

PAA Annual Report 2021-22

**Pakistan Advertising Association**

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**PAKISTAN  
ADVERTISING  
ASSOCIATION**  
Annual Report  
2021-22



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# CHAIRMAN'S MESSAGE



As I reflect back over the year as Chairman of the Pakistan Advertising Association, I'm reminded of the words, 'tough times don't last, tough people do.' And indeed, the last few years, especially in light of the pandemic, have seen some of the toughest times we have known, on a scale unprecedented in our lifetimes. Unfortunately, the tough times look set to continue with a looming world recession; a war with no end in sight; the devastating impact of climate change; and not to mention the dire socio-economic and political straits we find our own country in.

But just as tough people can navigate even the worst of times, it is imperative for us as an industry to get tough. And that means, we need to improve and fortify ourselves - our vision, our policies, our people, our plans and ultimately, our future.

As a first, I believe that our Association is in what we call, 'survival mode,' and there is an imperative to put our own house in order. At the core, we need to upgrade the Association secretariat to enable it to become more effective – a lack of experience, understanding and industry knowledge routinely undermines the potential of the secretariat to bring more to the table. This need is critical keeping in mind that the executive body of the Association is a voluntary committee, and with the time constraints of its members, its focus remains primarily on policy making. Implementation, data gathering, creating propositions, developing links and relations with stakeholders should be within the ambit and ability of the secretariat. At the moment, that is not the case.

Furthermore, as a whole, our Association has yet to put a stake in the ground in terms of its place in the industry. We still need the right kind of stakeholders on board; wider participation from the mainstream advertising, media and digital outfits; more active relationship building with other associations and bodies – and last but not least, a far more proactive executive committee with their sleeves rolled up to infuse new life and impetus in this Association.

On the external front, this year saw continued acceleration in digital advertising which the pandemic had heralded at a faster pace. And yet, we still need to ramp up digital expertise on agency ends. Meanwhile, on the client side that means that work given to external agencies is being re-evaluated based on these shifting needs and the peeling away of traditional advertising. As an outcome, advertisers are reducing the number of agencies on their roster as part of both belt-tightening and effective brand building. Moreover, in my recent conversations with agency and client-side executives, I have heard more and more about the need for educated, talented young people to enter the Advertising, Media and Marketing industries. The industry is seriously concerned about attracting and retaining talent at all levels.

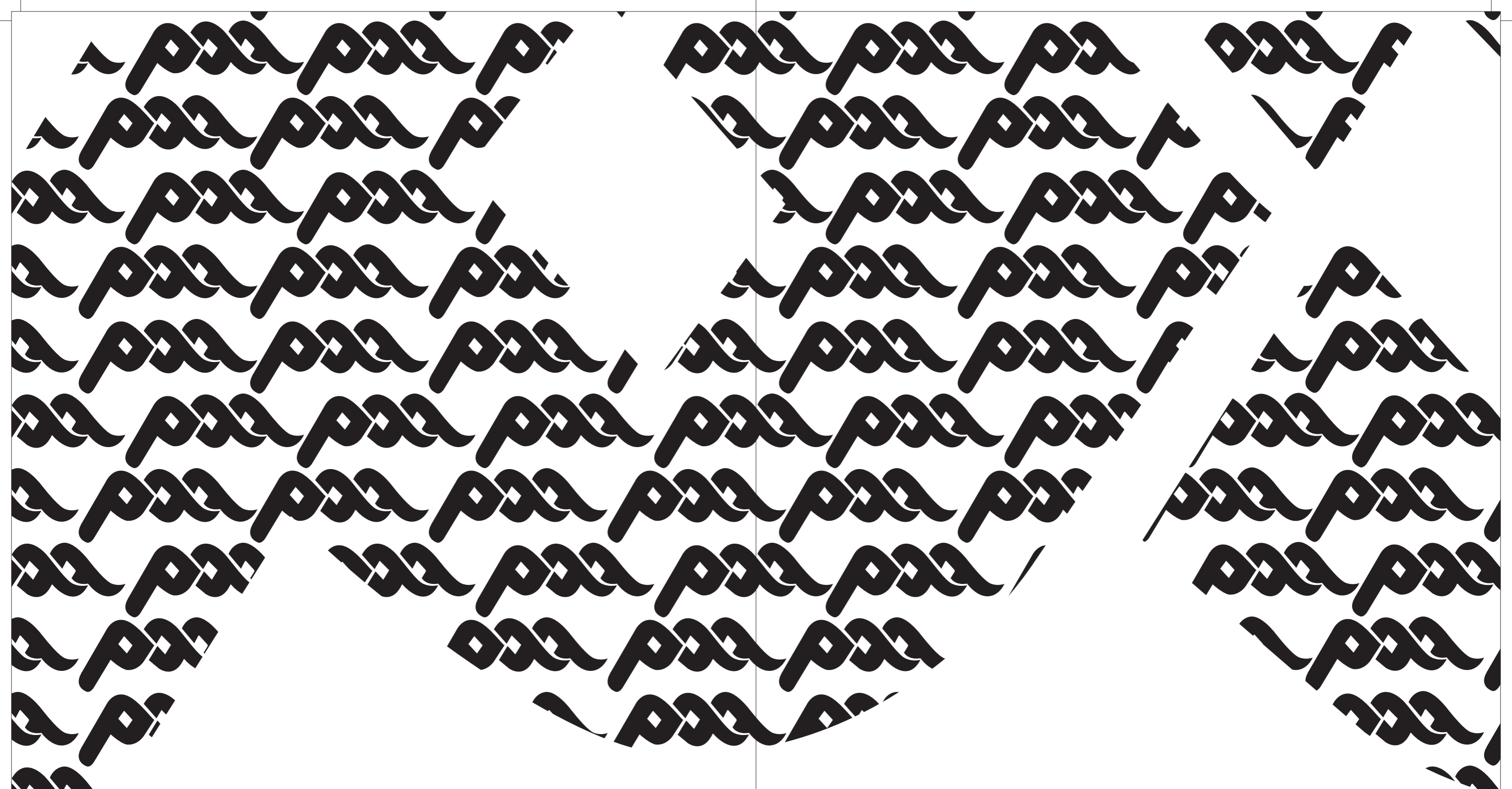
Another issue is that the advertising industry faces a perception problem – its positive impact on the country's economy; its employment of people, especially strong female participation; its development of the talent pipeline for brand and marketing executives for local and multinational companies; and in recent years the harnessing of digital and new media technologies and skills, are just some of the contributions of our industry that I believe do not get due acknowledgement and recognition. And to make matters worse, the media-government interface and resultant policies are often politically motivated further undermining the industry.

But none of the above issues are intractable or solution-less, and I believe our Association can make a formidable difference if we engage and implement a coherent vision for this industry and bring it on par and beyond some of those in the region.

Towards this end, I want to wholeheartedly thank the committee for bringing me back into the fold and giving me the opportunity to spearhead the Association. My time here has renewed my determination to play an effective role both for the Pakistan Advertising Association and the industry at large.

A handwritten signature in black ink, appearing to read 'Jamal Mir', with a stylized flourish at the end.

Ahmed Jamal Mir  
Chairman



**EXISTING  
CEC MEMBERS**





# OFFICE BEARER FOR THE YEAR 2021-2022

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

**Mr. Numan N. Ahmed**  
Senior Vice Chairman &  
Chief Executive Officer,  
The Brand Partnership (Pvt) Ltd

**Mr. Muhammad Zeeshan Khan**  
Vice Chairman &  
Chief Executive Officer  
TNI Communications

**Mr. Mahmood Parekh**  
Chairman Zone "A" &  
Chief Executive Officer  
MCM Advertising

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

**Mr. Rizwan Ashraf**  
Chairman Zone "C" &  
Chief Executive Officer  
Velocity Marketing & Communications (Pvt) Ltd

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

# MEMBERS CENTRAL EXECUTIVE COMMITTEE

**Mr. Anis Thaver**  
Chief Executive Officer,  
GH Thaver & Co. (Pvt) Ltd

**Mr. Imran Irshad**  
Chief Executive Officer,  
M&C Saatchi World Services Pakistan

**Mr. Fahd Khan**  
Director,  
Manhattan Communications (Pvt) Ltd.,

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

**Mr. Ahmed Hussain Kapadia**  
Chairman & Managing Director,  
Synergy Group

**Ms. Sara Fatima Koraihy**  
Chief Executive Officer,  
J. Walter Thompson Pakistan

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

# PAA SUB COMMITTEES



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

Ref: PAA/009/2022/264  
Monday, March 14, 2022

Chief Executives,  
All Member Advertising Agencies,  
Pakistan Advertising Association

Subject: **Formation of PAA Councils**

As you are well aware that Pakistan Advertising Association (PAA) is the sole representative body of the advertising professionals in the country. Established in 1973, it has come a long way through the past 49 years and continuously working for the benefit of the advertising industry in general, and for its members in particular, which are the individual agencies that make up this large, diverse and competitive business.

