

CONFIDENTIAL

Ref: SA/09-23/52-21152
September 26, 2023

To: All Digital Media Member Publishers

Sub: Suspension of Digital Advertising Business – Lowe & Rauf (Pvt.) Ltd

Dear Digital Media Members,

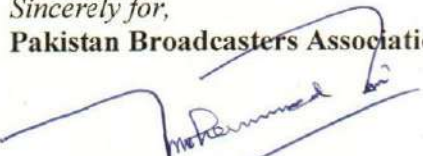
We have to inform you that **M/s Lowe & Rauf (Pvt.) Ltd** has failed to clear the outstanding dues of our Digital Media Publisher. The above agency is therefore, suspended w.e.f. **00:01 hours, Friday, September 29, 2023.**

All Digital Media Publishers 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 Digital Media Members 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 publisher until the agency is restored.

Sincerely for,
Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director