



MINDREAD ADVERTISING (PVT) LTD.

BE A BRAND NOT COMMODITY





MINDREAD
ADVERTISING (PVT) LTD
BE A BRAND NOT COMMODITY

HI THERE!

Welcome to our advertising company, where creativity and strategy converge to create remarkable campaigns that make a lasting impact. We're thrilled to have the opportunity to work with you and help your brand shine in the competitive world of advertising.

At our agency, we believe in the power of storytelling and the ability of advertising to shape perceptions, inspire action, and drive results. With our team of talented professionals, we are dedicated to understanding your brand's unique story, audience, and objectives. From there, we craft innovative strategies and creative concepts that will set your brand apart and resonate with your target market.

Whether you're looking to launch a new product, reposition your brand, or amplify your online presence, we have the expertise and experience to deliver exceptional results. With a focus on collaboration and an unwavering commitment to excellence, we'll work closely with you to bring your vision to life and exceed your expectations.

Get ready to unlock the full potential of your brand and make a memorable impact in the advertising landscape. Contact us today, and let's embark on an exciting journey together.



www.mindreadadvertising.com.pk



info@mindreadadvertising.com.pk



Mindread Advertising Pvt. Ltd.



MindRead HD TV Network



[mindreadadvertising](https://www.instagram.com/mindreadadvertising)

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ABOUT US

Welcome to Mind Read Advertising, a media buying agency that excels at merging creativity and strategy to deliver exceptional campaigns that ignite brands and inspire audiences. We are passionate about advertising and committed to innovation, helping our clients achieve unparalleled success in a competitive marketplace.

At Mind Read Advertising, we understand the power of storytelling and the ability of advertising to shape perceptions, inspire action, and drive results. With our team of talented professionals, we are dedicated to understanding your brand's unique story, audience, and objectives. From there, we craft innovative strategies and creative concepts that set your brand apart and resonate with your target market.

Whether you are looking to launch a new product, reposition your brand, or amplify your online presence, we have the expertise and experience to deliver exceptional results. Our focus on collaboration and unwavering commitment to excellence ensure that we work closely with you to bring your vision to life and exceed your expectations.

By partnering with Mind Read Advertising, you will unlock the full potential of your brand and make a memorable impact in the advertising landscape. We invite you to contact us today and embark on an exciting journey together.





ANWAR ALI SANGI
CEO

CEO MESSAGE

Welcome to our company! We are dedicated to providing the best possible service to our customers. Our team is committed to excellence, and we strive to exceed your expectations. Thank you for choosing us as your partner in business.

At Mindread, we use advanced data analytics and psychological insights to gain a deeper understanding of your target audience. By doing so, we are able to create tailored campaigns that resonate with your audience on a deeper level and create meaningful connections. Our approach goes beyond traditional methods, allowing us to mindread your audience's preferences and motivations.



MEET THE MANAGEMENT



MUQADDAS ANWAR
Executive Director



HABIB QAYYUM
Director



SHEERAZ MUJAHID
Director

At Mindread Advertising, our success is fueled by the collective expertise and passion of our exceptional team. We are a diverse group of professionals, each bringing unique skills and perspectives to the table. Together, we form a cohesive unit that thrives on collaboration and creativity.



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MEET THE CORE TEAM



ASIF KALAM MALIK
Director PRODUCTIONS & CREATIVE



JOHAR ALI BUTT
DIRECTOR MEDIA & CLIENT SERVICES

At Mindread Advertising, our success is fueled by the collective expertise and passion of our exceptional team. We are a diverse group of professionals, each bringing unique skills and perspectives to the table. Together, we form a cohesive unit that thrives on collaboration and creativity.



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MISSION

Our mission at Mindread Advertising Company is to help brands stand out, make a lasting impact, and achieve their goals. We achieve this by combining data-driven insights, creative excellence, and strategic brilliance to deliver tailored advertising solutions. We strive to understand the minds of our clients' target audience, develop impactful campaigns, and exceed expectations in every aspect of our work.

VISION

Our vision at Mindread Advertising Company is to revolutionize the advertising industry by leveraging deep consumer insights, cutting-edge technologies, leading agency that ntokens the minde e Consumers, dreates meaningful connections, and drives remarkable success for our clients.





June 22, 2023

To Whom It May Concern

This is to certify that M/s. Mindread Advertising (Pvt.) Ltd is provisionally accredited advertising agency with Pakistan Broadcasters Association since June 08, 2023.