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

- |    |                                  |   |                              |
|----|----------------------------------|---|------------------------------|
| 1. | PAS Council                      | : | Mr. Shahnoor Ahmed           |
| 2. | Electronic Media Council         | : | Mr. Fouad Hussain            |
| 3. | Print Media Council:             | : | Brig. M. Zubair Rehan (Retd) |
| 4. | Government Affair Council        | : | Mr. Jawad Humayun            |
| 5. | Digital Media Council            | : | Mr. Zameer Siddiqui Qureshi  |
| 6. | Code of Ethics & Conduct Council | : | Mr. Khalid Rauf              |
| 7. | Finance & Taxation Council       | : | Mr. Kapil Dev                |

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

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

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

With best regards,

**AHMED JAMAL MIR**  
Chairman

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**MINUTES  
OF THE  
MEETING**

# 29TH MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

**Date:** October 16, 2021    **Day:** Saturday    **Time:** 3:00 PM  
**Venue:** PAA Secretariat - Karachi.

## AGENDA OF THE MEETING

- 1) To begin with recitation Ayaat from the Holy Quran-e-Karim.
- 2) To confirm / approve minutes of the last meeting.
- 3) To discuss the formation of PAA Councils.
  - i. APNS-PAA Joint Committee for the Year 2021-2022.
  - ii. FPCCI Central Sub-Committees(s) On Advertising, 2022.
  - iii. Government Affairs Council.
  - iv. Electronic Media Council
  - v. Code of Ethics & Conduct Council.
  - vi. Recovery Committee Council.
  - vii. Digital Media Council.
  - viii. Human Resources Committee.
- 4) To discuss receivable from PAA Members Advertising Agencies.
- 5) To review progress report from PAA Zones Chairman.
- 6) To discuss the delegation registration of Ad Asia Macau 2021.
- 7) Any other matter with the permission of Chair.

# 29TH MEETING CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

**Date:** 16th October, 2021    **Day:** Saturday    **Time:** 3:00 PM  
**Venue:** PAA Secretariat, Gulshan-e-Iqbal, Karachi

Mr. Ahmed Jamal Mir, the Chairman, CEC was in the Chair and he welcomed members for the meeting. This was the First meeting for the current year 2021 - 2022.

## Attendance:

Meeting was lead by the Chairman, Mr. Ahmed Jamal Mir, and attended by the following Members physically and via zoom video link:

1. Mr. Ahmed Jamal Mir
2. Mr. Numan Nabi Ahmed
3. Mr. M. Zeeshan Khan

## The following Members attended via zoom video link:

4. Mr. Mahmood Parekh
5. Mr. Usman Attique Butt
6. Mr. Rizwan Ashraf
7. Mr. Mian Mobeen Shafat
8. Mr. Anis Thaver
9. Mr. Fahd Khan
10. Mr. Imran Irshad

## Leave of Absence:

Mr. Javed Qadeer Khan, Mr. Ahmed Hussain Kapadia, Ms. Sara Fatima Koraisly & Mrs. Faiza Nadeem were unable to attend the meeting due to prior engagements.

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

- 1) Mr. Hammad Tariq recited ayat from Holy Quran and then the meeting began. Meeting started at 3:00 PM and it was conducted in a very professional way.

## 2) To Confirm/Approve Minutes of the Last Meeting:

Minutes of PAA last CEC's meetings held on 6th July 2021 at Karachi through Zoom Online had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Mahmood Parekh, Chairman, Zone A" and seconded by Mr. Rizwan Ashraf, Chairman, "Zone C". Therefore, minutes were confirmed and approved.

## 3. To discuss the formation of PAA Committees/Councils for the year 2021-2022

The formation of the Committees was discussed and recommended that a representative structure be formed to strengthen the composition of committees-as a first step the following committee names were put forward.



## PROPOSED NAMES OF PAA COMMITTEES FOR THE YEAR 2021-2022

### PAS COMMITTEE

#### MEMBERS

- i. Mr. Shahnoor Ahmed - Spectrum Communications (Pvt) Ltd (Chairman)
- ii. Mr. Khalid Rauf - Mullen Lowe Rauf Group
- iii. Mr. Anis Khan - Manhattan Communications (Pvt) Ltd
- iv. Mr. Numan Nabi Ahmed - The Brand Partnership (Pvt) Ltd

### PBA COMMITTEE

#### MEMBERS

- i. Mr. Imran Syed - Adcom (Pvt) Ltd
- ii. Mr. Numan Nabi Ahmed - The Brand Partnership (Pvt) Ltd
- iii. Mr. Aleem Durrani - Media Pulse (Pvt) Ltd

### APNS COMMITTEE

#### MEMBERS

- i. Mr. Ahmed Hussain Kapadia - Synergy Group (Chairman)
- ii. Mr. Brig. M. Zubair Rehan (Retd) - Creative Junction (Pvt) Ltd
- iii. Mr. Nadeem Akbar - Midas Communications Pakistan (Pvt) Ltd
- iv. Mr. Waqar H. Haidri- Oktopus 360 Media (Pvt) Ltd

### GOVERNMENT AFFAIRS COMMITTEE

#### MEMBERS

- i. Mr. Jawad Humayun - Channel 7 Communications (Pvt) Ltd (Chairman)
- ii. Mr. Maqsood Ansari - Argus Advertising (Pvt) Ltd
- iii. Mr. Waqar H. Haidri- Oktopus 360 media (Pvt) Ltd
- iv. Mr. Rizwan Ashraf - Velocity Marketing & Communications (Pvt) Ltd

### DIGITAL COMMITTEE

#### MEMBERS

- i. Mr. Zameer Qureshi- Starcrest Communications (Pvt) Ltd (Chairman)
- ii. M/s Adcom - TBA
- iii. M/s IAL - TBA

### CODE OF ETHICS & CONDUCT COMMITTEE

#### MEMBERS

- i. Mr. Khalid Rauf - Mullen Lowe Rauf Group (Chairman)
- ii. Mr. Shahnoor Ahmed - Spectrum Communications (Pvt) Ltd
- iii. Syed Jawaid Iqbal - Corporate & Marketing Communications (Pvt) Ltd

### FINANCE COMMITTEE

#### MEMBERS

- i. Mr. Muhammad Raza - Synergy Group
- ii. Mr. Viqar Kidwai - Adcom (Pvt) Ltd
- iii. Mr. Jawad Humayun - Channel 7 Communications (Pvt) Ltd
- iv. Mr. Rizwan Ashraf - Velocity Marketing & Communications (Pvt) Ltd
- v. Mr. Javed Qadeer Khan - Marksman Advertising

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

- i. Mr. Ahmed Jamal Mir - Prestige Communications (Pvt) Ltd
- ii. Mr. M. Zeeshan Khan - TNI Communications

## Chairman PAA & Vice Chairman PAA will work as Co-Chair for all committees

### 3) To discuss receivables from PAA Member Advertising Agencies.

Mr. M. Zeeshan Khan informed the house that there is an old recovery issue from our PAA members and we, the four members i.e. Mr. Jawad Humayun, Mr. Waqar H. Haidri, Mr. Rizwan Ashraf and myself have tried on the various occasions during last years and have spoken to them and every time they committed to pay, but have not paid as yet. Actually this is the amount which we have paid to the lawyer and it was committed by the concerned members that they will pay the amount of their part to the PAA on prorated basis. I have also paid the amount of my part. Now we can't understand that how should we deal with them. However, Mr. Ahmed Jamal Mir, Chairman added that in my opinion, if any member cannot pay the Subscriptions and does not clear the dues of the Association, he doesn't have the right to be in the Association and he can't enjoy the privileges of the Association. Mr. Numan Nabi Ahmed expressing his views said that I am surprised to see a name in the list who has to pay a huge amount and isn't there anyone among us who can talk to him to clear the dues? However we will have to look into this matter very seriously but there are few names, to whom I can talk and suggested that we should start from the members whose dues are less.

### 4) To review progress report from Chairmen of PAA Zones.

- Mr. Mahmood Parekh, Chairman Zone "A" briefing the house about the progress of his zone told that an amount of PKR. 231,000/= is receivable from three agencies who have not paid their subscription. However, he said that I shall try my best to recover & shall personally request them to pay the dues at the earliest and I believe that they will clear their dues soon.
- Mr. Usman Attique Butt, Chairman Zone "B" addressing the Chairman, Mr. Ahmed Jamal Mir told that I have the list of all those agencies who have not paid their subscription; I will call everyone personally and I will ensure that they resolve the matter with compliance to the association regulations.
- Mr. Rizwan Ashraf, Chairman Zone "C" assured that he would talk again to all those Agencies who have not paid the subscription and will try to recover from them as early as possible.

### 5) To discuss the delegation registration of Ad Asia Macau 2021.

Mr. Ahmed Jamal Mir, Chairman expressing his views asked the house if any member is interested to get registered for the above but no one showed the interest.

### 6) Any other matter with the permission of Chair.

- Mr. Rizwan Ashraf told that I have a few matters to discuss regarding APNS and there are 2-3 very important issues which I have discussed with Mr. Sarmad Ali
  - I. If any client doesn't pay then only the client should be suspended and not the agency.
  - II. If any accredited agency of PAA which is not registered with APNS and if a single ad of PAA Member Agency is published, it should be accepted as registered with the APNS and until the dues are cleared, he can't go to any other agency.

