



BEFORE THE  
COMPETITION COMMISSION OF PAKISTAN

FIRST PHASE REVIEW

IN THE MATTER OF ACQUISITION OF 1 % SHAREHOLDING OF M/S. MERIT  
PACKAGING LIMITED BY M/S. SIZA (PRIVATE) LIMITED.

CASE: 1255/Merger-CCP/22

Commission

ML  
Mr. Mujtaba Ahmad Lodhi  
*Member*

Ms. Shaista Bano  
*Member*



## ORDER

1. On 18<sup>th</sup> January 2022, the Competition Commission of Pakistan ("**Commission**") received a pre-merger application ("**Application**") submitted by M/s. Siza (Private) Limited ("**SPL**" or "**Acquirer**") of the proposed acquisition of 100% shareholding in M/s. Merit Packaging Limited ("**MPL**" or "**Target**") pursuant to Section 11 of the Competition Act, 2010 ("**Act**") read with Regulation 6 of the Competition (**Merger Control**) Regulations, 2016 ("**Merger Regulations**") in accordance with Extract of the Resolution ("**Agreement**"). All requisite information/documentation pertaining to the application was completed on 17th February, 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 markets. 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 Acquirer: Engaged in trading and other businesses.
    - b. For Target: Engaged in manufacturing and sale of printing and packaging.
  - ii. As per the Agreement, the transaction under consideration is acquisition of shares comprising 100 ordinary shares (100% shareholding) of the Target by the Acquirer. The amount to be paid for 100% shareholding is estimated to be PKR 100000000/-
  - iii. The relevant market in this case has been identified as "**Printing and Packaging**" and the relevant geographic market is "**Pakistan**". Based on the data submitted, the current market share of the Target can be estimated to be approximately between 10-15% in the relevant market, which is expected to remain unchanged post-transaction.
  - iv. There are no overlaps in the activities of the merger parties in the relevant market, therefore, post-transaction, market conditions will remain unchanged.
3. As per the application, there are no ancillary restrictions.
4. 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.
5. It is so ordered.

(Mr. Mujtaba Ahmad Lodhi)  
*Member*

(Ms. Shaista Bano)  
*Member*

Islamabad the 21<sup>st</sup> February, 2022.

