

Business Recorder

CCP approves merger of DWP Engineering & Digital World

The Competition Commission of Pakistan (CCP) has granted approval for the merger between M/s DWP Engineering Industries (Private) Limited and M/s Digital World Pakistan (Private) Limited, as per the Scheme of Arrangement.

The CCP conducted a Phase-I competition assessment, reviewing the business activities of both entities. DWP Engineering Industries is a private limited company incorporated in Pakistan, specializing in the manufacturing and sale of various interrelated consumer electronics and home appliances. Similarly, Digital World Pakistan is a private limited company engaged in the same line of business.

The CCP's assessment identified the relevant product market as "Consumer Electronics & Home Appliances," with the geographic market being Pakistan. Upon completion of the merger, DWP will be dissolved by Order of the High Court, and Digital World's market share is expected to increase slightly within the relevant market.

The CCP has determined that the proposed transaction will not result in Digital World attaining a dominant position, as defined under Section 2(1)(e) of the Competition Act.

As consumer demand for electronics and appliances continues to grow, this consolidation is expected to enhance operational efficiencies and expand product offerings.

<https://www.brecorder.com/news/40322198/ccp-approves-merger-of-dwp-engineering-digital-world>

The News

CCP approves merger in consumer electronics sector

The Competition Commission of Pakistan (CCP) has given the green light for the merger between DWP Engineering Industries (Private) Limited and Digital World Pakistan (Private) Limited. This approval comes following the CCP's Phase I competition assessment under the Scheme of Arrangement.

DWP Engineering Industries and Digital World Pakistan operate in the consumer electronics and home appliances sector. The CCP's review focused on the potential impact of the merger within the relevant product market, which includes consumer electronics and home appliances, and the geographic market of Pakistan.

According to the CCP, the merger will lead to the dissolution of DWP Engineering Industries, with Digital World Pakistan expected to see a modest increase in its market share. Despite this consolidation, the CCP has determined that the merger will not result in Digital World achieving a dominant position as defined by Section 2(1)(e) of the Competition Act.

The merger is anticipated to bring several benefits, including enhanced operational efficiencies and an expanded range of products. As consumer demand for electronics and home appliances continues to rise, the strengthened position of Digital World is expected to promote increased competition in the sector. This could lead to improved innovation, better pricing, and higher quality products for consumers.

The merger aligns with Pakistan's broader economic objectives by fostering investment in the manufacturing sector, boosting local production, and supporting job creation. This consolidation is seen as a positive step towards driving economic growth in a crucial industry.

[The Competition Commission of Pakistan \(CCP\) has given the green light for the merger between DWP Engineering Industries \(Private\) Limited and Digital World Pakistan \(Private\) Limited. This approval comes following the CCP's Phase I competition assessment under the Scheme of Arrangement.](#)

The Nation

CCP approves merger of two consumer electronics companies

The Competition Commission of Pakistan (CCP) has granted approval for the merger between M/s. DWP Engineering Industries (Private) Limited and M/s. Digital World Pakistan (Private) Limited, as per the Scheme of Arrangement. The CCP conducted a Phase I competition assessment, reviewing the business activities of both entities. DWP Engineering Industries is a private limited company incorporated in Pakistan, specializing in the manufacturing and sale of various interrelated consumer electronics and home appliances. Similarly, Digital World Pakistan is a private limited company engaged in the same line of business. The CCP's assessment identified the relevant product market as "Consumer Electronics & Home Appliances," with the geographic market being Pakistan. Upon completion of the merger, DWP will be dissolved by Order of the High Court, and Digital World's market share is expected to increase slightly within the relevant market. The CCP has determined that the proposed transaction will not result in Digital World attaining a dominant position, as defined under Section 2(1)(e) of the Competition Act. As consumer demand for electronics and appliances continues to grow, this consolidation is expected to enhance operational efficiencies and expand product offerings. Post-transaction, Digital World's

strengthened position is anticipated to foster increased competition, spurring innovation and potentially leading to improved pricing and product quality for consumers. Furthermore, the merger aligns with Pakistan's broader economic goals by attracting investment in the manufacturing sector, boosting local production, and supporting job creation, thus contributing to economic growth in a key industry.

<https://www.nation.com.pk/13-Sep-2024/ccp-approves-merger-of-two-consumer-electronics-companies>

Pro Pakistani

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<https://propakistani.pk/2024/09/12/ccp-approves-merger-of-two-consumer-electronics-companies/>

Urdu point

Powering Growth: CCP Approves Merger In Consumer Electronics Sector

The Competition Commission of Pakistan (CCP) has granted approval for the merger between M/s. DWP Engineering Industries (Private) Limited and M/s. Digital World Pakistan (Private) Limited, as per the Scheme of Arrangement.

According to a press release issued here on Thursday, the CCP conducted a Phase I competition assessment, reviewing the business activities of both entities.

DWP Engineering Industries is a private limited company incorporated in Pakistan, specializing in the manufacturing and sale of various interrelated consumer electronics and home appliances.

Similarly, Digital World Pakistan is a private limited company engaged in the same line of business.

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Post-transaction, Digital World's strengthened position is anticipated to foster increased competition, spurring innovation and potentially leading to improved pricing and product quality for consumers.

Furthermore, the merger aligns with Pakistan's broader economic goals by attracting investment in the manufacturing sector, boosting local production, and supporting job creation, thus contributing to economic growth in a key industry.