Mr. Sarmad Ali agreed on above two points. It was also a practice in the PBA. I think that these two issues must be discussed and implemented in the APNS-PAA joint Committee immediately. Chairman, Mr. Ahmed Jamal Mir assured that he will take it up.
- Mr. Usman Attique Butt asked the permission from the Chairman and permission was granted then he told that there is one matter to put in front of the worthy panel that recently an incident happened to me and my counterpart. We both were sharing print campaign of the Federal Government and some pictures of the females were used in the campaign but they were not paid which is the serious copyright violation and it is third time in Islamabad that some ads have been published in which there were radiant or non-copyright images. He further told that violation of the music and copyrights are continuously happening. In this regard with the permission of the chair & rest of the members, I would like to call a meeting in my zone with all those stakeholders who are working with Federal Government.
- The Chairman, Mr. Ahmed Jamal Mir permitted Mr. Usman Attique Butt to go ahead and do that. He further told that all agencies and everybody must know that copyright violation is not permissible.

### Ending Remarks:

At the end Mr. Ahmed Jamal Mir, Chairman, concluded the meeting and thanked all the members of the house for their participation and valuable suggestions put forward in the said meeting.



**Anis Ahmed**  
Secretary General



## 30TH MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

**Date:** 22-02-2022

**Day:** Tuesday

**Time:** 2:30 PM.

**Venue:** Prestige Communications Office (Mr. Jamal Mir) through Zoom Online

### AGENDA OF THE MEETING

To begin with recitation from the Holy Quran

- To confirm / approve minutes of last meeting held on 16th October, 2021 at PAA Secretariat-Karachi, Physical & Zoom Online.
- To review and finalize the Members of various Committees for the year 2022
- To finalize the dates for PBA & APNS meetings with PAA
- To review the working of PAA Secretariat.
- To review the issues of three Member Agencies with reference to APNS, PBA& Govt. Advertising matters
  - a) JWT
  - b) Sound & Vision (Chairman Zone-"C" Mr. Rizwan Ashraf's report)
  - c) Maxim Advertising
- To discuss the amendments of PAA M&AoA under the companies act 2017. (Approval of Legal Fees)
- PAA Corporate Membership approval of the following advertising Agencies:
  - a) MarCom (Pvt.) Ltd - Islamabad
  - b) Interflow Communications (Pvt.) Ltd - Karachi
- To receive the update of Annual Subscription fee for the year 2022 & discuss a possible reclassification of Membership Fee for the different organizations within the membership
- Vice Chairman Mr. M. Zeeshan Khan to update the Excom on Prime Minister's Programme for Culture, Arts & related Communication Initiative
- Any other matter with permission of the Chair

# 30TH MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

**Date:** 22nd February, 2022      **Day:** Tuesday      **Time:** 2:30 PM  
**Venue:** Prestige Office (Mr. Jamal Mir) through Zoom Online

Mr. Ahmed Jamal Mir, the Chairman, CEC was in the Chair and he welcomed members for the meeting. This was the 2nd meeting for the current year 2021 - 2022.

## Attendance:

Meeting was lead by the Chairman, Mr. Ahmed Jamal Mir, and attended by the following Members via zoom video link:

1. Mr. Numan Nabi Ahmed
2. Mr. Mahmood Parekh
3. Mr. Javed Qadeer Khan
4. Mr. Usman Attique Butt
5. Mr. Rizwan Ashraf
6. Mr. Anis Thaver
7. Mr. Fahd Khan

## Leave of Absence:

Mr. M. Zeeshan Khan, Mr. Mian Mobeen Shafaat, Mr. Ahmed Hussain Kapadia, Ms. Sara Fatima Koraisy & Mrs. Faiza Nadeem were unable to attend the meeting due to prior engagements.

## Regretted:

Mr. Imran Irshad.

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

Mr. Hammad Tariq recited ayat from Holy Quran and then the meeting began. Meeting started at 2:30 PM and it was conducted in a very professional way.

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

Minutes of PAA last CEC's meetings held on 16thOctober2021 at Karachi, Physically/via Zoom Video Link had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Mehmood Parekh, "Chairman Zone-A" and seconded by Mr. Anis Thaver. Therefore, minutes were confirmed and approved.

## 2. To review and finalize the Members of various Committees for the year 2022:

The formation of the Committees was discussed and recommended that a representative structure be formed to strengthen the composition of committees as a first step and the Chairman, Mr. Jamal Mir proposed the following names, which were unanimously approved by the house. List is mentioned below.

## PROPOSED NAMES OF PAA COMMITTEES FOR THE YEAR 2021-2022

### PAS COMMITTEE

#### MEMBERS

- i. Mr. Shahnoor Ahmed - Spectrum Communications (Pvt) Ltd (Chairman)
- ii. Mr. Khalid Rauf - Mullenlowe Rauf Group
- iii. Mr. Anis Khan - Manhattan Communications (Pvt) Ltd
- iv. Mr. Numan Nabi Ahmed - The Brand Partnership (Pvt) Ltd

### PBA COMMITTEE

#### MEMBERS

- i. Mr. Fouad Hussain - OMD (Chairman)
- ii. Mr. Ahmed Kapadia - Synergy Group
- iii. Mr. Waqar H. Haidri - Oktopus 360 Media (Pvt) Ltd

### APNS COMMITTEE

#### MEMBERS

- i. Brig. M. Zubair Rehan (Retd) - Creative Junction (Pvt) Ltd
- ii. Mr. Nadeem Akbar - Midas Communications Pakistan (Pvt) Ltd
- iii. Mr. Numan Nabi Ahmed - The Brand Partnership (Pvt) Ltd

### GOVERNMENT AFFAIRS COMMITTEE

#### MEMBERS

- i. Mr. Jawad Humayun - Channel 7 Communications (Pvt) Ltd (Chairman)
- ii. Mr. M. Zeeshan Khan - TNI Communications
- iii. Mr. Waqar H. Haidri- Oktopus 360 media (Pvt) Ltd
- iv. Mr. Rizwan Ashraf - Velocity Marketing & Communications (Pvt) Ltd

### DIGITAL COMMITTEE

#### MEMBERS

- i. Mr. Zameer Siddiqui- Starcrest Communications (Pvt) Ltd (Chairman)
- ii. Mr. Azam J. Khan -International Advertising (Pvt.) Ltd

### CODE OF ETHICS & CONDUCT COMMITTEE

#### MEMBERS

- i. Mr. Khalid Rauf - Mullenlowe Rauf Group
- ii. Mr. Shahnoor Ahmed - Spectrum Communications (Pvt) Ltd (Chairman)
- iii. Syed Jawaid Iqbal - Corporate & Marketing Communications (Pvt) Ltd
- iv. Mr. Mahmood Parekh - MCM Advertising

### FINANCE COMMITTEE

#### MEMBERS

- i. Mr. Kapil Dev - Adcom (Pvt) Ltd
- ii. Mr. Jawad Humayun - Channel 7 Communications (Pvt) Ltd (Chairman)
- iii. Mr. Rizwan Ashraf -Velocity Marketing & Communications (Pvt) Ltd
- iv. Mr. Javed Qadeer Khan - Marksman Advertising

### FPCCI CENTRAL SUB-COMMITTEE(S) ON ADVERTISING 2022

- i. Mr. Ahmed Jamal Mir - Prestige Communications (Pvt) Ltd
- ii. Mr. M. Zeeshan Khan - TNI Communications

### 3. To finalize the dates for PBA & APNS meetings with PAA:

Mr. Ahmed Jamal Mir, Chairman informed the house that what reason might be the challenge was! we need to strengthen our organization. He expressing his views told that we had a meeting with APNS in 2019 on the following points:

1. APNS Online Clearance System.
2. Billing Mechanism of Advertising Agencies Policies Vs Electronic.
3. Advertisement policy draft for print, electronic, digital/Online of Federal Government etc.

But I don't think that any of these points have been implemented. He further told that until we will not strengthen & modify the rules & regulations of the association in the better interest of the PAA otherwise we will not be able to move forward. We will also have to understand the governing rules of APNS. He said that we will have the meetings with APNS & BPA within the next two weeks and the secretariat will inform the Members about date of the meeting.

### To review the working of PAA Secretariat

The Chairman, Mr. Jamal Mir told that we have to do so many activities but in the Secretariat, the Secretary General is no so productive & more resourceful, we need to strengthen and more advantageous to the organization and all three Zonal Chairmen will have to be more active. He further said that I have instructed the secretariat that all the things which receive by the secretariat it should be determined on the zonal level within the frame work because we also need to empower the people our CEC Members so, we have to understand and sort out the strength & weakness in our systems and regarding the matters sent to the Zonal chairmen by the secretariat they will have to follow-up day to day and if they needed they should remind them also because they may be busy in their own jobs and priority.

### 4. To review the issues of three Member Agencies with reference to APNS, PBA& Govt. Advertising matters:

- a) JWT
- b) Sound & Vision (Chairman Zone-"C" Mr. Rizwan Ashraf's report)
- c) Maxim Advertising

#### a) JWT:

Mr. Jamal Mir, Chairman has discussed the matter of the JWT with Mr. Sarmad Ali and he is working on this matter and will report on it to the Chairman.

