



File No: 2(85)/AGR/EXM/CCP/2023  
**COMPETITION COMMISSION OF PAKISTAN**  
**GOVERNMENT OF PAKISTAN**

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**RENEWED EXEMPTION CERTIFICATE**

In pursuance of the powers conferred under Section 5 read with Section 9 of the Competition Act, 2010 (the "Act") and based on the information provided by the Applicant, the Competition Commission of Pakistan (the "Commission") hereby grants exemption on 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. Coca-Cola Beverages Pakistan Limited ("CCBPL") having its registered office at 26 F.C.C, Syed Maratab Ali Road, Gulberg-IV, Lahore.
<b>Second Party:</b>	M/s. The Coca-Cola Company ("TCCC") having its registered office at Coca-Cola Plaza, N.W., Atlanta, State of Georgia 30313, USA.
<b>Type of Agreement:</b>	Bottlers Agreement (the "Agreement") signed between the parties authorizing Applicant to prepare and distribute non-alcoholic beverages under registered trademark in the territory (Pakistan).
<b>Date entered into:</b>	1 <sup>st</sup> June 2018
<b>Validity Period of the Agreement:</b>	31 <sup>st</sup> December 2027
<b>Product(s):</b>	Concentrate to be supplied to the Applicant for preparation of the non-alcoholic beverage syrup for preparation of beverage for sale in bottles and other containers.



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PARTICULARS OF THE EXEMPTION GRANTED	
Exemption granted:	On clauses 2, 3 & 15 (c)(e)(f)(g) of the "Bottler's Agreement".
Granted period:	From September 1 <sup>st</sup> 2023 till June 30 <sup>th</sup> 2025
Conditions:	<ol style="list-style-type: none"><li>1. By virtue of exemption granted on the relevant clauses of the Bottler's Agreement, the parties to the Agreement shall not engage directly or indirectly in any practice(s) and/or conduct(s) that are prohibited under the Act;</li><li>2. Pursuant to clause 3, consent granted by TCCC to the Applicant to sell or resell concentrate to any third party will be immediately informed to the Commission along with the particulars;</li><li>3. If consent is provided by TCCC pursuant to clause 15 (c) for manufacturing, preparing, packaging of any non-alcoholic beverage, the same will be communicated to the Commission within fifteen (15) days of such decision;</li><li>4. This exemption does not entail any approval on pricing aspects of the products covered under the Agreement;</li><li>5. For any supply being made to "Special Customers" pursuant to clause 8(b), it will be the responsibility of the parties to the Agreement to seek approval if required under the Act read with Competition (Exemption) Regulations, 2020;</li><li>6. This exemption does not include/cover any consent or approval of the commercial agreements entered, if any, with third parties based on the letters issued by TCCC to the Applicant dated 1<sup>st</sup> June, 2018. It is the responsibility of Applicant to seek exemption from the Commission, as applicable. The referred letters pertain to:<ol style="list-style-type: none"><li>i. Bottler's Agreement for Other Beverages</li><li>ii. Letter of Authorization to the Bottlers</li><li>iii. Authorization in respect of syrups for post-mix beverages</li><li>iv. Authorization in respect of frozen carbonated beverages</li><li>v. Authorization in respect of ships and airlines</li><li>vi. Consent to deal in energy drinks</li></ol></li><li>7. If the Applicant adopts 'any other' method of distribution of beverage pursuant to clause 10 of the Agreement, the particulars of the same will be communicated to the Commission within 15 days of such decision;</li><li>8. In case of any change made to the trademarks of products covered under clause 12 of the Agreement, the Applicant will intimate to the Commission within fifteen (15) days of such change;</li><li>9. This Exemption is effective only for the territory of Pakistan;</li></ol>



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	<ol style="list-style-type: none"><li>10. If renewal is required/applicable for this exemption, it will be the responsibility of the Applicant to seek extension at least three (3) months prior to the expiry of this exemption being granted;</li><li>11. The Commission reserves the right to review and revise the conditions of this exemption;</li><li>12. The Commission reserves the right to seek actual progress and data on forecasted financial and non-financial information provided by the Applicant in support of this exemption; and</li><li>13. Breach of terms of this exemption, shall have an immediate effect of cancellation of this exemption.</li></ol>
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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 products covered under the Agreement; or (iii) the circumstances in the relevant market in which the parties are operating.

Granted on the 24<sup>th</sup> day of June 2024 at Islamabad.

Seal of the Commission

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