workshop would be conducted on every year on annual basis according to the training needs of the industry.

Note 10: Administrative and Operational Expenditures

		Year 1	Year 2	Year 3
Salaries & Allowances	10.1	2,295,000	2,255,000	2,205,000
Board Meetings		50,000	60,000	65,000
Books, Magazines, Newspapers, Periodicals		40,000	45,000	50,000
Advertisement		30,000	35,000	40,000
Internet		45,000	50,000	55,000
Mobile expense		50,000	50,000	50,000
Postage /Courier		45,000	50,000	55,000
Printing & Stationery		125,000	130,000	135,000
Travels Expenses		125,000	150,000	175,000
Total		28,05,000	28,25,000	28,30,000

Salaries and other benefits are expected to increase on annual basis every year.

Other expenses may increase Each year with respect to inflation.

Note 11: Capital Expenditure

		Year 1	Year 2	Year 3
Fixed Asset	11.1	2,00,000	2,00,000	2,00,000
Website Development, Annual Maintenance & Updating		1,00,000	1,00,000	1,00,000
Total		3,00,000	3,00,000	3,00,000

Chartered Accountant




TARIQ RASHEED
 SECRETARY GENERAL



**CHAIRMAN'S
REPORT**

CHAIRMAN'S REPORT

PAKISTAN ADVERTISING ASSOCIATION REPORT OF THE CHAIRMAN/CHIEF EXECUTIVE

The Central Executive Committee of the Pakistan Advertising Association takes pleasure in presenting its Annual Report along with audited financial statements of the Association for the year ended 30th June, 2019 for review to its members.

ACTIVITIES CARRIED OUT BY THE ASSOCIATION DURING THE YEAR

Membership of the Association:

Membership of the Association as on 30th June, 2019 was 137.

Finance:

The financial statement reflects a surplus of Rs. 1,477,430/-

Meetings:

During the year, six (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 reappointment. The CEC recommends the appointment of the retiring auditors for the next year.

ACKNOWLEDGEMENT:

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



CHAIRMAN/CHIEF EXECUTIVE

Karachi 07th September, 2019

SALAHUDDIN & CO. CHARTERED ACCOUNTANTS

PAKISTAN ADVERTISING ASSOCIATION

22 JUL 2019

INWARD NO. 276
RECEIVED BY: HAMDAD

Date: July 19, 2019

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 2019-2020 (ending on June 30, 2020).

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

Thanking You,

Yours truly,


SALAHUDDIN & CO.
CHARTERED ACCOUNTANTS
KARACHI


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



Bill # 110

Partners
Hakim Ali Zardari
0300-9230621
Mustafa Saif
0333-3169354

Dated: 19th July, 2019

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

PAKISTAN ADVERTISING ASSOCIATION

22 JUL 2019
INWARD NO. 275
RECEIVED BY: HAMMAD

Bill of Professional fees

Audited Accounts for the Year ended 30th June 2020
from Salahuddin & Co. (Chartered Accountant)

Rs. 50,000

Rs. 50,000

Rupees: Fifty Thousand Only

For: HM Indus & Co.

FINANCIAL STATEMENTS

PAKISTAN ADVERTISING ASSOCIATION

JUNE 30, 2019

AUDITORS' REPORT TO THE MANAGEMENT

We have audited the accompanying Balance Sheet of M/S PAKISTAN ADVERTISING ASSOCIATION as at June 30, 2019 and the related Income & Expenditure Account and Statement of Cash Flows for the year ended (here-in-after referred to as the "financial statements"). Our responsibility was to issue a report on these financial statements based on our examination scope outlined below.

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

In our opinion, the financial statements give true and fair view of the financial position of the entity as on June 30, 2019 and the result of its operations for the twelve months then ended.