#### b) Sound & Vision:

Mr. Rizwan Ashraf briefing the matter and said that he met to the concerned person, Mr. Irfan Rafiq on 14-02-2022 and asked him to submit the relevant/supporting documents but no any documents received from them, Sound & Vision. Mr. Numan Nabi, Senior Vice Chairman instructed the secretariat to write a letter to Sound & Vision advising him to send all the relevant/supporting documents to the Zonal Chairman, Mr. Rizwan Ashraf so that he may assist them regarding the case every possible way.

#### b) Maxim Advertising:

Mr. Numan Nabi Ahmed told that the documents received from the Maxim advertising are not enough and instructed the secretariat to ask him to send all the relevant/ supporting documents so that we may able to discuss with the concerned authority regarding the issue and until the supporting documents received the said issues may not be presented in front of an authority.

### 5. To discuss the amendments of PAA M&AoA under the companies act 2017. (Approval of Legal Fees):

It is decided that this matter will be discussed in the next CEC meeting after receiving the provisional copy of PAA M&AoA and the content of Amendments under the Companies' Act 2017

### 6. PAA Corporate Membership approval of the following advertising Agencies:

- a) MarCom (Pvt.) Ltd - Islamabad
- b) Interflow Communications (Pvt.) Ltd - Karachi

Mr. Jamal Mir, Chairman asked that if there is any criteria for induction of a Member in PAA? And have the criteria been followed by the secretariat for the above agencies for Membership of PAA. Mr. Numan Nabi Ahmed, Senior Vice Chairman explained & informed the house that yes, there a Criteria is! and I know exactly what process is followed for granting a membership of PAA but only in emergency or some odd reasons it may put aside and grant the membership but the criteria/process must be fulfilled later. If that emergency no more exists, we must follow it first. He further said that the point of view of the Chairman, Mr. Jamal Mir is absolutely right and he is just asking that if the Criteria of Membership has been followed, then who has visited the offices of the said agencies and recommended for granting the membership. I think we will have to understand the matter and fulfill the procedure strictly for sustaining the criteria of the Organization. After then the Approval for membership of the said two agencies was proposed by Mr. Usman Attique and seconded by Mr. Numan Nabi Ahmed. Therefore, Membership was confirmed and approved.

### To receive the update of Annual Subscription fee for the year 2022 & discuss a possible reclassification of Membership Fee for the different organizations within the membership:

The Chairman, Mr. Jamal Mir briefed the house that a few agencies have sent their Annual Subscription to PAA Secretariat. Instruction were given to PAA Secretariat for follow-up for those agencies who have not paid the annual Subscription as yet to make sure that each member pay the annual subscription before 31st March, 2022.

### 7. Vice Chairman Mr. M. Zeeshan Khan to update the Excom on Prime Minister's Program for Culture, Arts & related Communication Initiative:

Due to some unavoidable circumstances the Vice Chairman, Mr. M. Zeeshan Khan could not attend the meeting so, he will update regarding the matter in the next CEC Meeting.

### 8. Any other matter with permission of the Chair:

The Chairman, Mr. Jamal Mir along with the house offered Fateha for the departed soul of Late Mr. Ghulam Akbar father of Mr. Inam Akbar & Nadeem Akbar, the member also prayed that their soul may rest in eternal peace and may Allah give courage to the members of the bereaved families to bear these losses.

### Ending Remarks:

At the end Mr. Ahmed Jamal Mir, Chairman, concluded the meeting and thanked all the members of the house for their participation and valuable suggestions put forward in the said meeting.



Anis Ahmed  
Secretary General



# 31ST MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

**Date:** 01st July 2022 **Day:** Friday **Time:** 11:00 AM.  
**Venue:** Prestige Communications Office (Mr. Jamal Mir) & through Zoom Online.

- To confirm / approve Minutes of the meetings of the last CEC meeting held on 22-02-2022 at Prestige Communications (Pvt.) Ltd., Office of the Chairman, Mr. Ahmed Jamal Mir.
- To discuss the outstanding dues against the Annual Subscription for the year 2022-2023.
- To discuss the performance of Zonal offices from Zonal Chairmen for the year 2021-2022.
- To discuss about the Corporate & Associate member's Criteria & to obtain approval for the amendment in the Memorandum & Article of Association accordingly.
- To discuss the strategy of Secretariat's Staff should work from Home in Alternative Days. (Effective from 1st July 2022).
- To discuss the designing & printing of Annual Report for the year 2021-2022.
- To discuss for increasing the AFAA Contribution Fee according to exchange rates. (Effective from 1st January 2023.)
- Following liabilities of PKR 433,197/-write-off from books of PAA Accounts.

S No.	Particulars	Comments	Period	Amount
1.	Safeer Hussain Shah	Against Federal Government Regarding the Media Policy Case	Pending since 2020	PKR 50,000
2.	Yunus Mirza & Co.	Building Rent Evaluation	Pending since 2018	PKR 56,500
3.	OSC	Ad Asia 2019 Sales Tax Withholding	Pending since 2019	PKR 126,697
4.	Liability for Tax Adjustment	Amount mentioned for FBR U/S 100 C for getting NPO Cert	Pending since 2020	PKR 200,000
<b>Grand Total</b>				<b>PKR 433,197</b>

- To discuss the outstanding dues from the previous PAA members since long.
- To approve the Election schedule of PAA for the year 2022-2023.
- Approval for the appointment of election commission.
- To approve balance sheet for the year 2021-2022.
- Approval of Annual increments of the PAA Staff members.
- Any other matter with the permission of the Chairman.

# 31ST MEETING OF CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

**Date:** 1st July 2022 **Day:** Friday **Time:** 11:00 AM.  
**Venue:** Prestige Office (Mr. Jamal Mir) Physical & via Zoom Video link

Mr. Jamal Mir, Chairman of CEC was in the Chair and welcomed members to the meeting. This was the 3rd CEC meeting for the current year 2021-2022.

### Attendance:

The meeting was led by the Chairman, Mr. Ahmed Jamal Mir with members in attendance & through zoom media link.

- Mr. Numan Nabi Ahmed
- Mr. M. Zeeshan Khan
- Mr. Mahmood Parekh
- Mr. Usman Attique Butt
- Mr. Mubeen Shafaat
- Mr. Hammad Tariq
- Mr. Anis Ahmed

via Media Link  
via Media Link  
via Media Link

### Absent:

- Mr. Javed Qadeer Khan
- Mr. Ahmed Hussain Kapadia
- Mr. Rizwan Ashraf
- Mr. Anis Thaver
- Mr. Fahd Khan
- Mr. Imran Irshad
- Ms. Sara Fatima Koraishy
- Mrs. Faiza Nadeem

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

Minutes of PAA last CEC's meetings held on 22nd February 2022 at Karachi, was circulated among the members and approved. The minute's approval was proposed by Mr. Mahmood Parekh & seconded by Mr. M. Zeeshan Khan.

### 2. Outstanding dues against Annual subscription for the year 2022-2023.

Mr. Hammad informed the house about the pending annual subscription fee for the year 2022-2023 from the following members.

### Zone "A" Karachi:

S No.	Name of Agency	Annual Subscription Fee	AFAA Fee Contribution	Receivable Amount
1.	Orient Next (Pvt) Ltd	75,000	2,000	77,000
2.	Orient Public Relations (Pvt) Ltd	75,000	2,000	77,000

**Total Amount Receivable from Zone "A" 154,000**

### Zone "B" Islamabad & Peshawar:

There is no such outstanding dues against Zone "B".

### Zone "C" Lahore:

S No.	Name of Agency	Annual Subscription Fee	AFAA Fee Contribution	Receivable Amount
1.	Revolution Media (Pvt) Ltd	75,000	2,000	77,000
2.	Sound & Vision (Pvt) Ltd	75,000	2,000	77,000
<b>Total Amount Receivable from Zone "C"</b>				<b>154,000</b>

Mr. M. Zeeshan volunteered to contact with Syed Masood Hashmi Group Chairman Orient Communications & Mr. Mubin Ahmed Malik CEO Revolution Media (Pvt) Ltd regarding the non-payment of annual subscription. The membership status of the stated Agencies will be discussed in the upcoming meeting.

### 3. To discuss the performance of zonal Offices from zonal Chairmen for the year 2021-2022:

Mr. Mahmood Parekh Chairman Zone, "A" informed the house that Government of Pakistan was planning to create an "Advertising Corporation of Pakistan" similar to the Trading Corporation of Pakistan. The CEC requested to Mr Mahmood to provide more concrete details on this development so relevant decisions can be taken on it.

Mr. Usman Attique Butt Chairman Zone "B" appraised the members of the CEC regarding the controversy around the advertising spent for PM visit to Turkey. There were concerns highlighted by few people in the media holding Agencies responsible for the media spent done by the Government departments. It was clearly stated that Agencies have no jurisdictions on the budgets provided by the Government and therefore cannot be held responsible for the spent made by them. It was also felt that there was no need for the Association to get involved in a controversial news which did not really involve the Advertising Agencies in this issue.

### 4. To discuss about the Corporate & Associate member's Criteria and to obtain approval for the amendment in the Memorandum & Article of Association of PAA accordingly

Mr. Jamal Mir recommended that PAA Secretariat should share the soft copies of the M&AoA with all the CEC Members for review & feedback based on which decisions can be made in the next CEC.

### 5. To discuss the strategy of Secretariat's Staff should work from Home in Alternative days. (Effective from 1st July 2022)

Mr. M. Zeeshan Khan suggested that the association should only be closed on Saturdays to maintain a disciplined decorum of the Association. Members agreed to his proposal.

