



BEFORE THE
COMPETITION COMMISSION OF PAKISTAN

FIRST PHASE REVIEW

IN THE MATTER OF ACQUISITION OF SHAREHOLDING OF QUICK
FOODS INDUSTRIES (PRIVATE) LIMITED BY PAKISTAN EMERGING
MARKET FUND – I (THROUGH IJARA CAPITAL PARTNERS LIMITED)

CASE: 958/Merger-CCP/18

Commission

Ms. Vadiyya S. Khalil
Chairperson

Dr. Muhammad Saleem
Member



ORDER

1. On 29th March 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 Pakistan Emerging Market Fund - I ("**Acquirer**" or "**Applicant**") intends to acquire shareholding in M/s Quick Foods Industries (Private) Limited ("**Target**") by way of share purchase. All the requisite information/documents pertaining to the application was completed by the applicant on April 12, 2018.
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: Investing in companies operating in diverse sectors.
 - b. For the Target: Production and sale of frozen food products and other allied items.
 - 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 "**Production & Sale of frozen food products and other allied items**" having a geographic market identified as of "**Pakistan**".
 - iii. Post-transaction, the market share of 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.

Vadiyya S. Khalil

(Vadiyya S. Khalil)
Chairperson

M. Jaleel

(Dr. Muhammad Saleem)
Member

Islamabad the 27th APRIL, 2018.

