



File No: 2(579)/AGR/EXM/CCP/2019
COMPETITION COMMISSION OF PAKISTAN
GOVERNMENT OF PAKISTAN

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EXEMPTION CERTIFICATE

In pursuance of the powers conferred by Section 5 read with Section 9 of the Competition Act, 2010 (the Act), the Competition Commission of Pakistan (the Commission) hereby grants exemption from the application of Section 4 of the Act, details whereof are given here below:-

DETAILS OF THE AGREEMENT

First Party: M/s. Pepsi-Cola International (Pvt.) Limited (Hereinafter referred to as 'PCI')
Business address: 37 – C – 1, Gulberg III, Lahore.

Second Party: M/s. Imperial Cinemas (Hereinafter referred to as 'CUSTOMER')
Business address:

Type of Agreement: Exclusive Beverage, Bottled Water and Snacks Agreement

Date entered into: December 11th 2018

Valid until: For a period of Three (3) years, commencing from December 18th 2018 through December 17th 2021

DETAILS OF THE EXEMPTION

Exemption granted to: Non-Compete and Territorial Exclusivity clauses of the agreement

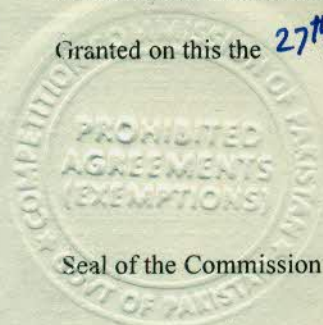
Granted until: 17-12-2021

Condition(s):

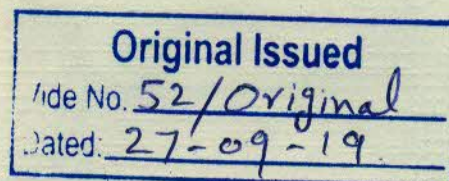
- i. The Exemption certificate, shall in no way be construed as an approval for fixation or maintaining 'Minimum Retail Price' with reference to the products' subject matter of the Exclusive Beverage, Bottled Water and Snacks Agreement;
- ii. This exemption is effective only for the territory of Pakistan;
- iii. The Applicant shall intimate to the Commission in case of any amendments made to the Exclusive Beverage, Bottled Water and Snacks Agreement;
- iv. The Commission reserves the right to impose any condition(s) at the time of considering extension, if any; and
- v. Breach of a condition shall have the effect of cancellation of the exemption.

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.

Granted on this the 27th day of September 2019 at Islamabad.



Seal of the Commission



Ms. Bushra Naz Malik
Member (Exemptions)

BUSHRA NAZ MALIK
Member
Competition Commission of Pakistan
Government of Pakistan
Islamabad