

**BEFORE THE  
COMPETITION COMMISSION OF PAKISTAN**

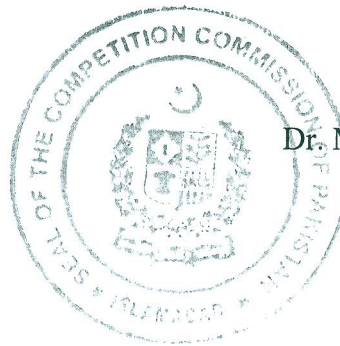
**FIRST PHASE REVIEW**

**IN THE MATTER OF ACQUISITION OF SHARES OF JUMO WORLD  
LIMITED BY ELQ INVESTORS VIII LIMITED**

**CASE: 949/Merger-CCP/18**

Commission

Ms. Vadiyya Khalil  
*Chairperson*




*M. Jali*  
Dr. Muhammad Saleem  
*Member*

## ORDER

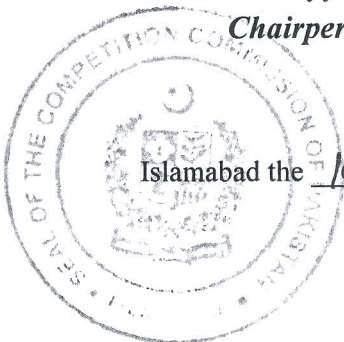
1. On 2<sup>nd</sup> March, 2018 the Competition Commission of Pakistan ("**Commission**") received a pre-merger application ("**Application**") of a proposed acquisition pursuant to Section 11 of the Competition Act, 2010 ("**Act**") read with Regulation 6 of the Competition (Merger Control) Regulations, 2016 ("**Merger Regulations**") through which ELQ Investors VIII Limited ("**ELQ**" or "**Applicant**") intends to acquire at least \_\_\_\_\_ shares of Jumo World Limited ("**JWL**") by way of share purchase.
2. The Commission has examined the pre-merger application as well as all the documents attached therewith, the market scenario and its observations on the basis of independent research/investigation in the relevant market, the Phase I competition assessment of the intended acquisition have resulted that:
  - i. The business activities of the undertakings concerned are:
    - a. For the ELQ: Equity Investments.
    - b. For the JWL: Micro-Finance.
  - ii. The proposed transaction is an acquisition of at least \_\_\_\_\_ shares of the JWL by the ELQ. Both entities operate in different relevant product and geographic market creating a conglomerate relationship between the two.
  - iii. The relevant market in this case is Micro-Finance. No horizontal relationship exists between the merger parties because both entities are operating in different product markets having no business activities in the same reportable market. The proposed transaction will not result in elimination of any competitor and the market dynamics of the relevant market will remain unchanged.
  - iv. The transaction is not likely to result in the creation or strengthening of dominant position in the relevant market. The intended merger does not meet the presumption of dominance as determined under Section (2) (1) (e) read with Section 3 of the Act.
3. In conclusion, the proposed transaction is unlikely to substantially lessen competition through the creation or strengthening of a dominant position in the relevant market. The proposed transaction is hereby authorized under Section 31 (1) (d) (i) of the Act.
4. It is so ordered.



Ms. Vadiyya Khalil  
*Chairperson*



Dr. Muhammad Saleem  
*Member*



Islamabad the 10<sup>th</sup> April 2018