



CONFIDENTIAL

Ref: SA/03-16/26-11932
March 29, 2016

To: All Member Broadcasters
Sub: Suspension of Business – Midas (Pvt.) Ltd.

Dear Members,

We have to inform you that **Midas (Pvt.) Ltd.** has failed to clear the cheques issued against the outstanding dues of our member broadcasters. The above agency is therefore, suspended w.e.f. **00:01 hours, Friday April 01, 2016.**

All member broadcasters are advised not to air any advertisement of the clients of the above agency after the mentioned time through any source whatsoever, 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 client/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