### 6. To discuss the designing & printing of Annual Report for the year 2021-2022

Mr. M. Zeeshan Khan, suggested that the Annual Report for the year 2021-2022 should be digitalized & uploaded on our website as commonly done by all organizations in current times to save cost of printing.

### 7. To discuss for increasing the AFAA Contribution Fee according to the exchange rates. (Effective from 1st January 2023)

The house decided that the AFAA contribution will be collected from the members according to prevailing Dollar Exchange rates.

### 8. Approval for write-off the old Liabilities of PKR 433,197/= from books of PAA Accounts.

Mr. Hammad presented the list of old liabilities of PKR. 433,197/= and the members approve to write-off the following liabilities of PKR. 433,197/= from the book of PAA Accounts.

S No.	Particulars	Comments	Period	Amount
1.	Safeer Hussain Shah	Against Federal Government Regarding the Media Policy Case	Pending since 2020	PKR 50,000
2.	Yunus Mirza & Co.	Building Rent Evaluation	Pending since 2018	PKR 56,500
3.	OSC	Ad Asia 2019 Sales Tax Withholding	Pending since 2019	PKR 126,697
4.	Liability for Tax Adjustment	Amount mentioned for FBR U/S 100 C for getting NPO Cert	Pending since 2020	PKR 200,000
<b>Grand Total</b>				<b>PKR 433,197</b>

### 9. To discuss the outstanding dues from the previous PAA members since long:

Mr. Hammad informed the house about the long pending dues from the following previous members.

S No.	Name of Agency	Receivable Amount	Pending Since
1.	Creative Counsltant (Pvt) Ltd	77,000	2021
2.	Paragon International (Pvt) Ltd	77,000	2021
3.	The Changing Zone (SMC Pvt) Ltd	77,000	2021
4.	Adetude (Pvt) Ltd	97,000	2021
5.	Admax (Pvt) Ltd	129,000	2020
6.	Communication Spot (Pvt) Ltd	77,000	2021
7.	Difference (Pvt) Ltd	77,000	2021
8.	M. Communication (Pvt) Ltd	97,000	2021
9.	Midas International (Pvt) Ltd	97,000	2021
10.	Partnership 3	27,850	2018
11.	AIMS (Pvt) Ltd	77,000	2021
12.	Evernew Conecpt (Pvt) Ltd	104,500	2018
13.	Fish Bowl (Pvt) Ltd.	129,000	2019
14.	G.S. Advertising Associates	77,000	2021
15.	Hazirnet	129,000	2020
16.	Midas (Pvt) Ltd	909,300	2018
17.	Paramount Advertising SMC-(Pvt) Ltd	77,000	2021
18.	Perspective Media	77,000	2021
19.	Spacecraft (Pvt) Ltd	77,000	2021
20.	Time & Space Media (Pvt) Ltd	77,000	2021
21.	Trend & Trick Communications (Pvt) Ltd	77,000	2021
22.	X2O (Pvt) Ltd.	117,450	2018
23.	Creative Fusion Advertising (Pvt) Ltd	12,000	2021
24.	Eiman Ad Communications	24,000	2020
<b>Grand Total</b>		<b>2,797,100</b>	

Mr. M. Zeeshan informed the house that Mr. Rizwan Ashraf Chairman Zone "C" & Mr. Nadeem Akbar Immediate Past Chairman Zone "B" assured the CEC that they will discuss this matter with Mr. Inam Akbar and Mr. Sarmad Ali and unfortunately this issue still remains pending.

Mr. Jamal Mir proposed that we need to make a special effort with Mr. Sarmad Ali & Mr. Hameed Haroon who were well aware of the issue and they would probably be instrumental in helping resolve it.

**10. To approve the Election schedule of PAA for the year 2022-2023.**

The Election schedule along with the approval of the Election commission has been approved. Mr. Ahmed Jamal Mir advised to PAA Secretariat to submit the schedule along with all legal formalities on a priority basis to the Directorate General Trade Organization (DGTO).

**11. Approval for the appointment of election commission.**

The following persons have been appointed to an Election Commission for the year 2022-2023.

- (i) Mr. M. Zaki.
- (ii) Mr. Sardar Zaheer Zaufran.
- (iii) Mr. M. Eerfan Kureshi.

**12. To approve the PAA Balance sheet for the year 2021-2022.**

The members present unanimously approved the Audited account for the year ended 30-06-2022.

**13. Approval of Annual increments of the PAA Staff members.**

Increments of PAA staff will be discussed & finalized by Office Bearers of PAA, after the arrival of Mr. Javed Qadeer Khan Secretary Finance from Hajj.

**14. Any other matters with the permission of the Chairman.**

Mr. Usman Attique Butt expressed his views that PAA should build a strong relationship with relevant stakeholders like APNS & PBA to ensure best practices are followed by Federal & Provincial Governments. Mr. Jamal Mir endorsed his point of view however strongly felt that PAA needs to put its house in order to be able to put forward practical proposals which will be a right step to initiate a productive dialogue with relevant stakeholders.

**15. Ending Remarks:**

In the end Chairman, Mr. Jamal Mir concluded the meeting and thanked all the members of the house for their participation and valuable suggestions put forward in the said meeting.



**Anis Ahmed**  
Secretary General,



# MEMBER'S LIST

## LIST OF MEMBERS AS ON 30-06-2022

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**3. Mr. Mian Mobeen Shafaat**

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

**4. Mr. Nadeem Kabir Alavi**

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

**5. Mr. Rizwan Ashraf**

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

**NORTHERN ZONE (ASSOCIATE MEMBERS)****1. Mr. Gulzar Ali**

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

**2. Mr. Bilal Malik**

Adcom (Pvt) Ltd.,  
115, Tipu Block, New Garden Town,  
Lahore  
Tel: 042-35886714-6  
Fax: 042-35886713  
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**3. Mr. Ali Raza**

Chief Financial Officer,  
Blitz Advertising (Pvt) Ltd.,  
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**4. Mr. Rehan Ali Merchant**

Chief Executive Officer,  
Brainchild Communications Pakistan (Pvt) Ltd.,  
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Canal Road, Lahore.  
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- 5. Mr. Rashid Waheed**  
Resident Director,  
Channel 7 Communications (Pvt) Ltd.  
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Fax: 042-36361777  
Email: rashid@channel7.com.pk
- 6. Mr. M. Eerfan Kureshi**  
Chief Executive Officer,  
Companion Advertizing & Marketing,  
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Mob: 0300-8447836  
Email: companionadvertising@yahoo.com
- 7. Mr. M. Zaki**  
Group Director Finance  
Interflow Communications (Pvt) Ltd.,  
House # 58-A, C-III, Gulberg III,  
Lahore.  
Tel: 042- 38104129, 35772401-3
- 8. Mr. Usman Attique Butt**  
Chief Executive Officer,  
Interlink Advertising (Pvt.) Ltd.  
33/2, Block B1, Gulberg 3,  
Lahore.  
Tel: 043-35762195-96  
Email: ceo@interlinkad.com
- 9. Mr. Imran Masood**  
General Manager  
International Advertising (Pvt) Ltd.,  
Al Hafeez Business Center 89B 3 Gulberg  
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Email: imran.m@ialsaatchi.com
- 10. Mr. Shehzad Ahmed**  
General Manager  
Lowe & Rauf (Pvt) Ltd.,  
139/A, Upper Mall  
Scheme, Lahore.  
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- 11. Mr. Ali Habib**  
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- 12. Mr. Nadeem Butt,**  
Bureau Head,  
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Engineering Housing Society,  
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- 13. Mr. Zameer Siddique Qureshi**  
Director,  
Starcrest (Pvt) Ltd.,  
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- 14. Syed Masood Hashmi**  
Chairman,  
Orient Communications (Pvt) Ltd.,  
2nd Floor, 84, B-1, Ghalib Road  
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Tel: 042-35762935-38
- 15. Syed Masood Hashmi**  
Chairman,  
Orient Edge (Pvt) Ltd.,  
2nd Floor, 84, B-1, Ghalib Road  
Gulberg-3,  
Lahore.  
Tel: 042-35762935-38
- 16. Mr. Athar Saleem**  
Director,  
Roshni Communication.  
Suit # 404, 3rd Floor, Liberty Tower,  
Gulberg III,  
Lahore.  
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- 17. Mr. Rizwan Haider Shah,**  
Synergy Advertising (Pvt) Ltd.,  
5thFloor, MM Tower,  
28-A, Block -K Gulberg II,  
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Tel: 042-35817455-56  
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- 18. Mr. Khawaja Nadeem Azhar**  
Managing Director,  
Unity Advertising & Marketing  
Office # 504, 5th Floor, Al Hafeez  
Business Center, Gulberg III, Near  
Ferdous Market, Lahore.  
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**FEDERAL AREA ZONE (CORPORATE MEMBERS)**

