



BEFORE THE
COMPETITION COMMISSION OF PAKISTAN

FIRST PHASE REVIEW


IN THE MATTER OF ACQUISITION OF SHAREHOLDING IN M/S. ASB
ASSOCIATES (SMC-PRIVATE) LIMITED BY M/S. IPSOS FZ-LLC FROM MR.
ABDUL SATTAR HABAR.

CASE: 1011/Merger-CCP/18

Commission


Ms. Vafiyya S. Khalil
Chairperson



Dr. Shahzad Anwar
Member 

ORDER

1. On 24th December 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 M/s. Ipsos FZ-LLC ("Acquirer" or "Applicant") intends to acquire shareholding in M/s. ASB Associates (SMC-Private) Limited ("Target") by way of share purchase from Mr. Abdul Sattar Babar ("Seller"). All the requisite information/documentation pertaining to the application was completed by the applicant on 30th January 2019.
2. The Commission has examined the 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 has resulted in the following findings:
 - i. The business activities of the undertakings concerned are:
 - a. For the Acquirer: Market research consultancy,
 - b. For the Target: Marketing research services in the area of customized (consumer) research and retail tracking.
 - c. For the Seller: Individual.
 - ii. The proposed transaction is an acquisition of shareholding in the Target by the Acquirer from the Seller. The relevant product market in this case has been identified as that of "Market Research" having a geographic market identified as of "Pakistan". The Target is currently active in the relevant market.
 - iii. The Target holds approximately market share based on its own best estimates. Post-transaction, the market share of the Target will remain unchanged.
 - iv. The transaction is not likely to result in the creation or strengthening of a 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 Competition Act 2010 ("Act").
3. In conclusion, the proposed transaction is not likely 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.

Vadiya S. Khalil

(Vadiya S. Khalil)
Chairperson

Dr. Shahzad Ansari

(Dr. Shahzad Ansari)
Member

Islamabad the 27th Feb, 2019.