Sincerely for,
Pakistan Broadcasters Association

Muhammad Ali Butt
Muhammad Ali Butt
Executive Director



ST-1/E, Block No. 16
KDA Scheme No.36
Gulistan-e-Jauhar, Karachi
Ph: 021-34012491-3
Fax: 021-34012495
e-mail: apns@apns.com.pk
website: www.apns.com.pk

Ref:APNS/2023/ 3848

September 13, 2023

TO WHOM IT MAY CONCERN

This is to certify that M/s. Mindread Advertising (Pvt.) Ltd. is a provisional accredited advertising agency of the All Pakistan Newspapers Society (APNS) since September 09, 2023.

Dr. Tanvir A. Tahir
(Dr. Tanvir A. Tahir)
Executive Director
APNS

PRESS INFORMATION DEPARTMENT
GOVERNMENT OF PAKISTAN
KARACHI

Subject: **REGISTRATION/ENLISTMENT OF M/S MINDREAD ADVERTISING (PVT.) LTD, WITH RIO, PID, KARACHI**

Reference: PID Islamabad's U.O No.F 15(155)/2011-Advt: dated: December 1, 2023 on the subject mentioned above.

2. The undersigned is directed to give approval to M/S Mindread Advertisement (Pvt.) Ltd., Karachi on Its enlistment with PID Karachi. Regional Information office PID Karachi may visit the following address of your office as and when considered necessary:

Suite# E-12 Executive Floor , Glass Tower Khayaban-e- Iqbal Block 8 Frere Town,
Clifton, Karachi

This issues with the approval of DGPR PID Karachi.

Nouman Ahmed
Nouman Ahmed
Deputy Director (Advt)

M/S MINDREAD ADVERTISING (PVT.) LTD
PID(K) U.O. No. F. 1/7/2019, dated: 05.12.2023



MINDREAD
ADVERTISING (PVT) LTD
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CERTIFICATES

Government of Pakistan
Federal Board of Revenue
Inland Revenue Services

FBR
PAKISTAN

TAXPAYER REGISTRATION CERTIFICATE
(Under Section 181C of the Income Tax Ordinance 2001)

Registration No. **6829078**

Date of Registration **10-Apr-2023**

Type of Person **Company**

Inc. No. **0227480**

Inc. Date **10-Apr-2023**

Name **MINDREAD ADVERTISING (PRIVATE) LIMITED**

Address **E-12, PLOT NO: FT-3, EXECUTIVE FLOOR GLASS TOWER, FRERE TOWN, NEAR TEEN TALWAR KARACHI CITY, Karachi Central**

Tax Office **CTO KARACHI**

Activity Type **Business**

Inland Revenue Service

This is a computer generated certificate and, hence, no signatures are required.

Displaying of Taxpayer Registration Certificate is mandatory as provided under section 181C of Income Tax Ordinance 2001.

This is not a valid evidence of being a "filer" for the purposes of clauses (23A) and (35C) of sections 2 and 181A of the Income Tax Ordinance 2001.

Date of Print **26-May-2023**

051 111 772 772 | helpline@fbr.gov.pk | www.fbr.gov.pk

GOVERNMENT OF SINDH
SINDH REVENUE BOARD
SINDH SALES TAX REGISTRATION CERTIFICATE
Issued under section 24, 24A & 24B of the Sindh Sales Tax on Services Act, 2011 read with rules 5 & 6 of the Sindh Sales Tax on Services Rules, 2011, 2022

Sindh Sales Tax Registration No.: **56829078-7**

Name of the Registered Person: **MINDREAD ADVERTISING (PRIVATE) LIMITED**

Business Name (s): **MINDREAD ADVERTISING (PRIVATE) LIMITED**

Tariff Heading & Principal Service: **9802.9000: OTHER ADVERTISEMENT INCLUDING THOSE ON WEB OR INTERNET**

Tariff Heading & Other Taxable Services:

CNIC / Reg. or Inc. Number: **0227480** Status: **COMPANY-(PRIVATE LTD.)**

Address: **E-12, PLOT NO: FT-3, EXECUTIVE FLOOR GLASS TOWER, FRERE TOWN, NEAR TEEN TALWAR KARACHI CITY, FRERE TOWN, KARACHI, DISTT: KARACHI, SINDH**

Phone No.: **+92_333_9299987** E-mail: **mindreadadvertising@gmail.com**

Date of Issue of this Certificate: **16-MAY-2023**

NOTE: **THIS CERTIFICATE IS PROVISIONAL AND IS VALID FOR 04 MONTHS FROM DATE OF ISSUE OF THIS CERTIFICATE**

This Certificate shall be prominently displayed at a conspicuous place of the premises in which business is carried on

