

**CONFIDENTIAL**



Ref: SA/03-14/40-9725  
March 28, 2014

**To: All Member Broadcasters**

**Sub: Suspension of Business**

Dear Members,

We have to inform you that upon default in payment of outstanding dues of our member broadcasters business of the following agencies shall stand suspended w.e.f. **00:01 hour, Tuesday April 01, 2014.**

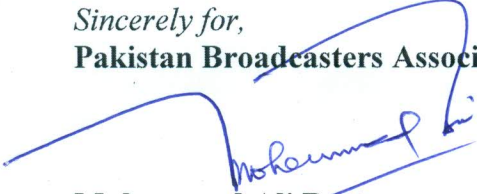
1. **Midas (Pvt) Ltd**
2. **Evernew Concepts (Pvt) Ltd**
3. **Communication Spot**
4. **X20**
5. **Difference (Pvt) Ltd**

All member broadcasters are directed not to air any advertisement of any product of the above agencies after the mentioned time through any source whatsoever, from any channel of their network / bouquet till further communication by PBA.

Please note that as per clause 18.3 of PBA Rules and Regulations Governing Conduct of Advertising Agencies / Media Buying Houses the member broadcast houses will not run advertisement of a suspended agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to fine and penalty as prescribed in the above rule.

It may please be noted that any client of the agency under suspension cannot shift its business, or place any business direct to a broadcaster until the agency is restored.

*Sincerely for,*  
**Pakistan Broadcasters Association**

  
**Muhammad Ali Butt**  
Executive Director