<https://www.urdupoint.com/en/business/powering-growth-ccp-approves-merger-in-consu-1862354.html>

Associated Press of Pakistan

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<https://www.app.com.pk/business/powering-growth-ccp-approves-merger-in-consumer-electronics-sector/>

AZB News

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<https://theazb.com/powering-growth-ccp-approves-merger-in-consumer-electronics-sector/>

Bloom Pakistan

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<https://www.bloompakistan.com/powering-growth-ccp-approves-merger-in-consumer-electronics-sector/>

Daily The Spokesman

RAWALPINDI

A Leading National Daily



فرمان رسول ﷺ
ہو رہا ہے کہ نبی کریم صلی اللہ علیہ وسلم اس
دقت پیش سے بچنے کے لیے ایک صاحب نے آ
کر سوال کیا کہ اگر وہ اس وقت ہونے لگا ہے تو
نبی کریم صلی اللہ علیہ وسلم کو اس طرف متوجہ
ہونے اور فرمایا کہ تمہارا نبی کریم صلی اللہ علیہ وسلم
ہو گا اس کی طرف متوجہ نہ کرو تاکہ تمہیں بھی
البتہ اللہ تعالیٰ سے بچنے کی بات
پہنچا کرے گا تمہارا آپ کو ان لوگوں
(گجراتی سروس 2007)
Barkat Rice Mills
(Pvt) Limited



All praise for Ayaz Sadiq as detained PTI lawmakers produced in National Assembly

At least 10 PTI Members of National Assembly (MNAs), who were arrested from the premises of Parliament House in a late-night raid for allegedly violating newly-enacted public gathering law, were brought to the lower house on Thursday after their production orders were issued by Speaker Ayaz Sadiq.



Malala Yousafzai slams Israeli attacks on schools in Gaza

Nobel Peace Prize laureate Malala Yousafzai has condemned Israel's airstrikes in Nuseirat killing six United Nations Relief and Works Agency for Palestine Refugees (UNRWA) workers. Reposting UNRWA's post relaying the deaths of six of its workers, Malala took to her X account (formerly known as Twitter) and stated that she is "appalled that Israel keeps targeting schools in Gaza".

Simultaneously published from Islamabad, Lahore and Multan

Rabi-ul Awwal 8, Friday, September 13, 2024



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Daily Spokesman Vol: 18, Issue: 151 Price Rs. 25.00 Pages 8

Powering growth: CCP approves Merger in Consumer Electronics Sector

Commerce Desk

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The CCP has determined that the proposed transaction will not result in Digital World attaining a dominant position, as defined under Section 2(1) (c) of the Competition Act.

As consumer demand for electronics and appliances continues to grow, this consolidation is expected to enhance operational efficiencies and expand product offerings. Post-transaction, Digital World's strengthened position is anticipated to foster increased competition, spurring innovation and potentially leading to improved pricing and product quality for consumers.

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express

نیوز

کمپنیشن کمیشن نے الیکٹرانکس سیکٹر میں انضمام کی منظوری دیدی

اسلام آباد (خصوصی رپورٹر) کمپنیشن کمیشن آف پاکستان نے میسرز ڈی ڈبلیو پی انجینئرنگ انڈسٹریز (پرائیویٹ) لمیٹڈ اور ڈیجیٹل ورلڈ پاکستان (پرائیویٹ) لمیٹڈ کے انضمام کی منظوری دے دی ہے۔ کمیشن نے دونوں کمپنیوں کی کاروباری سرگرمیوں کا جائزہ لیتے ہوئے پہلے مرحلے کے الیکٹرانکس کے شعبے میں (باقی صفحہ 7 نمبر 5)

انضمام کی منظوری

مقابلے کا جائزہ لیا۔ ڈی ڈبلیو پی انجینئرنگ انڈسٹریز کنزیومر الیکٹرانکس کی تیاری اور فروخت میں مہارت رکھتی ہے جبکہ ڈیجیٹل ورلڈ پاکستان بھی اسی سیکٹر میں الیکٹرانکس کے کاروبار سے منسلک ہے، کمیشن کے جائزے کے مطابق دونوں کمپنیوں کے انضمام کے بعد بھی الیکٹرانکس کے شعبے میں ڈیجیٹل ورلڈ پاکستان کو اس مارکیٹ میں منابلی حاصل نہیں ہوگی۔

وقت

کمپنیشن کمیشن نے الیکٹرانکس سیکٹر میں

انضمام کی منظوری دی

اسلام آباد (نمائندہ خصوصی): کمپنیشن کمیشن آف پاکستان نے میسرز ڈی ڈبلیو پی انجینئرنگ انڈسٹریز (پرائیویٹ) لمیٹڈ اور ڈیجیٹل ورلڈ پاکستان (پرائیویٹ) لمیٹڈ کے انضمام کی منظوری دے دی ہے۔ کمیشن نے دونوں کمپنیوں کی کاروباری سرگرمیوں کا جائزہ لیتے ہوئے پہلے مرحلے کے الیکٹرانکس کے صفحہ 6 پر یقینہ نمبر 54

انضمام کی منظوری

بقیہ 54

شعبے میں مقابلے کا جائزہ لیا۔ ڈی ڈبلیو پی انجینئرنگ انڈسٹریز کنزرویٹو الیکٹرانکس کی تیاری اور فروخت میں مہارت رکھتی ہے جبکہ ڈیجیٹل ورلڈ پاکستان بھی اسی سیکٹر میں الیکٹرانکس کے کاروبار سے مشغول ہے۔ کمیشن کے جائزے کے مطابق، دونوں کمپنیوں کے انضمام کے بعد بھی، الیکٹرانکس کے شعبے میں ڈیجیٹل ورلڈ پاکستان کو اس مارکیٹ میں منابلی حاصل نہیں ہوگی جبکہ میسرز ڈی ڈبلیو پی کو ہائی کورٹ کے حکم سے تحلیل کر دیا جائے گا۔