



**CONFIDENTIAL**

Ref: SA/1-17/IVY-13061  
January 17, 2017

**To: All Member Broadcasters**

**Sub: Suspension of Business – M/s IVY Boutique**

Dear Members,

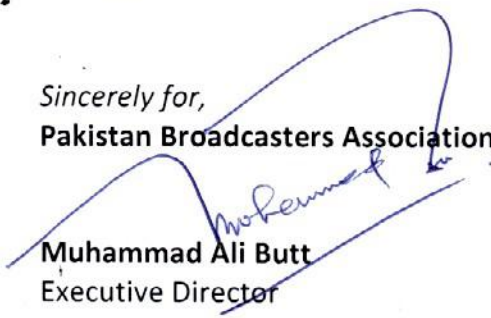
We have to inform you that **M/s IVY Boutique** has failed to clear the outstanding dues against their advertisement aired on our member broadcasters. The above client is therefore, suspended w.e.f. **00:01 hours, Friday, January 20, 2017.**

All member broadcasters are advised not to air any advertisement of the above client 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 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 under suspension cannot shift its business, or place any business directly or through any source whatsoever to a broadcaster until it is restored.

Sincerely for,  
**Pakistan Broadcasters Association**

  
**Muhammad Ali Butt**  
Executive Director