



**BEFORE THE
COMPETITION COMMISSION OF PAKISTAN**

FIRST PHASE REVIEW

**MERGER OF M/S. DWP ENGINEERING INDUSTRIES (PRIVATE) LIMITED
WITH AND INTO M/S. DIGITAL WORLD PAKISTAN (PRIVATE) LIMITED**

CASE: 1461/Merger-CCP/2024

Commission



**Dr. Kabir Ahmed Sidhu
Chairman**

ORDER

1. On 07th July, 2024, the Competition Commission of Pakistan (hereafter the “**Commission**”) received a pre-merger application (hereafter the “**Application**”) submitted jointly by the following parties:
 - i. M/s. DWP Engineering Industries (Private) Limited (hereafter “**DWP**”); and
 - ii. M/s. Digital World Pakistan (Private) Limited (hereafter “**Digital World**”).
2. The Application was made pursuant to Section 11 of the Competition Act, 2010 (hereafter the “**Act**”) read in conjunction with Regulation 6 of the Competition (Merger Control) Regulations, 2016 (hereafter the “**Merger Regulations**”).
3. The proposed transaction entails merger of DWP with and into Digital World as per the Scheme of Arrangement. All requisite information/documentation pertaining to the Application was completed on 12th August, 2024.
4. The Commission has examined the Application as well as all the documents attached therewith and the information provided by the concerned undertaking(s). The Commission carried out Phase I competition assessment of the intended transaction which has revealed business activities of the undertakings concerned as follows:
 - 4.1. DWP: M/s. DWP Engineering Industries (Private) Limited is a private limited company incorporated in Pakistan, engaged in the manufacturing and sale of varied interrelated consumer home electronics and appliances products.
 - 4.2. Digital World: M/s. Digital World Pakistan (Private) Limited is a private limited company incorporated in Pakistan, engaged in the manufacturing and sale of varied interrelated consumer home electronics and appliances products.
5. As submitted in the Application and set out in the Scheme of Arrangement, Digital World shall allot and issue an aggregate of its shares having a face value of PKR each, to DWP Shareholders. The basis of swap ratio is Digital World share for every Shares of DWP, held by each of the DWP Shareholders. The total estimated transaction value amounts to PKR
6. The relevant product market in this case has been identified as “**Consumer Electronics & Home Appliances**” and the relevant geographic market is “**Pakistan**”.
7. As per the Application, post-transaction DWP will be dissolved by the Order of the High Court and Digital World’s market share will increase to approximately % in the relevant market.
8. The proposed transaction will not result in dominance of Digital World in the relevant market, post-transaction, as determined under Section 2(1)(e) read with Section 3 of the Act. Therefore, the said transaction is hereby authorized under Section 31(1)(d)(i) of the



9. Notwithstanding the above, matters which may fall outside the scope of the Commission's purview, remain subject to applicable laws.

10. It is so ordered.



(Dr. Kabir Ahmed Sidhu)

Chairman



Islamabad the September 6, 2024.