- 1. Mr. Shabbir Malik**  
Chief Executive Officer,  
Adage Communications (Pvt) Ltd.,  
1st Floor, Plaza iJ, Block-5,  
Sangam Market, Sector I-8/3,  
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Fax: 051-4900110  
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- 2. Mr. Jawad Humayun**  
Group Chairman,  
Channel 7 Communications (Pvt) Ltd.,  
3rd Floor, Office Tower, Behind  
Kulsum International Hospital,  
Fazl e Haq Road, Blue Area,  
Islamabad.  
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Fax: 051-2342135  
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- 3. Mr. Usman Attique Butt**  
Chief Executive Officer,  
Interlink Advertising (Pvt) Ltd.,  
Office# 5 First Floor Shahwez Centre F-8  
Markaz Islamabad.  
Tel: 0518481401  
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Email: ceo@interlinkad.com
- 4. Mr. Afzal Hussain**  
General Manager,  
M&C Saatchi World Services Pakistan  
Mir Square, Civic Centre, 2nd Floor, G-6  
Markaz,  
Islamabad.  
Tel: 051-2310571-72  
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- 5. Mr. Sardar Zaheer Zaufran**  
Chief Executive Officer,  
MarCom (Pvt) Ltd.,  
First Floor, Riaz Abbasi Market, company  
Road, Off Korang Bani Gala Road,  
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- 6. Mr. Nadeem Akbar**  
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Midas Communications Pakistan (Pvt) Ltd.,  
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- 7. Mrs. Faiza Nadeem**  
Chief Executive Officer,  
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**Federal Area Zone (Associate Members) (Islamabad)**

- 1. Mr. M. Akbar**  
Chief Executive Officer,  
Advantage Advertising (Pvt) Ltd.,  
Office No. 404, 4th floor, Gulberg Empire  
Gulberg Greens Islamabad.  
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- 2. Mr. Hussain Tariq Raja**  
Chief Executive,  
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Syndicates  
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- 3. Mr. Ali Raza**  
Chief Financial Officer  
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- 4. Brig Tariq Mehmood Dar**  
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- 5. Mr. Yahya Khan Sadozai**  
Chief Executive Officer,  
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**6. Mr. M. Zaki**

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**7. Mr. Munir Shaikh**

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**9. Mr. Javed Malik**

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**10. Mr. Shaikh M. Shafiq Adeel**

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**11. Mr. Tanvir Hussain**

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**12. Mr. Waqar H. Haidri**

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**13. Syed Masood Hashmi**

Chairman,  
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**14. Syed Masood Hashmi**

Chairman,  
Orient Edge (Pvt) Ltd.,  
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**15. Mr. Sardar Omar**

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**16. Mr. Shahzad Ali**

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

**1. Mr. Ghani Rehman**

Chief Executive Officer,  
Advertising & Business Consultants (Pvt) Ltd.,  
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ghanirehman@abcads.co

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

**1. Mr. Haroon Inayat**

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Deans Trade Center, Peshawar Cantt.  
Tel: 091-5603047  
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**2. Syed Masood Hashmi**

Chairman,  
Orient Communications (Pvt) Ltd.,  
1st Floor, State Life Building,  
34, The Mall, Peshawar Cantt.  
Tel: 091-5284471

# 6TH AGM MINUTES

# MINUTES OF THE SIXTH ANNUAL GENERAL MEETING (AGM 2021) OF PAA HELD ON MONDAY, SEPTEMBER 27, 2021 AT 3:00P.M. THROUGH ZOOM VIDEO LINK.

**Present:** As per list Attached

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

Meeting started at 3:00 pm with recitation of an ayat from The Holy Quran and then Fateha was offered for the departed soul of Late Mrs. Shamim Akhtar, mother of Mr. Nadeem Akbar & Mr. Inam Akbar. The members also prayed that her soul may rest in eternal peace and may Allah give courage to the members of the bereaved families to bear these irreparable losses.

**Following agenda was transacted:**

**Item No. 1 To approve the Minutes of the last AGM held on September 30, 2020 and to appoint new Directors for the year 2021-2022.**

Mr. Jawad Humayun, Chairman, PAA, informed the members that the Minutes of last AGM had already been circulated and read out the minutes. Mr. Jawad Humayun proposed and Mr. Rizwan Ashraf seconded for confirmation of minutes.

The minutes were confirmed & approved unanimously.

**Item No.2 To consider and approve the Balance Sheet and the income and expenditure Accounts of the Association and the report of The Auditors for 2020-2021.**

The Secretary General presented the audited Balance Sheet together with chairman's and Auditor's Reports therein for the financial year 2020-2021 for approval. Mr. M. Zeeshan Khan Secretary Finance PAA proposed together for Chairman's and Auditor's report to be adopted and was seconded by Mr. Rizwan Ashraf.

RESOLVED that the Audited Accounts of the Association for the year ended 30-06-2021 together with Chairman's and Auditor's reports are hereby received, approved and agreed unanimously.

**Item No. 3 To approve all the decisions of Central Executive Committee during last year.**

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

**Item No. 4 To appoint Auditor and Tax Consultant and fix their remunerations.**

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

Since no such offer has been received from anyone else, M/s. Salahuddin & Co. has been re-appointed as auditor for the financial year 2021-2022 at Annual remuneration of Rs.50,000/= (Rupees Fifty Thousand Only).

(b) M/s. Hashmi Associates., Tax Consultants are retired and their services are being terminated with immediate effect.

We have received a better Offer from a Tax Consultants, M/s. Zafar Consultants. They have vast experience in the field of Advertising & Marketing Industry. We have appointed them as Tax Consultants at Monthly remuneration of Rs.24, 000/=(Rupees Twenty four Thousand Only)Inclusive of all direct & Indirect Taxes.

Mr. M. Zeeshan Khan proposed for appointment of M/s. Zafar Consultants and Mr. Jawad Humayun seconded. Mr. Jawad Humayun instructed the PAA Secretariat for preparing the necessary separation letter/Engagement Letter for cessation of M/s. Hashmi Associates with immediate effect and appointment of M/s. Zafar Consultants w.e.f.01-10-2021.

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

## RESOLUTION

"RESOLVED that Mr. Javed Qadeer Khan will look after PAA Secretariat affairs and will be responsible for handling all finance activities for the year 2021-2022 as Secretary Finance"

**Item No. 6 To announce the names of Office Bearers and the members of the Executive Committee for the Year 2021-2022.**

The Election Results of Executive Committee and Office Bearers for the Year 2021-2022 were announced as under:

- 1. Chairman**  
Mr. Ahmed Jamal Mir  
Chairman & Chief Executive Officer  
Prestige Communications (Pvt) Ltd
- 2. Sr. Vice Chairman**  
Mr. Numan Nabi Ahmed  
Chief Executive Officer  
The Brand Partnership (Pvt) Ltd
- 3. Vice Chairman**  
Mr. Muhammad Zeeshan Khan  
Chief Executive Officer  
TNI Communications
- 4. Chairman Zone "A"**  
Mr. Mahmood Parekh  
Chief Executive Officer  
MCM Advertising
- 5. Chairman Zone "B"**  
Mr. Usman Attique Butt  
Chief Executive Officer  
Interlink Advertising (Pvt.) Ltd
- 6. Chairman Zone "C"**  
Mr. Rizwan Ashraf  
Chief Executive Officer  
Velocity Marketing & Communications (Pvt.) Ltd
- 7. Secretary Finance**  
Mr. Javed Qadeer Khan  
Chief Executive Officer  
Marksman Advertising

- 8. Mian Mobeen Shafaat**  
Chief Executive Officer  
Oak Media (Pvt) Ltd
- 9. Mr. Anis Thaver**  
Chief Executive Officer  
GH Thaver & Co. (Pvt.) Ltd
- 10. Mr. Ahmed Hussain Kapadia**  
Chairman & Managing Director  
Synergy Group
- 11. Mr. Fahd Khan**  
Director  
Manhattan Communications (Pvt) Ltd
- 12. Mr. Imran Irshad**  
Chief Executive Officer  
M&C Saatchi World Services Pakistan
- 13. Ms. Sara Fatima Koraisly**  
Chief Executive Officer  
J. Walter Thompson Pakistan
- 14. Mrs. Faiza Nadeem**  
Chief Executive Officer  
Vantage Media (Pvt.) Ltd

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

Mr. Jawad Humayun thanked from the core of heart of all the Office Bearers and members of the Central Executive committee of 2020-2021 for their team work and running the affairs of the Association with enthusiasm and dedication. He also thanked PAA members for their full support and Co-operation along with the Secretariat personnel for their dedication. He further said that during the tenure we faced great challenges; and most of which we have succeeded and some are in the final stage and hopefully will be successful in this too.

The handing over/taking over Ceremony of Chairs was executed. The newly elected Chairman, PAA, Mr. Ahmed Jamal Mir, thanked all the members for reposing their confidence in him for this prestigious position. He assured that as a team and with the support of the PAA members that industry will see positive change and growth. Especially in the current situation due to the pandemic, he assured that the PAA will play its role to the fullest to overcome challenges and enhance the image of the Advertising industry and the country. He also took the opportunity to thank Mr. Jawad Humayun and Mr. Waqar H. Haidri for their remarkable contribution towards the Advertising sector and for the welfare of PAA members and providing the necessary stability by making a number of initiatives for PAA.


