



File No: 2(195)/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, 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

First Party: ("Applicant")	M/s. Coca-Cola Beverages Pakistan Limited ("CCBPL") having its registered office at 26 F.C.C., Syed Maratab Ali Road, Gulberg-IV, Lahore.
Second Party: ("Customers")	"Agreement for Selling Products to Customers" signed/to be signed between the applicant and 'Customers' (list of 1883 "Customers" attached)
Type of Agreement:	Standard Agreement signed with "customers" engaged in merchandising of various consumables/beverages and bottled water – Initialed copy of Agreement signed between CCBPL and Defence Raya Golf & Country Club on February 1 st 2023, submitted as Standard Agreement is attached herewith.
Date entered into:	Different dates with different "Customers"
Validity Period of the Agreement:	Different dates with different "Customers"
Product(s):	Carbonated and non-carbonated beverages and bottled water as annexed with this certificate



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PARTICULARS OF THE EXEMPTION GRANTED	
Exemption granted:	On clauses 4.3.1, 4.3.4 and 6.1 of the Standard Agreement
Granted period:	From February 1st 2023 till June 30th 2025
Conditions:	<ol style="list-style-type: none">1. 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 are prohibited under the Competition Act, 2010;2. This exemption does not entail any approval on pricing aspects of the products covered under the Agreement;3. In case of any change made to the list of products covered under the Agreement, the applicant will intimate the Commission within fifteen (15) days of such change;4. In case of any change made to the trademarks of products covered under the agreement, the applicant will intimate the Commission within fifteen (15) days of such change;5. The exemption being granted on clause 4.3.1, does not entail or imply any restriction on "customers" to purchase their entire requirement of carbonated and non-carbonated beverages only from CCBPL (applicant);6. It is the responsibility of the Applicant to ensure that the Standard Agreement submitted is signed across the territory. In case of any change, the Applicant shall intimate to the Commission within five (05) days of any amendment(s) made to the attached "Agreement";7. During the exemption period, the applicant will submit by each 31st December the addition/deletion made to the list of 1883 customers that has been submitted as part of the application for this exemption;8. This Exemption is effective only for the territory of Pakistan;9. 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;10. The Commission reserves the right to review and revise the conditions of this exemption;11. 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; and12. Breach of terms of this exemption, shall have an immediate effect of cancellation of this 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 products covered under the Agreement; or (iii) the circumstances in the relevant market in which the parties are operating at the time of this exemption being granted.

Granted on this the 1st day of May 2024 at Islamabad.

Seal of the Commission

Shahzad Hussain
Registrar
Competition Commission of Pakistan
Government of Pakistan
Islamabad