



File No: 2(211)/AGR/EXM/CCP/2010  
**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 Standard Distribution Agreement submitted from the application of Section 4 of the Act, as per the conditions hereunder:

**PARTICULARS OF THE AGREEMENT**

<b>First Party: (Applicant)</b>	M/s.Reckitt Benckiser Pakistan Limited (the 'Company') having its registered office at 3 <sup>rd</sup> Floor, Tenancy 05, Corporate Office Block, Dolmen City Mall, Clifton, Karachi
<b>Second Party:</b>	Independent Agreements with 29 distributors across territory (list attached)
<b>Type of Agreement:</b>	Standard Distribution Agreement (the "Agreement") An initialed copy of the executed Agreement between the Applicant and M/s. Baloch Enterprises on 1 <sup>st</sup> April, 2023 submitted as a sample of the Standard Agreement, for seeking exemption is attached.
<b>Date entered into:</b>	Different dates with different distributors
<b>Validity Period of Agreement:</b>	Distribution Agreement is valid for a period of three (03) years from the date of commencement as per Clause 15 of the "Agreement"
<b>Product(s):</b>	a. Hygiene products (Dettol products, Durex, Harpic, Mortein, Coopex, Cherry Blossam and Robin); b. Health products (Veet, Strepsils); c. Pharma products (Disprin, Disprol and Gaviskon)



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PARTICULARS OF THE EXEMPTION GRANTED(MODIFIED)	
Exemption granted:	Non-compete and Territorial Exclusivity Clauses of the Agreement- Clause 6.1 and 11.1 b(i)
Granted period:	From 1 <sup>st</sup> April, 2023 till 31 <sup>st</sup> December, 2025
Conditions:	<ol style="list-style-type: none"><li>i. By virtue of exclusivity/exemption granted on the relevant clauses of the Agreement, the parties to the Agreement shall not engage directly or indirectly in any practice(s) and/or conduct(s) that is prohibited under the Competition Act, 2010;</li><li>ii. In case of any change in the regulatory regime for the health and pharma products covered under the Agreement, the same will be communicated within 15 days of such notification;</li><li>iii. In case of any approval granted to the distributor(s) pursuant to clause 6.1 of the Agreement, the same will be intimated to the Commission within 15 days of such decision;</li><li>iv. The exemption is granted on clause 11.1(b)(i) to the extent that this will not restrict any distributor from availing or capitalizing on any export potential from the territory.</li><li>v. It is the responsibility of the applicant to ensure that necessary authorization/ approval exists for the manufacturing of the health and pharma products besides, the distributors appointed also have the required approval for distribution of these products from relevant regulator/authority;</li><li>vi. In case of any addition/removal in the attached list of 29 distributors or change in their territorial jurisdiction, the Applicant shall intimate to the Commission within 15 days of such decision;</li><li>vii. No restriction/limitation will be imposed on the distributors for participating in any biddings carried out in the territory;</li><li>viii. This exemption does not entails or cover any approval on the pricing aspects of the products;</li><li>ix. The Applicant shall immediately intimate to the Commission in case of any amendment(s) made to the "Agreement";</li><li>x. It is the responsibility of the Applicant to ensure that the other party (distributor) is aware of this exemption;</li><li>xi. It is the responsibility of the applicant to ensure that the Standard Template Agreement submitted to the Commission for consideration of exemption is used for signing with all the distributors engaged for the purpose in the territory;</li></ol>



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	<p>xii. This Exemption is effective only for the territory of Pakistan;</p> <p>xiii. If renewal of this Exemption is required/applicable, it will be the prime responsibility of the Applicant to seek extension at least three (3) months prior to the expiry of this exemption being granted;</p> <p>xiv. The Commission reserves the right to review and revise the conditions of this Exemption as deemed necessary;</p> <p>xv. 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 consumers' benefit as envisaged and submitted by the Applicant; and</p> <p>xvi. Breach of terms of this exemption, shall have an immediate effect of cancellation of this exemption.</p>
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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 this the 11<sup>th</sup> day of June 2024 at Islamabad.

Shahzad Hussain  
Registrar

Seal of the Commission