RGCRT-052023-6875057-0

PRA PUNJAB REVENUE AUTHORITY
GATEWAY TO DEVELOPMENT

PRA REGISTRATION CERTIFICATE

PNTN **6829078-7**

Registration No. **6829078**

Date of Registration **01-Dec-2023**

Name **MINDREAD ADVERTISING (PRIVATE) LIMITED**

Type **Company**

Business Name **MINDREAD ADVERTISING (PRIVATE) LIMITED**

Business Address **E-12, PLOT NO: FT-3, EXECUTIVE FLOOR GLASS TOWER, NEAR TEEN TALWAR KARACHI CITY, Karachi Central**

Category **WithHolding Agent / Service Provider**

Inc. /Reg No **0227480**

Commissionerate **PRA**

Principal Activity **9805.7000 - Services provided by persons authorized to transac Advertising agents**

Other Activities

Status **Active** As on **01-Dec-2023**

This is a computer generate certificate and, hence, no signatures are required.
This certificate shall be prominently displayed at a conspicuous place of the premises in which business or work for gain is carried on.
NTN certificate is also required to be indicated on the signboard.

042-99205476-77 042-99205716 042-99205481
eSupport@pra.punjab.gov.pk https://e.pra.punjab.gov.pk

Date of Print **12-Dec-2023**



www.mindreadadvertising.com.pk



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CERTIFICATES



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN
Company Registration Office

CERTIFICATE OF INCORPORATION
[Under section 16 of the Companies Act, 2017 (XIX of 2017)]
Corporate Unique Identification No. 0227480

I hereby certify that **MINDREAD ADVERTISING (PRIVATE) LIMITED** is this day incorporated under the Companies Act, 2017 (XIX of 2017) and that the company is **limited by shares**.

Given at **Karachi** this **Tenth** day of **April**, Two **Thousand** and **Twenty Three**

Moeen Rajput
Deputy Registrar

https://eservices.secp.gov.pk/eServices/ControllerServlet?request_id=VERIFY_ONLINE_INCORP_CERT&id=0227480

SECP
SEAL OF REGISTRAR OF COMPANIES

THIS IS A DIGITAL CERTIFIED COPY AND NEEDS NO STAMP/SIGNATURE. CTC ISSUED DATE : 10-04-2023 (VALIDITY 1 MONTH)

Disclaimer: This certificate of incorporation is not a permission to accept deposits from the general public by offering fake jobs/investment packages and return thereon, indulge in leasing/financing of vehicles and household products etc., MLM, Pyramid and Ponzi Schemes, Lottery Business, trading in forex and virtual currencies or any other unlawful business activities.

EXCISE, TAXATION & NARCOTICS CONTROL DEPARTMENT
PROFESSIONAL TAX LAHORE

PROFESSIONAL TAX CERTIFICATE

This is to Certified that: **M/S: MINDREAD ADVERTISING PVT LTD.**
Address: **LAHORE, PUNJAB.**
has paid his Professional tax in the year **2023-24**, in the category of **COMPANY.**
This certificate is valid up to 30-06-2024.

(The Assesse is required to display this certificate at a conspicuous place in the premises of business for convenience of visitor)

Excise & Taxation Officer
Professional Tax Lahore

OUR SERVICES

At Mindread Advertising Company, we offer a comprehensive range of services tailored to meet the unique needs of our clients. Our services include:

- Media Buying Agency
- Concept Writing
- 3D Animations
- Pre & Post Production
- Graphics Designing
- Voice-over
- OST & SFX
- Media Consultant
- Event Management
- Digital Marketing
- Outdoor Advertising

OUR CLIENTS



OUR CLIENTS



OUR CLIENTS



JINNAH MEDICAL
& DENTAL COLLEGE



Baithak School Network
A privilege for the unprivileged
Society for Educational Welfare (Regd.)



ICNA RELIEF
CANADA
NO BORDERS - NO BOUNDARIES



CARDIC & GENERAL HOSPITAL





One notable aspect of this project is the involvement of top-tier talent, including Pakistan's leading scholars, Naat performers, and experts. with Agha Sherazi, Abida Agha, Afsheen Hayat & Mudassir Thanvi serving as hosts. Sarah Farhan and Chef Sadaf Jaan showcased their culinary skills during the Iftar and Sehri segments.

