



**PAKISTAN  
BROADCASTERS  
ASSOCIATION**

Ref: SA/05-19/-15743  
May 8, 2019

*Secretariat*

**To: All Member Broadcasters**

**Sub: Suspension of Business – Master Group**

Dear Members,

We have to inform you that **Master Beverages and Foods Limited** has failed to clear the outstanding dues against their advertisement aired on our member broadcasters. In view of the persisting default in payments the business of other companies of **Master Group** is therefore, suspended w.e.f. **00:01 hours, Saturday, May 11, 2019** as per PBA Rules and Regulations Governing Conduct of Advertising Agencies / MBHs. This suspension includes the following companies of **Master Group**:

1. Master Beverages and Foods Ltd.
2. Master Sanitary Fittings Industries Ltd.
3. Master Poly Plastic Industries Ltd.
4. Master Cloth and Suiting Ltd.
5. Master Ballpoint Pen Industries (Pvt.) Ltd.
6. Master Tiles and Ceramic Industries
7. Master City (Pvt.) Ltd.

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