

GOVERNMENT OF PAKISTAN
PAKISTAN METEOROLOGICAL DEPARTMENT
(HEAD-QUARTER'S OFFICE)
SECTOR H-8/2 P.O. BOX 1214

No. GA-9(4)/2023-24/245

Dated, the 29th December, 2023

C I R C U L A R

Subject: ZERO TOLERANCE SURROGATE COMPANIES

Please find enclosed herewith copy of Ministry of Aviation's Memorandum No. 5-22/2021-Admin dated 21-12-2023 along with Copy of Ministry of Information and Broadcasting's O.M No. 4(26)/2023/P-III/TR dated 19-12-2023 (download complete document from PMD website under the heading "circular") on the above noted subject for information and compliance in letter and spirit.

Encl: (As Above)

Ahtisham Zafar
(AHTISHAM ZAFAR)
Administrative Officer
for Director-General
Meteorological Services

Distribution:

01. Chief Met. R&D / NDMC, PMD Islamabad.
02. Chief Met. FFD Lahore.
03. Chief Met. Camp Office Karachi.
04. Director RMC, Lahore / Karachi / Quetta / GB / Peshawar.
05. Director, NWFC / NAMC / Seismic / NDMC / Planning / Media Cell / Nullah Lai, PMD Islamabad.
06. Director, Maintenance / F&C / IMG / CDPC, Karachi.
07. SPS to D.G. Met. Services, Islamabad.
08. Senior Programmer, IT, Islamabad.
09. DCAO (E) / AO (B), PMD Islamabad.
10. Dy. Director, Coordination, PMD Islamabad.
11. Accounts Officer, PMD Islamabad.
12. DDO, PMD Islamabad.
13. Security Officer, PMD Islamabad.
14. PA to CAO, PMD HQs Office Islamabad.
15. ✓ Web-Master, PMD HQs Office Islamabad to upload the circular on the Official Website under the tab circulars.

P-22/c

No. 5-22/2022-Admin

Islamabad, the 21st December, 2023

MEMORANDUM

Subject: ZERO TOLERANCE SURROGATE COMPANIES

Reference Ministry of Information and Broadcasting's O.M
No.4(26)/2023/P-III/TR, dated 19th December, 2023 on the subject cited above for information
and compliance in letter and spirit.

Encl: As Above

Z. Hassan
(Syed Zaki Hassan Naqvi)
Section Officer (Admin)
Ph: 9244287

Pakistan International Airlines Company Limited,
Chief Executive Officer,

Karachi.

Kind Attention: {Syed Qamar, Maqbool, General Manager (Coordination)}

Civil Aviation Authority,
The Director General,

Karachi.

Kind Attention: {Engr. Muhammad Aslam Bhutto, Senior Additional Director (Coordination)}

Airports Security Force,
The Director General,

Karachi.

Kind Attention: {Mr. Muhammad Rashid, Additional Director/Force Secretary}

✓ Pakistan Meteorological Department
The Director General,

Islamabad.

Kind Attention: {Mr. Tariq Nadeem, Chief Administrative Officer}

DCAO (GA)

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GOVERNMENT OF PAKISTAN
MINISTRY OF INFORMATION AND BROADCASTING
(Internal Publicity Wing)
ISLAMABAD

F.No. 4(26)/2023/P-III/TR

Dated: Islamabad, 19th December, 2023

OFFICE MEMORANDUM

Subject: ZERO TOLERANCE FOR SURROGATE COMPANIES

The undersigned is directed to refer to earlier advisory issued vide this Ministry's enclosed U.Os. No. 1(1)/2023/Press/Misc, dated 25th September, 2023, and 4(26)/2023/P-III/TR, dated 20th October, 2023, the Ministry has received reports of unambiguous violation of the same, during the live broadcast of Pakistan Cricket team's tour to Australia, on multiple media outlets/channels including Pakistan Television.

2. Through the referenced advisory, the Ministry had "strictly advised not to promote them <the surrogate companies of betting houses> through any kind of advertisement" and also "advised to immediately terminate all existing agreements with such surrogate companies". In addition, the advisory included a list of known surrogate companies (Annex-I) to address any unawareness and to ensure strict and immediate compliance.

3. Reference to reported evidences (Annex-II), however, it has been observed that the logos of at least two of the companies clearly mentioned in earlier advisory were displayed uninterrupted throughout the live broadcast of the stated event that spanned multiple hours across multiple days.

4. As such, the concerned are required to:

- Ensure immediate compliance without fail
- Investigate the reasons and responsible for the non-compliance of earlier advisory and submit a copy of the same within a week from issuance of this circulation.

5. The National Broadcaster PTV has taken up the issue with the parent right holders to remove the digital placement on ground of all the surrogate betting companies. If they fail to do so, the understanding/agreement between licensors and the licensee will be terminated.

6. In terms of Section-5 of the PEMRA Ordinance, 2002, as amended from time to time, PEMRA is also advised to enforce the law of the land and the licensing conditions regarding prohibition of surrogate companies promoting betting in Pakistan. In case they fail to abide by the law, landing rights of such TV channels may be cancelled.

7. PCB is also directed to implement the directions issued by this Ministry earlier on 25th September, 2023 and 20th October, 2023.

8. PTA is also advised to stop all such illegal surrogate betting, gambling, and casino companies in Pakistan which are operating through apps and websites. An active vigilant wing should be formed to monitor and promptly block any such content in the territory of Pakistan.