KARACHI.
Dated: July 15, 2019


SALAHUDDIN & CO.
(Chartered Accountants)



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

**PAKISTAN ADVERTISING ASSOCIATION,
KARACHI
BALANCE SHEET
AS ON 30TH JUNE, 2019**

	Note	2019 Rupees	2018 Rupees
ASSETS			
NON CURRENT ASSETS			
Property and equipments	3	1,340,763	1,422,753
CURRENT ASSETS			
Advances and other receivables	4	2,650,188	1,216,291
MPT Books		157,810	159,610
Cash and bank	5	9,760,793	4,923,846
		12,568,791	6,299,747
		13,909,554	7,722,500
GENERAL FUND AND LIABILITIES			
GENERAL FUND ACCOUNT	6	10,084,313	4,174,822
CURRENT LIABILITIES			
Accrued expenses and other liabilities	7	3,825,241	3,547,678
		3,825,241	3,547,678
		13,909,554	7,722,500

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



Chairman



Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30TH JUNE, 2019

	Note	2019 Rupees	2018 Rupees
Income	8	4,286,000	4,444,000
Administrative expenses	9	7,054,957	10,715,204
Excess of Expenditure		(2,768,957)	(6,271,204)
Other income	10	4,263,590	4,909,390
Surplus/Deficit for the year		1,494,633	(1,361,814)
Deficit from Pakistan Advertising Institute	11	(17,203)	(18,108)
Net Surplus/Deficit Transferred To General Fund Account		1,477,430	(1,379,922)

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



Chairman



Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI CASH FLOW STATEMENT FOR THE YEAR ENDED 30TH JUNE, 2019

	Note	2019 Rupees	2018 Rupees
CASH FLOW FROM OPERATING ACTIVITIES			
Net Surplus/Deficit for the year		1,477,430	(1,379,922)
Adjustment for items not involving movement of funds:			
Depreciation		131,990	137,602
Operating deficit before working capital changes		1,609,420	(1,242,320)
Changes in working capital			
(Increase)/decrease in current assets			
Advances and other receivables		(1,433,897)	(147,537)
MPT Books Stock		1,800	(159,610)
Increase/(decrease) in current liabilities			
Accrued expenses and other liabilities		277,563	2,305,940
Cash (used in)/generated from operations		454,886	756,473
Acquisition of fixed assets		(50,000)	(101,850)
Net cash (used in)/generated from operating activities		404,886	654,623
Cash flow from financing activities			
Add: Donations & Other Contributions		4,432,061	
Net (decrease) in cash and cash equivalents		4,836,947	
Cash and cash equivalents at the beginning of the year		4,923,846	4,269,223
Cash and cash equivalents at the end of the year		9,760,793	4,923,846

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



Chairman



Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI

STATEMENT OF CHANGES IN GENERAL FUND

FOR THE YEAR ENDED 30TH JUNE, 2019

	Rupees
Opening balance	5,554,744
Surplus for the year 2018	(1,379,922)
Balance as on June 30, 2018	4,174,822
Add: Donation & Other Contribution	4,432,061
Surplus for the year 2019	1,477,430
Balance as on June 30, 2019	10,084,313

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



Chairman



Secretary General



PAKISTAN ADVERTISING ASSOCIATION, KARACHI

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30TH JUNE, 2019

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 to Gulshan Flyover, Opp. T.O. Clinic, Gulshan-e-Iqbal, Rashid Minhas Road, Karachi. The Association has been guaranteed Licence 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 the advertising sector on all Pakistan basis and to benefit media by establishing sound business practices between advertisers agencies.

These financial statements were authorised for issue on 6th July, 2019 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 capitalised 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 recognised 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 recognised 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 on 30-06-2019
	As on 01-07-2018	Addition/ (deletion) As on 30-06-2019		Accumulated 01-07-2018	For the year 30-06-2019	
Refrigerator	18,500	-	10%	6,363	1,214	10,923
Furniture & fixtures	535,934	-	10%	160,704	37,523	337,707
Typewriter	7,000	-	10%	5,558	144	1,298
Office equipments	67,830	-	10%	16,782	5,105	45,943
Electrical equipments	164,665	-	10%	38,542	12,612	113,511
Computers	378,480	50,000	30%	287,975	42,152	98,353
Air conditioners	233,203	-	10%	75,631	15,757	141,815
Fax machine	13,600	-	10%	10,800	280	2,520
TOTAL (a)	1,419,212	50,000		602,355	114,787.00	752,070

PAKISTAN ADVERTISING INSTITUTE

Leasehold land	261,845	-	0%	-	-	261,845
Building at leasehold land	742,624	-	5%	398,573	17,203	326,848
TOTAL (b)	1,004,469	-		398,573	17,203.00	588,693
TOTAL 2019 (a+b)	2,423,681	50,000		1,000,928	131,990	1,340,763
TOTAL 2018	2,321,831	101,850		863,326	137,602	1,422,753