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

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

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

- Mr. Sohail Aziz expressing his views said that we want to rehabilitate our profession but some people within us do not give respect to our profession and break the rules. We are silent because of our compulsion but we have to take some positive step to rectify the things and suggest a punishment or fine for such people.
- Mr. Jawad Humayun addressing Mr. Sohail Aziz said that I agree with your narrative but it should be cleared that everybody is responsible for his act and at this platform we can't suggest any punishment or retribution. The only thing we can do is to request the members to be careful as everyone has his own business interest & ethics. As all of you know that the Association was completely closed for about ten years and we have worked hard to revive it, so, we have to focus for survival of the Advertising Industry.
- Mr. Rizwan Ashraf agreed with Mr. Sohail Aziz's narrative and said that it is a challenge for PAA to maintain the Association, for which we have to create a code of conduct so that we do not face such problems in the future.
- Mr. Numan Nabi Ahmed also agreed with the narrative of Mr. Sohail Aziz and said that as the Government affairs are going on regarding FBR, PBA and APNS, the PAA played a role beyond its status and all credit goes to Mr. Jawad Humayun and Mr. Waqar H. Haidri specially. I think that Executive Committee has such platform that they can build and I have also told Mr. Ahmed Jamal Mir that what we have achieved in difficult times. There was also a time when no one was listening us and now we have had at least a meeting with the Ministers. As far as Sindh Government is concerned, we got changed the tender twice and told them that you were doing wrong. I think that PAA has certainly achieved a lot in a short period of time and Insha-Allah much more will be achieved in the future, the important thing is that it should be recognized on the Government level that non-PAA members should not be entertained/invited for participation in any tender. Mr. Rizwan Ashraf in continuation of Mr. Numan Nabi Ahmed's narrative added that it should also be made mandatory for PBA & APNS that everyone who is a member of PAA, can get accreditation.
- Mr. Ahmed Jamal Mir, expressing his views said that I have spent about fifteen years with American Council, there are sixty five multinationals but I tell you that the problems we are facing here, the same are also being faced by them. So we all are facing those challenges and need to build up it. He further said that whatever PAA has achieved despite the limited sources, is commendable and for any reason which could not be achieved, we have to think on it. We should only focus on what can be achieved in future.
- In the last Mr. Jawad Humayun addressing Mr. Ahmed Jamal Mir, Chairman, PAA, said that if you feel anything else which is not clear, regarding any matter we as a team are here to help you anytime. He further assured and said that if you have any work for PAA in Lahore or Islamabad we all are ready to support you with open hearts.

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

  
Anis Ahmed  
Secretary General



# PAA ACTIVITIES

## ANNUAL REPORT 2021-22

### 12-10-2021

- Mr. Ahmed Jamal Mir, Chairman-PAA sent a letter to Mr. Shaukat Tarin, Minister of Finance, Revenue & Economic Affairs, Government of Pakistan-Islamabad and shared the Advertising Industry's concerns regarding the recent amendment, "Imposition of Compulsory Digital Mode of Payment Enforced vide Tax Laws (3rd Amendment) Ordinance, 2021". He said unveiling the facts that the advertising industry is already facing considerable difficulties due to the current economic slowdown and the impact of the last year. This amendment will only further exacerbate the industry's issues. More critically, this amendment would dismantle a business practice that has been working well and serving the needs and exigencies of all industry stakeholders - media, private sector and government - and unsettle a business model that has proven fit-for-purpose as well as being financially/legally robust and transparent. He requested to revisit the need to 'reinvent the wheel' for advertising payments through this amendment.

### 08-01-2022

- The Representative to AFAA Excom nominated for the year 2022. The Chairman, Mr. Ahmed Jamal Mir sent a letter to Mr. Sundar K Swamy, President AFAA, Malaysia informing that PAA has nominated Mr. Sarmad Ali as Pakistan representative to AFAA Excom.

### 24-01-2022

- The Sub-Committees of FPCCI formed for the year 2022 and the following CEC Members of PAA were nominated as representatives.
  1. Mr. Ahmed Jamal Mir - Convener
  2. Mr. Muhammad Zeeshan Khan - Deputy Convener

### 14-02-2022

- PAA got NPO Exemption certificate from Federal Board of Revenue FBR for smooth operations in Taxation & Financial matters.

### 01-04-2022

- PAA Invested 15 Million in Certificates of Islamic Investment by Meezan Bank for 12 months.

### 16-05-2022

- Mr. Jawad Humayun - Chairman, Government Affair Council sent a letter to The Principal Information Officer, Press Information Department, Government Pakistan, and Islamabad regarding Reversal of Present Advertising Policy by the Govt. of Pakistan. He humbly request to amend the existing policy and allow advertising agencies to handle the classified advertisements according to new payment procedure i.e. 85% / 15%. So that Federal Government advertisement system can operate smoothly and efficiently. And further endangered media organizations can survive to exist.

### 21-05-2022

- By the grace of Almighty Allah we have received renewed Licence of Pakistan Advertising Association, duly Renewed up to April 27, 2026 by Regulator of Trade Organizations, DGTO, Ministry of Commerce, Government of Pakistan.

03-06-2022

- Mr. Jawad Humayun - Chairman, Government Affair Council sent a letter to Mr. Sarmad Ali, President, All Pakistan Newspapers Society, regarding Propaganda Drive against public Sector Advertising. He drew his attention towards an orchestrated Propaganda campaign vilifying against Public Sector Advertising by the new Government.

He further requested all stakeholders to extend support to public sector advertising in the larger interest of the industry.

## CHAIRMAN'S REPORT

# CHAIRMAN'S REPORT

## PAKISTAN ADVERTISING ASSOCIATION REPORT OF THE CHAIRMAN/CHIEF EXECUTIVE

The Central Executive Committee of the Pakistan Advertising Association takes pleasure in presenting its Annual Report alongwith audited financial statements of the Association for the year ended 30th June, 2022 for review to its members.

### ACTIVITIES CARRIED OUT BY THE ASSOCIATION DURING THE YEAR

#### Membership of the Association:

Nos. of membership of the Association as on 30th June, 2022 was 91.

#### Finance:

Financial statement reflects a surplus of Rs. 2,614,671/=

#### Meetings:

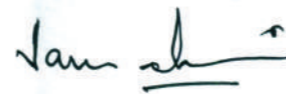
During the year 3 meetings were held and attended by Central Executive Committee members.

#### Auditors:

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

#### ACKNOWLEDGEMENT:

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



Karachi 05th September, 2022

CHAIRMAN/CHIEF EXECUTIVE

## SALAHUDDIN & CO. CHARTERED ACCOUNTANTS

Date: August 29, 2022

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 2022-2023 (ending on June 30, 2023).

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

Thanking You,

Yours truly,

  
SALAHUDDIN & CO.  
CHARTERED ACCOUNTANTS  
KARACHI



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

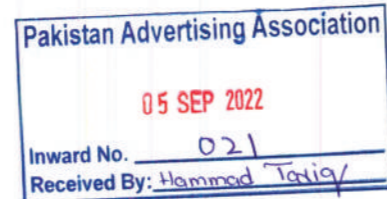




Bill # 007

Dated: 05th September, 2022

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



**Bill of Professional fees**

Audited Accounts for the Year ended 30<sup>th</sup> June 2022  
from Salahuddin & Co. (Chartered Accountant)

Rs. 75,000

Rs. 75,000

Rupees: Seventy Five Thousand Only



For: HM Indus & Co.

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

# FINANCIAL STATEMENTS

PAKISTAN ADVERTISING ASSOCIATION

30TH JUNE, 2022

**EXTERNAL AUDITORS REPORT**

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

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

In our opinion, the financial statements give a true and fair view of the financial position of the Association and of the results of its operations for the year 2021-22 then ended and are in accordance with the International Accounting Standards as applicable in Pakistan.

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

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

In our opinion and to the best of our information and according to the explanation and annual performance review given to us, the balance sheet, income and expenditure account, cash flow statement and statement of changes in funds together with the notes forming part thereof, give the information required by the companies Act, 2017 in the manner so required and respectively give a true and fair view of the state of the association's affairs during 2021-2022.

