



File No: 2(708)/AGR/EXM/CCP/2024
COMPETITION COMMISSION OF PAKISTAN
GOVERNMENT OF PAKISTAN

7th Floor, ISE Towers,
55 – B, Jinnah Avenue,
Islamabad.
Tel: +92-051-9100260
Fax: +92-051-9100297

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 M/s. Lucky Motor Cooperation Limited (the "Applicant") the Commission hereby grants exemption on the relevant clauses of the Dealers Agreement from the application of Section 4 of the Act subject to the conditions mentioned hereunder:

PARTICULARS OF THE AGREEMENT

First Party: (Applicant)	M/s. Lucky Motor Corporation Limited having its registered office at Arabian Sea Country Club, Bin Qasim Industrial Park (SEZ), Pakistan Steel Mills, Bin Qasim Town, Karachi.
Second Party:	Standard Dealership Agreement (list attached) executed separately with 07 dealers across territory
Type of Agreement: (Template)	Authorized Dealer Agreement (the "Agreement") –An initialed copy of the executed agreement between the applicant and M/s. PEUGEOT MACCA on 14 th November, 2022 submitted as a sample of the Template Agreement, for seeking exemption is attached.
Date entered into:	Different dates with seven (07) dealers- list of dealers annexed along with their respective territories assigned.
Validity of the Agreement(s):	Dealer agreements are valid from 28 th January 2022 to 31st December, 2024. The agreements are renewable pursuant to Article 35 of the Template submitted.
Product(s):	"PEUGEOT Vehicles" and "PEUGEOT Parts" as specified in Article 2 of the "Agreement"



COMPETITION COMMISSION OF PAKISTAN
GOVERNMENT OF PAKISTAN

PARTICULARS OF THE EXEMPTION GRANTED	
Exemption granted:	- On Article 2 (a) pertaining to Territorial Exclusivity; - On Article 4(d) pertaining to procurement of specified items for sales facility; - On Article 5 (e) pertaining to Non –compete aspect;
Granted period:	From 28 th January 2022 to 31 st December 2024
Conditions:	<ol style="list-style-type: none">i. By virtue of 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 are prohibited under the Act;ii. If any alteration is approved for management of any dealership pursuant to Article 5 (a), the same will be communicated to the Commission within fifteen (15) days of such decision;iii. In case of personnel are deputed to run any dealership, pursuant to Article 21, the same will be communicated to the Commission within fifteen (15) days of such decision;iv. If the dealer is allowed more than one facility in a territory pursuant to Article 22 (a), the same will be communicated to the Commission within fifteen (15) days of such decision;v. In case of execution of any separate Dealership Agreement in respect of facility/outlet(s) pursuant to Article 22(b), the same will be communicated to the Commission within fifteen (15) days of such decision;vi. In case of any approval is granted for the sale or service of PEUGEOT products pursuant to Article 36, the same will be communicated to the Commission within fifteen (15) days of such decision;vii. If there is any change to the existing products covered under the Agreement and/or if any vehicle model other than PEUGEOT 2008 (Active/Allure) is launched in the territory, same will be communicated to the Commission within fifteen (15) days of such decision;viii. It is the responsibility of the applicant to ensure that the Template Agreement submitted to the Commission is used for signing with all the dealers engaged for the purpose in the territory;ix. In case of any addition/deletion made to the list of seven (07) dealers or their territories designated, the same will be communicated to the Commission within fifteen (15) days of such decisions;x. This exemption does not entail any approval on pricing aspects of



COMPETITION COMMISSION OF PAKISTAN
GOVERNMENT OF PAKISTAN

	<p>the products covered under the Agreement;</p> <p>xi. The Applicant shall immediately intimate to the Commission in case of any amendment(s) made to the template agreement submitted for seeking this exemption;</p> <p>xii. For renewal of this exemption (if 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;</p> <p>xiii. It is the responsibility of the applicant to ensure that the other parties to the dealership agreements are intimated/aware of this exemption;</p> <p>xiv. The Commission reserves the right to seek actual progress and data on financial and non-financial information provided by the applicant in support of this exemption;</p> <p>xv. The Commission reserves the right to review and revise the conditions of this Exemption, as deemed necessary;</p> <p>xvi. This Exemption is effective only for the territory of Pakistan;</p> <p>xvii. Breach of terms of this exemption, shall have an immediate effect of cancellation of this exemption;</p>
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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 market and/or the regulatory and policy framework relevant to the "Agreement" and this exemption.

Granted on this the ^{23rd} day of August, 2024 at Islamabad.

Seal of the Commission

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