	2019 Rupees	2018 Rupees
4. ADVANCES AND OTHER RECEIVABLES		
Advances		
Advance income tax	1,235,268	1,093,571
Advance to staff	-	41,000
Other Receivables		
Income tax refundable	81,720	81,720
Rent Receivable	389,100	
Receivable from members	944,100	
	2,650,188	1,216,291
5. CASH AND BANK		
Cash at bank in current accounts		
Pakistan Advertising Association	9,760,456	4,922,632
	9,760,456	4,922,632
Cash in hand		
Pakistan Advertising Association	337	1,214
	9,760,793	4,923,846
6. GENERAL FUND ACCOUNT		
Balance brought forward	4,174,822	5,554,744
Add: Donation & Other Contribution	4,432,061	-
Net Surplus/Deficit for the year	1,477,430	(1,379,922)
	10,084,313	4,174,822
7. ACCRUED EXPENSES AND OTHER LIABILITIES		
Accrued expenses	540,276	295,078
Payable to Ad Agency	873,500	
Others Payable	1,115	1,550,000
Advance against members' subscription	2,410,350	23,000
Event Sponsorship	-	1,679,600
	3,825,241	3,547,678



	2019 Rupees	2018 Rupees
8. INCOME		
Admission fee	80,000	130,000
Membership fees	4,040,000	4,140,000
Annual subscription fee for AFAA	166,000	174,000
	4,286,000	4,444,000
9. ADMINISTRATIVE EXPENSES		
Salaries & allowances	3,691,050	3,195,000
Staff welfare	24,500	200,000
Electric charges	241,700	285,308
Telephone, fax & internet	152,191	161,543
Printing and stationery	142,955	208,730
Rate & taxes	163,705	138,105
Meeting expenses	75,915	48,960
Repair and maintenance	21,840	143,250
Office expenses	186,760	297,375
Postage & telegram	35,646	45,710
Entertainment	120,660	104,945
Conveyance & travelling	141,390	174,760
Audit fees	50,000	50,000
Website charges	120,000	196,000
Legal and professional charges	1,192,108	3,700,340
Miscellaneous	77,985	62,300
Bank charges	5,194	7,494
Other expenses	165,280	1,567,750
Subscription fees	331,291	-
Bad debts	-	8,140
Depreciation	114,787	119,494
	7,054,957	10,715,204
10. OTHER INCOME		
Rental income	4,173,960	4,148,160
Payable write off	89,630	573,630
MPT Income	-	187,600
	4,263,590	4,909,390
11. DEFICIT FROM PAKISTAN ADVERTISING INSTITUTE		
Depreciation	17,203	18,108
ADMINISTRATIVE EXPENSES	(17,203)	(18,108)
DEFICIT FOR THE YEAR	(17,203)	(18,108)
12. TAXATION		
Income tax assessments of the association has been finalised up to and including year 2019. No provision has been made for current taxation as the Association has unabsorbed tax losses.		
13. FINANCIAL INSTRUMENTS AND RELATED DISCLOSURE		
13.1 Financial Assets and Liabilities		



Financial Assets	Grand Total 2019	Grand Total 2018
Advances and other receivable	2,650,188	1,216,291
Cash and Bank Balances	9,760,793	4,923,846
	12,410,981	6,140,137
Financial Liabilities	Sub Total	Sub Total
Accrued expenses and other liabilities	3,825,241	3,547,678
	3,825,241	3,547,678
	Bearing Maturity after One Year	Bearing Maturity after One Year
	-	-
	Non-interest Maturity up to One Year	Non-interest Maturity up to One Year
	2,650,188	1,216,291
	9,760,793	4,923,846
	12,410,981	6,140,137
	3,825,241	3,547,678
	3,825,241	3,547,678
	Sub Total	Sub Total
	-	-
	Bearing Maturity after One Year	Bearing Maturity after One Year
	-	-
	Interest Maturity up to One Year	Interest Maturity up to One Year
	-	-



13.2 Credit Risk Exposure

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

13.3 Interest Rate Risk

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

13.4 Fair value of financial instruments

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

14. GENERAL

	2019	2018
14.1 Total number of employees at the year end were	6	6
14.2 These financial statements were authorised for issue on 06th July 2019 by the Central Executive Committee of the association.		
14.3 The corresponding figures of previous year are re-arranged and re-grouped wherever necessary, for the purpose of comparison. There was no major reclassification.		
14.4 Figures are rounded off to the nearest rupee.		



Chairman



Secretary General