KARACHI.  
Dated: August 30, 2022  
UDIN # AR20221037083QJ0XsKb

SALAHUDDIN & CO.  
(Chartered Accountants)




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

**PAKISTAN ADVERTISING ASSOCIATION,  
KARACHI  
BALANCE SHEET  
AS ON 30TH JUNE, 2022**

	Note	2022 Rupees	2021 Rupees
<b>ASSETS</b>			
<b>NON CURRENT ASSETS</b>			
Property and equipments	3	1,519,020	1,656,782
<b>CURRENT ASSETS</b>			
Advances and other receivables	4	18,383,471	15,448,791
MPT Books		154,810	156,010
Cash and bank	5	2,255,264	2,677,180
		20,793,545	18,281,981
		<b>22,312,565</b>	<b>19,938,763</b>
<b>GENERAL FUND AND LIABILITIES</b>			
<b>GENERAL FUND ACCOUNT</b>			
	6	20,328,672	17,236,462
<b>CURRENT LIABILITIES</b>			
Accrued expenses and other liabilities	7	1,983,893	2,702,301
		1,983,893	2,702,301
		<b>22,312,565</b>	<b>19,938,763</b>

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

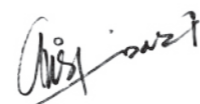
FOR THE YEAR ENDED 30TH JUNE, 2022

	Note	2022 Rupees	2021 Rupees
Income	8	4,413,000	6,587,000
Administrative expenses	9	8,672,776	8,867,332
Excess of Expenditure		(4,259,776)	(2,280,332)
Other income	10	6,825,586	5,509,723
Surplus / Deficit for the year		2,565,810	3,229,391
Deficit from Pakistan Advertising Institute	11	(14,749)	(15,525)
Prior Taxation		63,610	(248,106)
Net Surplus / Deficit Transferred To General Fund Account		2,614,671	2,965,760

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, 2022

	Note	2022 Rupees	2021 Rupees
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Net Surplus / Deficit for the year		2,614,671	2,965,760
Adjustment for items not involving movement of funds: Depreciation		155,262	177,849
Operating deficit before working capital changes		2,769,933	3,143,609
<b>Changes in working capital</b>			
<b>(Increase) \ decrease in current assets</b>			
Advances and other receivables		(2,934,680)	(5,336,154)
MPT Books Stock		1,200	-
<b>Increase \ (decrease) in current liabilities</b>			
Accrued expenses and other liabilities		(718,408)	445,974
Cash (used in) / generated from operations		(881,955)	(1,746,571)
Acquisition of fixed assets		(17,500)	(165,450)
Net cash (used in) / generated from operating activities		(899,455)	(1,912,021)
<b>Cash flow from financing activities</b>			
Add: Donation & Other Contribution		477,539	1,029,270
		477,539	1,029,270
Net (decrease) in cash and cash equivalents		(421,916)	(882,751)
Cash and cash equivalents at the beginning of the year		2,677,180	3,559,931
		2,255,264	2,677,180

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



Chairman



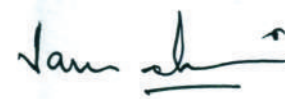
Secretary General




**PAKISTAN ADVERTISING ASSOCIATION,  
KARACHI  
STATEMENT OF CHANGES IN  
GENERAL FUND  
FOR THE YEAR ENDED 30TH JUNE, 2022**

	Rupees
Opening balance	13,241,432
Add: Donation & Other Contribution	1,029,270
Surplus for the year 2021	2,965,760
Balance as at June 30, 2021	17,236,462
Add: Donation & Other Contribution	477,539
Surplus for the year 2022	2,614,671
Balance as at June 30, 2022	20,328,672

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, 2022**

**1. THE ASSOCIATION AND ITS ACTIVITIES**

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

These financial statements were authorized for issue on 01st July 2022 by the Central Executive Committee of the association

**2. ACCOUNTING POLICIES**

**2.1 Basis of Preparation**

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

**2.2 Fixed Assets**

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

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

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

**2.3 Revenue Recognition**

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

**2.4 Taxation**

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

**2.5 Provisions**

Provisions are recognized when :

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

**2.6 Financial Instruments**

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



## 3. PROPERTY AND EQUIPMENTS

Particulars	Cost		Rate	Depreciation		W. D. V as at 30-06-2022
	As at 01-07-2021	Addition / (deletion) 30-06-2022		For the year	Accumulated 30-06-2022	
Refrigerator	18,500	-	10%	885	10,537	7,963
Furniture & fixtures	822,934	822,934	10%	50,601	367,523	455,411
Typewriter	7,000	-	10%	105	6,054	946
Office equipments	185,580	-	10%	14,267	57,180	128,400
Electrical equipments	293,265	-	10%	19,814	114,944	178,321
Computers	574,663	17,500	30%	43,150	491,481	100,682
Air conditioners	233,203	-	10%	11,487	129,820	103,383
Fax machine	13,600	-	10%	204	11,763	1,837
<b>TOTAL (a)</b>	<b>2,148,749</b>	<b>17,500</b>		<b>140,513</b>	<b>1,189,302</b>	<b>976,943</b>
<b>PAKISTAN ADVERTISING INSTITUTE</b>						
Leasehold land	261,845	-	0%	-	-	261,845
Building at leasehold land	742,624	-	5%	14,749	462,392	280,232
<b>TOTAL (b)</b>	<b>1,004,469</b>	<b>-</b>		<b>14,749</b>	<b>462,392</b>	<b>542,077</b>
<b>TOTAL 2022 (a+b)</b>	<b>3,153,218</b>	<b>17,500</b>		<b>155,262</b>	<b>1,651,694</b>	<b>1,519,020</b>
<b>TOTAL 2021</b>	<b>2,987,768</b>	<b>165,450</b>		<b>177,849</b>	<b>1,496,432</b>	<b>1,656,782</b>



	2022 Rupees	2021 Rupees
<b>4. ADVANCES, DEPOSIT AND OTHER RECEIVABLES</b>		
<b>Advances</b>		
Advance income tax	209,320	29,260
Advance to staff	40,000	30,000
Advance GST	407,673	407,673
<b>Deposit</b>		
Deposit / Certificates	15,000,000	10,000,000
<b>Other Receivables</b>		
Income tax refundable	2,277,628	2,184,758
Receivable from Members	448,850	2,797,100
	<b>18,383,471</b>	<b>15,448,791</b>
<b>5. CASH AND BANK</b>		
<b>Cash at bank in current accounts</b>		
Pakistan Advertising Association	2,254,404	2,676,630
	2,254,404	2,676,630
<b>Cash in hand</b>		
Pakistan Advertising Association	860	550
	<b>2,255,264</b>	<b>2,677,180</b>
<b>6. GENERAL FUND ACCOUNT</b>		
Balance brought forward	17,236,462	13,241,432
Add: Donation & Other Contribution	477,539	1,029,270
Net Surplus / Deficit for the year	2,614,671	2,965,760
	<b>20,328,672</b>	<b>17,236,462</b>
<b>7. ACCRUED EXPENSES AND OTHER LIABILITIES</b>		
Accrued expenses	137,588	370,854
Payable to Ad-Agency	873,500	873,500
Others Payable	400,355	876,500
OSC Withholding SST Payable	-	126,697
Advance Rental Income	572,450	454,750
	<b>1,983,893</b>	<b>2,702,301</b>
<b>8. INCOME</b>		
Admission Fee	20,000	80,000
Membership Fees	4,267,000	6,317,000
Annual Subscription Fee For AFAA	126,000	190,000
	<b>4,413,000</b>	<b>6,587,000</b>

	2022 Rupees	2021 Rupees
<b>9. ADMINISTRATIVE EXPENSES</b>		
Salaries & allowances	2,792,400	2,550,000
Staff welfare	117,000	792,950
Electric charges	282,271	185,537
Telephone, fax & internet	118,994	129,598
Printing and stationary	144,005	200,105
Rate & taxes	87,140	88,480
Meeting expenses	19,810	25,000
Repair and maintenance	11,100	65,710
Office Expenses	113,892	202,748
Postage & telegram	54,342	77,342
Entertainment	68,892	96,068
Conveyance & traveling	41,210	92,170
Audit fees	75,000	75,000
Website charges	136,554	120,000
Legal and professional charges	1,431,305	1,459,166
Miscellaneous	112,047	75,025
Bank charges	1,848	4,957
Other Expenses	-	2,166,290
Bad Debt Expenses	2,676,250	50,000
Subscription Fees	199,457	218,862
Insurance Expenses	48,746	30,000
Depreciation	140,513	162,324
	<b>8,672,776</b>	<b>8,867,332</b>
<b>10. OTHER INCOME</b>		
Rental income	5,711,656	5,338,000
Liabilities Write off	433,197	-
Profit From Bank	680,733	171,723
	<b>6,825,586</b>	<b>5,509,723</b>
<b>11. DEPRECIATION</b>	14,749	15,525
<b>ADMINISTRATIVE EXPENSES</b>	(14,749)	(15,525)
<b>DEFICIT FOR THE YEAR</b>	<b>(14,749)</b>	<b>(15,525)</b>

## 12. TAXATION

Income tax assessments of the association has been finalized upto and including year 2021. 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



<b>Financial Assets</b> Advances and other receivable Cash and Bank Balances	<b>Grand Total 2022</b>	18,383,471	2,255,264	20,638,735	<b>Grand Total 2021</b>	15,448,791	2,677,180	18,125,971
<b>Financial Liabilities</b> Accrued expenses and other liabilities	<b>Sub Total</b>	18,383,471	2,255,264	20,638,735	<b>Sub Total</b>	15,448,791	2,677,180	18,125,971
	<b>Bearing Maturity after one year</b>	-	-	-	<b>Bearing Maturity after one year</b>	-	-	-
	<b>Non-interest Maturity upto one year</b>	18,383,471	2,255,264	20,638,735	<b>Non-interest Maturity upto one year</b>	15,448,791	2,677,180	18,125,971
	<b>Sub Total</b>	-	-	-	<b>Sub Total</b>	-	-	-
	<b>Bearing Maturity After one year</b>	-	-	-	<b>Bearing Maturity After one year</b>	-	-	-
	<b>Interest Maturity upto one year</b>	-	-	-	<b>Interest Maturity upto one year</b>	-	-	-

### 13.2 Credit Risk Exposure

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

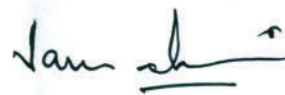
2022      2021

14.1 Total number of employees at the year end were      7      6


14.2 These financial statements were authorized for issue on 01st July 2022 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

