



**BEFORE THE
COMPETITION COMMISSION OF PAKISTAN**

FIRST PHASE REVIEW

**IN THE MATTER OF ACQUISITION OF CERTAIN ASSETS OF M/S. FAYSAL
ASSET MANAGEMENT LIMITED BY ALFALAH ASSET MANAGEMENT
LIMITED.**

CASE: 1462/Merger-CCP/2024

Commission



**Dr. Kabir Ahmed Sidhu
Chairman**

ORDER

1. On 4th July, 2024 the Competition Commission of Pakistan (hereafter the “**Commission**”) received a pre-merger application (hereafter the “**Application**”) from M/s. Alfalah Asset Management Limited (hereafter “**the Acquirer**”).
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 the acquisition of management rights of certain funds of M/s. Faysal Asset Management Limited (hereafter “**the Seller**”) by the Acquirer, pursuant to Transfer of Management Rights Agreement dated February 02, 2024 (hereafter the “**Agreement**”).
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. The Acquirer: M/s. Alfalah Asset Management Limited is a public unlisted company incorporated under the laws of Pakistan. Its principal activity is of an Asset Management Company (hereafter the “**AMC**”) and investment advisor, licensed under Non-banking Finance Companies (Establishment and Regulation) Rules, 2003 (hereafter the “**NBFC Rules**”) by the Securities and Exchange Commission of Pakistan (hereafter the “**SECP**”).
 - 4.2. The Seller: M/s. Faysal Asset Management Limited is a public unlisted company incorporated under the laws of Pakistan. Its principal activity is of an AMC and investment advisor, licensed under NBFC Rules by the SECP.
5. As per the Agreement, the Acquirer is proposing to acquire management rights of certain funds (funds and structures having value of PKR managed by the Seller. Total consideration for the proposed acquisition is estimated to be up to PKR
6. The relevant product market, in this case, has been identified as “**Asset Management Services**” and the relevant geographic market is “**Pakistan**”.
7. As there are overlaps between the Merger Parties, the transaction is of horizontal nature. Post-transaction, the estimated market share of the Acquirer will increase from % to % while Seller’s market share will drop from % to %.
8. The proposed transaction will not result in dominance of the Acquirer 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 Act.
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 August 21, 2024.

