



BEFORE THE  
COMPETITION COMMISSION OF PAKISTAN

FIRST PHASE REVIEW

ACQUISITION OF ADDITIONAL % SHAREHOLDING BY MR. DURAIID  
QURESHI OF M/S. HUM NETWORK LIMITED

CASE: 1274/Merger-CCP/2022


Commission



*ML*  
Mujtaba Ahmad Lodhi  
*Member*

## ORDER

1. On 28<sup>th</sup> March, 2022 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 Mr. Duraid Qureshi ("**Mr. Duraid**" or "**Acquirer**") of additional acquisition of % shareholding in M/s. Hum Network Limited ("**HNL**" or "**Target**"). All requisite information/documentation pertaining to the application was completed on 15<sup>th</sup> April, 2022.
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: Individual
    - b. For the Target: Engaged in advertisement, promotion, broadcasting of television programs and news through multiple satellite channels.
  - ii. As per the Central Depository Company's Report, the transaction is acquisition of shares comprising of : ordinary shares (: % shareholding) of the Target by the Acquirer. The total estimated amount paid for : shares is estimated to be PKR .
  - iii. The relevant product/service market in this case have been identified as "**Broadcasting – Satellite TV**" and the relevant geographic market is "**Pakistan**".
  - iv. As per the application, the estimated market share of the Target is % in Entertainment and % in News which is expected to remain unchanged at post-transaction.
3. The intended acquisition of shares 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.

  
Muztaba Ahmad Lodhi  
Member  
Islamabad the 20<sup>th</sup> APRIL, 2022.  