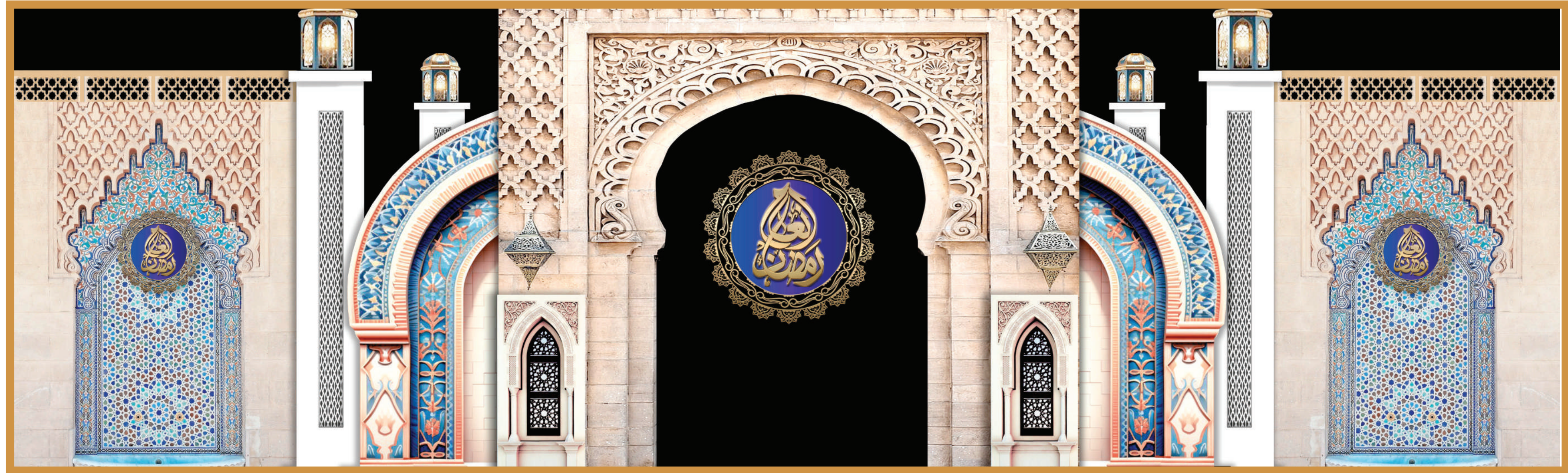
The debate competition ran for 30 days attracting participation from prominent debaters across Pakistan. In the Naat contest renowned Naat performers like Tabinda Lari & Salman Alam served as judges, evaluating participants and awarding prizes.





ATV Ramadan Transmission 2024 (Inam Ramzan)

The successful execution of a Ramadan transmission for ATV by Mindread Advertising Agency was one of the biggest achievements for the company. ATV Pakistan is a territorial channel & reaching viewers in 58 countries worldwide. The transmission comprised two recorded-as-live transmissions: one for Iftar and another for Sahari. These transmissions featured an array of captivating segments, including religious enlightenment, social and literary discussions, poetry recitals, cooking demonstrations, poetry competitions, and more. A visually stunning set was created for the transmission.





ATV Ramadan Transmission 2024 (Inam Ramzan)

Meet The Core Production Team



Asif Kalam Malik
Concept & Director



Seema Memon
Executive Producer



Johar Ali Butt
Executive Director





ATV Ramadan Transmission 2024 (Inam Ramzan)

What sets this achievement apart is that it marks the second time a advertising agency has undertaken a Ramadan transmission in Pakistan.

Previously, such transmissions were mainly orchestrated by governmental entities. This initiative demonstrates a significant milestone as **Mindread Advertising Agency** not only ventured into Ramadan transmissions but also successfully executed it for a territorial channel like ATV Pakistan, involving a large team and ensuring timely recording and broadcasting. **Mindread Advertising Agency's** successful execution of this Ramadan transmission for ATV Pakistan underscores not only their creativity and professionalism but also their ability to overcome logistical challenges and deliver a high-quality production on schedule.





MINDREAD

ADVERTISING (PVT) LTD.

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Let's explore the endless possibilities of transforming your brand and achieving remarkable results together. Contact us today to discuss your advertising needs and unlock the full potential of your brand with Mindread Advertising.

Head Office

+92 333 9299987

+92 213 729 1900

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www.mindreadadvertising.com.pk

📍 E-12, Executive Floor, Glass Tower, Frere Town, Near Teen Talwar, Karachi, Sindh.

Lahore Office

📍 134,C-1 ,Corporative Society High Court, Main PIA Road , Near UMT, Johar Town, Lahore.

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+92 213 729 1900

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Islamabad Office

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