



File No: 2(504)/AGR/EXM/CCP/2021

**COMPETITION COMMISSION OF PAKISTAN
GOVERNMENT OF PAKISTAN**

7th Floor, ISE Towers,
55 – B, Jinnah Avenue,
Islamabad.
Tel: 92-051-9100283
Fax: 92-051-9100297

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 to the template agreements from the application of Section 4 of the Act, details whereof are given here below:-

DETAILS OF THE AGREEMENT

First Party: M/s. Coca Cola Beverages Pakistan Limited (CCBPL)
Business address: 26 F.C.C., Syed Maratab Ali Road, Gulberg – IV, Lahore.

Second Party: Standard Agreement executed with 525 distributors

Type of agreement: Draft Distributorship Agreement

Date entered into: Different dates with different distributors

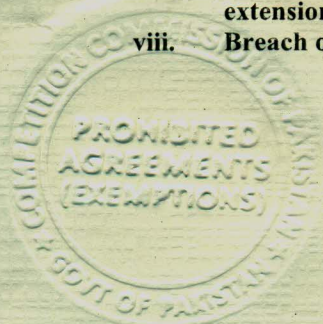
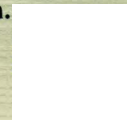
Validity Period: For a period of one (1) year, further renewable

DETAILS OF THE EXEMPTION

Granted until: 31-03-2024

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 Standard Distribution Agreement;
- ii. The Applicant shall provide executed copy of the Agreement to the Commission, once materialized;
- iii. This exemption is effective only for the products mentioned under Schedule – B of the Agreement;
- iv. This exemption is effective only for the territory of Pakistan;
- v. The Applicant shall also provide copy(s) of any other agreement(s) of similar nature apart from the Distribution Agreement, once executed;
- vi. The Applicant shall intimate to the Commission in case of any amendments made to the Agreement;
- vii. The Commission reserves the right to impose any condition(s) at the time of considering extension, if any; and
- viii. Breach of a condition shall have the effect of cancellation of the exemption.





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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 parties to the agreement; or (iii) the circumstances in the market in which the parties are operating.

Granted on this the 31st day of March 2021 at Islamabad.



Seal of the Commission

Syed Umair Javed
Registrar
Competition Commission of Pakistan
Government of Pakistan
Islamabad

Original Issued

Vide No. 15-Original

Dated: 01-04-2021.