



File No: 2(23)/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 to the relevant clauses of the Standard 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:</b> (*Applicant*)	M/s. Unilever Pakistan Limited 'UPL' having its registered office at Avari Plaza, Fatima Jinnah Road, Karachi - 75530.
<b>Second Party:</b>	"Standard Distribution Agreement" executed with 362 Distributors (Annex-A) across territory (Pakistan).
<b>Type of Agreement:</b>	Standard Distribution Agreement (the "Agreement"); Initialed copy of the Agreement submitted to the Commission is attached herewith.
<b>Date entered into:</b>	Different dates with different distributors
<b>Validity Period of the Agreement:</b>	Different dates with different distributors
<b>Product(s):</b>	Clear, Comfort, Domex, Dove, Glow & Lovely, Lifebuoy, Lux, Pond's, Sunlight, Sunsilk, Surf Excel, Vaseline, Vim, Tresemme, Rin

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PARTICULARS OF THE EXEMPTION GRANTED	
Exemption granted:	On clause 2.4 of the Agreement.
Granted period:	From 31 <sup>st</sup> October, 2023 till 30 <sup>th</sup> June, 2025
Conditions:	<ol style="list-style-type: none"><li>i. By virtue of exemption granted on the relevant clauses of the Standard 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 Act;</li><li>ii. Any permission granted by the applicant to any distributor(s) pursuant to clause 2.4 (a), (e) and 3.12 will be intimated to the Commission within fifteen (15) days of such decision;</li><li>iii. Any permission granted by the applicant to any distributor(s) pursuant to clause 3.11 will be intimated to the Commission within fifteen (15) days of such approval;</li><li>iv. The Applicant shall immediately intimate to the Commission about any amendment(s) made to the "Agreement" and/or the list of products covered under the "Agreement";</li><li>v. In case there is any addition/deletion of the distributors and/or change in territorial jurisdiction of the 362 Distributors, the same will be communicated to the Commission within fifteen (15) days of such decision;</li><li>vi. This exemption does not entail any approval on pricing aspects of the products covered under the Agreement;</li><li>vii. 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><li>viii. The Applicant will intimate the Commission in case of any substantial change in the relevant market of the products covered under the "Agreement";</li><li>ix. This exemption is effective only for the territory of Pakistan;</li><li>x. 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>xi. The Commission reserves the right to review and revise the conditions of this exemption;</li><li>xii. 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>xiii. 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 this the 21<sup>st</sup> day of May 2024 at Islamabad.

Seal of the Commission

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