



File No: 2(582)/AGR/EXM/CCP/2019
COMPETITION COMMISSION OF PAKISTAN
GOVERNMENT OF PAKISTAN

7th Floor, ISE Towers,
55 – B, Jinnah Avenue,
Islamabad.
Tel: +92-51-9100263
Fax: +92-51-9100297

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 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. FoodConsults (Pvt.) Limited (Hereinafter referred to as 'CUSTOMER')
Business address: 23 Usman Block, New Garden Town, Lahore.

Type of Agreement: Exclusive Beverages & Bottled Water Supply Agreement

Date entered into: June 18th 2019

Valid until: For a period of five (5) years, commencing from July 1st 2019 through June 30th 2024

DETAILS OF THE EXEMPTION

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

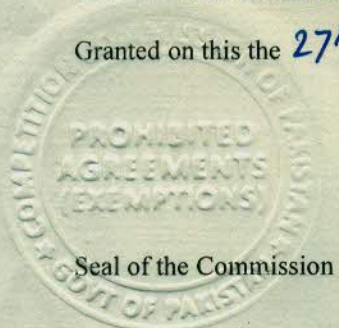
Granted until: 15-09-2022

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 Beverages and Bottled Water Supply 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 Beverages and Bottled Water Supply 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.



Original Issued
Vide No. 60/Original
Dated: 27-09-2019.

Ms. Bushra Naz Malik
Member (Exemptions)

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