

PBA/03-19/Cir-15676  
March 30, 2019

**CIRCULAR**

*Secretariat*

**All Accredited Advertising Agencies / MBHs  
Pakistan Broadcasters Association**

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Subject: Submission of pending GST Certificate / WHT Challans

Dear All,

This is with reference to the matter of pending GST Certificates / WHT challans against advertisements of your respective clients released on our member broadcasters through your advertising agency / MBH.

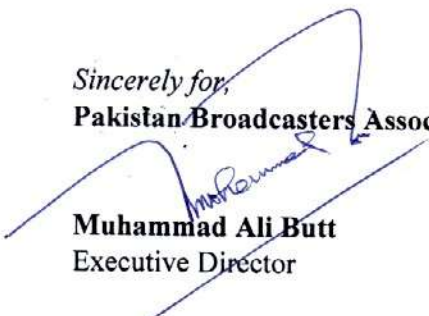
We have been informed by our member broadcasters that they have not been provided with the required GST certificates / WHT challans by the advertising agencies against their invoices/payments. However, it is the responsibility of advertising agencies / MBHs to ensure that proper challans of GST and WHT certificates are furnished by their enlisted clients regularly.

It has therefore been decided by the PBA Board of Directors that non submission of GST certificates and WHT challans will now be treated as short payment against such relevant clearance period. **You are therefore requested to please ensure strict compliance at your end and inform your respective clients to provide the pending GST/WHT challans latest by April 25, 2019 in order to avoid any inconvenience.**

Advertising agencies / MBHs are also advised that the GST Certificates / WHT Challans against the reported dues of a clearance month must be submitted alongwith the payment of next clearance month, and non-compliance thereof may attract action against the agency as well as the relevant client as per rules and regulations governing conduct of advertising agencies / MBHs.

Your cooperation and understanding will be highly appreciated.

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

  
**Muhammad Ali Butt**  
Executive Director