



File No: 2(123)/AGR/EXM/CCP/2023

**COMPETITION COMMISSION OF PAKISTAN**  
**GOVERNMENT OF PAKISTAN**

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**RENEWED EXEMPTION CERTIFICATE**

In pursuance of the powers conferred by Section 5 read with Section 9 of the Competition Act, 2010 (the "Act") and based on the information provided, the Competition Commission of Pakistan (the "Commission") hereby grants exemption to the relevant clauses of the agreement mentioned below from the application of Section 4 of the Act as per the conditions mentioned hereunder:

**PARTICULARS OF THE AGREEMENT**

<b>First Party: (Applicant)</b>	M/s. Procter & Gamble Pakistan (Pvt.) Limited (" P & G") having its registered office at 11 <sup>th</sup> Floor, The Harbor Front, Dolmen City, HC-3, Block -4 , Abdul Sattar Edhi Avenue, Clifton, Karachi – 75600.
<b>Second Party:</b>	M/s Abu Dawood Trading Company Pakistan (Pvt.) Limited having its registered office at C-6/1 Street No3, Bath Island, Karachi.
<b>Type of Agreement:</b>	Distribution Agreement (the "Agreement") initialed copy attached herewith
<b>Date entered into:</b>	June 12 <sup>th</sup> 2008 (with no subsequent amendments to-date)
<b>Validity Period:</b>	The Agreement has validity till June 12 <sup>th</sup> 2013 and shall continue thereafter unless and until terminated by either party. The contract is under negotiations for last several months between both the parties.
<b>Products:</b>	As annexed to the "Agreement", excluding Pert Plus, Herbal Essences and Camay as their production and distribution has been discontinued in Pakistan.

**PARTICULARS OF THE EXEMPTION GRANTED**

<b>Exemption granted:</b>	On territorial exclusivity and non-compete clauses 1.1 & 15.1 of Agreement.
<b>Granted period:</b>	01 <sup>st</sup> August 2023 to 30 <sup>th</sup> April 2024



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<b>Conditions:</b>	<ul style="list-style-type: none"><li>(i) By virtue of exclusivity/exemption granted here under, the parties to the above agreement shall not engage directly or indirectly in any practice(s) and/or conduct(s) that is prohibited under the Act;</li><li>(ii) The Applicant shall intimate to the Commission in case of any amendment(s) made to the "Agreement";</li><li>(iii) The outcome of the ongoing negotiations of the Applicant with the second party should be confirmed at least fifteen (15) days prior to the expiry of this Exemption;</li><li>(iv) This Exemption is being granted only to the extent of distribution of products by the second party, as specified above;</li><li>(v) The Applicant will intimate Commission in case of any substantial change in relevant market of the products specified in the "Agreement";</li><li>(vi) This Exemption is effective only for the territory of Pakistan;</li><li>(vii) If deemed necessary, the Commission reserves the right to review and revise the conditions of this Exemption;</li><li>(viii) The Commission reserves the right to seek actual progress and data on financial and non-financial information provided in support of this exemption including the benefit to the consumers, as submitted by the Applicant for this Exemption; and</li><li>(ix) Breach of terms of this Exemption, shall have an immediate effect of cancellation of this Exemption;</li></ul>
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Without prejudice to the generality of Section 6 of the Act, the grantee of the exemption shall inform the Commission forthwith and seek clearance for continuation of the exemption if there is any material change, *inter alia*, in: (i) the terms of the agreement; (ii) the market share of the parties to the agreement; or (iii) the circumstances in the market in which the parties are operating at the time of this exemption being granted.

Granted on this the 13<sup>th</sup> day of February 2024 at Islamabad.

Seal of the Commission

**Shahzad Hussain**  
Registrar  
Competition Commission of Pakistan  
Government of Pakistan  
Islamabad  
Page 2 of 2