



BEFORE THE
COMPETITION COMMISSION OF PAKISTAN

FIRST PHASE REVIEW

IN THE MATTER OF ACQUISITION OF SHAREHOLDING IN
M/S PACKAGES LIMITED BY MR. SYED BABAR ALI

CASE: 1019/Merger-CCP/19

Commissioner

Ms. Vadiyya S. Khalid
Chairperson

Dr. Shahzad Ansar
Member



ORDER

1. On 23rd January 2019 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 Mr. Syed Babar Ali ("**Acquirer**" or "**Applicant**") intends to acquire shareholding in M/s. Packages Limited ("**Target**") by way of share purchase. All the requisite information/documents pertaining to the application was completed by the applicant on February 06, 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: Individual
 - b. For the Target: Production and sale of packaging materials and tissue products
 - ii. The proposed transaction is an acquisition of shareholding in the Target by the Acquirer. Currently, only the Target is engaged in the relevant product markets of "**Tobacco Packaging**", "**General Packaging**", "**Flexible Packaging**" and "**Consumer Products**" having a geographic market identified as of "**Pakistan**".
 - iii. At present, the Acquirer holds shares of the Target and post-transaction, this shareholding will increase up to . The Target has a market share in **Tobacco Packaging**, share in **General Packaging**, in **Flexible Packaging** segment and a share in **Consumer Products**. 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.

