

Ref: PBA/04-16/CIR-11984

April 18, 2016

CIRCULAR

To: All Accredited Agencies

Sub: Clause 13 & 15 (b) of PBA Rules & Regulations -Guidelines

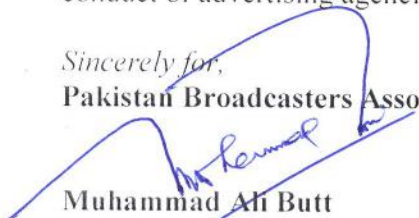
Dear All,

This is in continuation of the PBA Circular dated October 28, 2015 with regard to the complaints of dishonored cheques in PBA. It is reiterated that as per PBA Rules & Regulations the complaint against dishonored cheques cannot be withdrawn once it is lodged with PBA. More so, advertising agencies shall route the payment in shape of pay-order in favor of PBA and no direct payment to the complaining member channel will be treated as settlement of the complaint.

Please also note that no clearance or withdrawal of complaint will be accepted by PBA and action will be taken as per Clause 15 (b) of Rules & Regulations governing conduct of advertising agencies & MBHs.

Sincerely for,

Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director