



BEFORE THE  
COMPETITION COMMISSION OF PAKISTAN

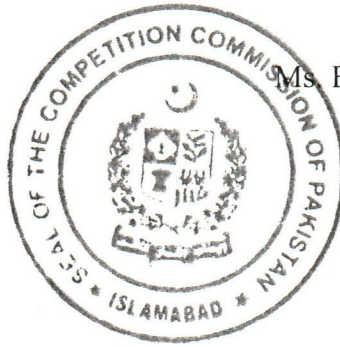
FIRST PHASE REVIEW

IN THE MATTER OF ACQUISITION OF % SHAREHOLDING OF M/S. JAAG  
BROADCASTING SYSTEMS (PRIVATE) LIMITED BY MS. ZAINEB ALEEM  
KHAN, MR. ABDUR REHMAN KHAN, AND M/S. PARK VIEW ENCLAVE  
(PRIVATE) LIMITED FROM MS. SARAH SIDDIQI AND MR. BILAL SIDDIQI

CASE: 1219/Merger-CCP/2021

Commission

Ms. Shaista Bano  
*Member*



Ms. Bushra Naz Malik  
*Member*

## ORDER

1. On 24<sup>th</sup> August 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**") from Ms. Zaineb Aleem Khan ("**Zaineb**" or "**Acquirer 1**"), Mr. Abdur Rehman Khan ("**Abdur Rehman**" or "**Acquirer 2**") and M/s. Park View Enclave (Private) Limited ("**Park View**" or "**Acquirer 3**") (collectively as "**Acquirers**") whereby, Acquirers intend to acquire % shareholding in M/s. Jaag Broadcasting Systems (Private) Limited ("**Jaag**" or "**Target**") from Ms. Sarah Siddiqi ("**Seller 1**"), and Mr. Bilal Siddiqi ("**Seller 2**") (collectively as "**Sellers**"). All requisite information/documentation pertaining to the application was completed on August 27, 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 1 & 2: individuals
    - b. For the Acquirer 3: engaged in the business of providing construction services, land development, sale of plots, production of construction materials, manufacture and sell agricultural commodities and foodstuff. It also undertakes the trading business of all sorts, import and export, general order suppliers, and other matters ancillary thereof.
    - c. For the Target: engaged in advertisement, promotion, broadcasting of television programs and news through satellite channel by the name of "Samaa TV".
    - d. For the Sellers: individuals
  - ii. The proposed transaction involves the Acquirers proposing to buy % of the issued share capital ( ordinary shares) of the Target Company from the Sellers. As per the Share Purchase Agreement, the consideration amount is estimated to be PKR /-. Prior to the transaction, the Acquirers do not hold any shares in the Target.
  - iii. The relevant market, in this case, has been identified as "**Broadcasting-Satellite Television**" and the geographic market is "**Pakistan**".
  - iv. Currently, the market share of the Target in the relevant market is approximately 3% as per the TV advertisement share for the year 2019-2020. There are no overlaps between the merger parties Post-transaction market share of the Acquirers in the relevant market will remain the same.
3. In conclusion, the proposed transaction does not meet the presumption of dominance as determined under Section (2) (1) (e). The proposed transaction is hereby authorized under Section 31 (1) (d) (i) of the Act.
4. It is so ordered.



(Ms. Shaista Bano)  
Member

Islamabad the September 23<sup>rd</sup>, 2021.

(Ms. Bushra Naz Malik)  
Member