Ruba Qasim
(RUBA QASIM)

Assistant Director (P-III)
Ph: 051-9103523

1. Secretaries of all Ministries
2. Chairman PCB, Lahore
3. Chairman PTV, Islamabad
4. Governor, SBP, Karachi
5. Chairman SECP, Islamabad
6. Managing Director, PTV, Islamabad
7. Principal Information Officer, PID, Islamabad
8. Director General, PBC, Islamabad
9. Managing Director, APP, Islamabad
10. Chairman, PEMRA, Islamabad
11. Chairman, PTA, Islamabad

(Away in a meeting)
Jan 20/12

Pl circulate for information and compliance
Urgent, for attention
21/12/2023

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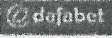










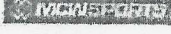



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Aviation Division
Deputy Secretary (Admin)
Diry No: 25/2023/11/12/23

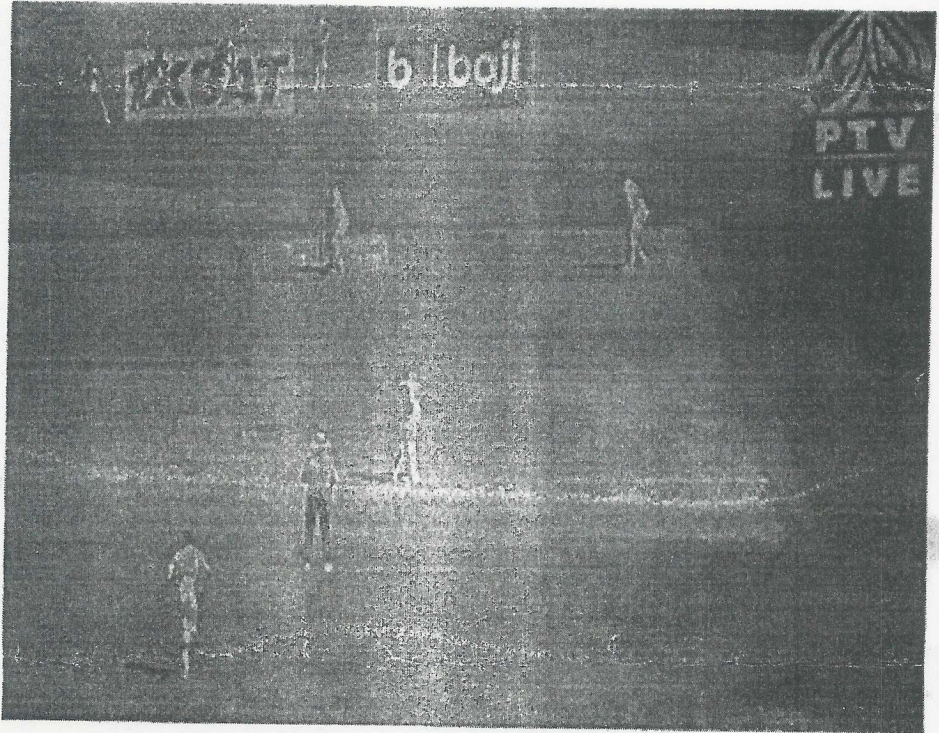
Annex I – List of some of the surrogates

Surrogate Sponsor
Domain Registration

Associated Company
Domain Registration

	 2011-03-28	 2009-02-19
	 2022-05-18	 2006-09-01
	 2021-03-01	 2020-06-27
	 2022-12-20	 2012-09-18
	 2012-09-18	 2022-03-14
		 2021-05-14
		 2020-07-02

Annex II - Sample evidence of violation of ministry's clear directives


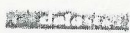
















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GOVERNMENT OF PAKISTAN
MINISTRY OF INFORMATION AND BROADCASTING

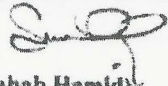
Subject: ZERO TOLERANCE FOR SURROGATE COMPANIES

It has come to our knowledge that some betting outfits have entered the Pakistani market with slightly amended titles. Such phenomenon is labeled as surrogacy and such firms are called surrogates of the mother enterprises. Some of the surrogates are listed below which are engaged in sponsorship and advertising contracts with a number of media outlets and sports enterprises:

	Surrogate Sponsor <small>Company Registration</small>	Associated Company <small>Domain Registration</small>
	 2017-01-16	 2009-02-10
	 2022-05-18	 2006-09-01
	 2021-01-01	 2020-06-27
	 2022-12-20	 2012-08-18
	 2017-08-18 2022-01-14	 2021-05-14  2020-07-07

2. These are originally gambling, betting and casino companies. Such operations are mostly run from some hostile countries with the motive to destroy the moral fabric of Pakistan, to introduce corruption in Pakistan team and to put Pakistan into further economic turmoil through moving untaxed money out of the country in dollars. Many advertisements of such betting surrogate companies are being run on digital, electronic, social and print media in Pakistan.

3. It is critical to stop all such surrogate betting companies from operating in Pakistan. Therefore, Pakistan Cricket Board, Pakistan Super League, PSL franchises, club cricket, private leagues, television channels, radio broadcasters, internet platforms, newspapers, magazines and other media/ advertisement platforms are strictly advised to not make any agreements and business relations with such surrogate companies and to not promote them through any kind of advertisement. Moreover, it is advised to immediately terminate all existing agreements with such surrogate companies.


(Shahab Hamid)
Director Press
Ph. 9204385

- Chairman PCB, Islamabad
- Chairman, PEMKA, Islamabad
- Managing Director, PTV, Islamabad
- Director General, PBC
- Governor, SBP, Islamabad
- Chairman PTA, Islamabad
- Chairman SECP, Islamabad
- Principal Information Officer, PID

M/o I&B U.O No. 1(1)/2023/Press/Misc, Dated, 25th September, 2023

Copy to:
Director Secretary Office