



**BEFORE THE
COMPETITION COMMISSION OF PAKISTAN**

FIRST PHASE REVIEW

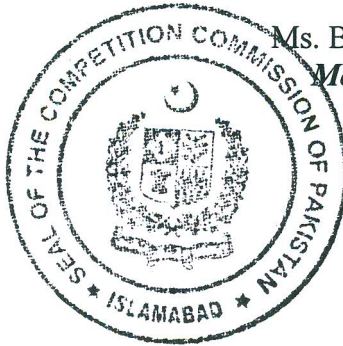
**IN THE MATTER OF ACQUISITION OF UPTO 100% SHAREHOLDING IN
M/S. UNITED DISTRIBUTORS PAKISTAN LIMITED BY MR. SHAHID
ABDULLAH, MR. ASAD ABDULLAH, MR. AYAZ ABDULLAH AND MRS. AISHA
ABDULLAH.**

CASE: 1137/Merger-CCP/2021

Commission

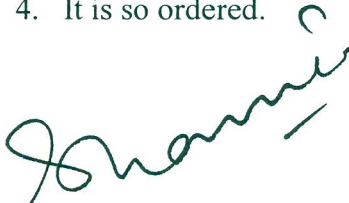
Ms. Shaista Bano
Member

Ms. Bushra Naz
Member



ORDER

1. On January 27, 2021 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**") whereby Mr. Shahid Abdullah, Mr. Asad Abdullah, Mr. Ayaz Abdullah and Mrs. Aisha Abdullah, collectively as ("**Acquirers**") intend to acquire upto 100% shareholding in M/s. United Distributors Pakistan Limited ("**Target**") from M/s. International Brands (Private) Limited ("**Seller**"). All requisite information/documentation pertaining to the application was completed on May 25, 2021.
2. The Commission has examined the Application as well as all the documents attached therewith, the market scenario, and made its observations on the basis of an independent research/investigation in the relevant market. The Phase I competition assessment of the intended transaction has resulted in the following findings:
 - i. The business activities of the undertakings concerned are:
 - a. For the Acquirer: Individuals
 - b. For the Target: Manufacturing, trading and distribution of pesticides, fertilizers and other allied products.
 - c. For the Seller: Operates as a Holding company.
 - ii. The proposed transaction involves the Acquirers purchasing upto 100% shareholding in the Target from the Seller. The total consideration is valued at PKR 1,000,000,000/-.
 - iii. The relevant product market identified in this case is that of "**Manufacturing, trading and distribution of pesticides, fertilizers and other allied products**" having a geographic market identified as of "**Pakistan**. Based on the data available, the Target has a market share of % which will remain unchanged.
3. In conclusion, the intended transaction, does not meet the presumption of dominance as determined under Section (2) (1) (e) read with Section 3 of the Act. The proposed transaction is hereby authorized under Section 31 (1) (d) (i) of the Act.
4. It is so ordered.


(Ms. Shaista Bano)
Member


(Ms. Bushra Naz)
Member

Islamabad the JUNE 7th, 2021.

