



**PAKISTAN TELECOMMUNICATION AUTHORITY**  
**HEADQUARTERS, F-5/1, ISLAMABAD**

**Enforcement order under section 23 of the Pakistan Telecommunication (Re-organization) Act 1996 against Uniliver Pakistan (Pvt.) Limited for Non-commencement of licensed services**

No: PTA/Wireline Lic/CVAS/Data/Unilever Pakistan Ltd/332/2012/09

Date of Show Cause Notice: 7<sup>th</sup> May, 2019  
Venue of Hearing: PTA HQs, Islamabad  
Date of Hearing: 10<sup>th</sup> December, 2019

**The issue:**

"Non-Commencement of Licensed Services"

**DECISION OF THE OFFICERS OF THE AUTHORITY**

1. Precisely stated facts of the case are that Uniliver Pakistan (Pvt.) Limited (the "Licensee") was awarded non-exclusive CVAS-License No. DIR (L)/CVAS-567/PTA/2014 dated 31<sup>st</sup> January, 2014 (the "license") issued by the Pakistan Telecommunication Authority (the "Authority") to establish, maintain, and operate Not-For-Profit Data Class Value Added Services in Pakistan, subject to the terms and conditions contained in the license.
2. The licensee is required to comply with the provisions of prevailing regulatory laws comprising of the Pakistan Telecommunication (Re-organization) Act, 1996 (the "Act") the Pakistan Telecommunication Rules, 2000, (the "Rules") the Pakistan Telecommunication Authority (Functions & Powers) Regulations, 2006 (the "Regulations"), Class Licensing and Registration (Amendment) Regulations, 2010 (the "CL Regulations") and the terms and conditions of the license.
3. In accordance with regulation 17(A) of CL Regulations read with regulation 19 of the Regulation and clause 22 of schedule 2 of the Rules, the Licensee was under an obligation to commence Licensed services within one year from the date of grant of License. Due to failure on the part of the licensee a Show Cause Notice (SCN) under section 23 of the Act was issued wherein the licensee was required to remedy the aforementioned contravention by applying for

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Commencement Certificate within fifteen (15) days of the issuance of the said SCN and also explain in writing, within thirty (30) days of the issuance of the said SCN, as to why the license should not be suspended, terminated or any other enforcement order should not be passed against the licensee for the aforesaid contraventions. However, no response received from the licensee within the specified time as mentioned above.

4. In order to proceed further as per SCN under sub-section 3 of Section 23 of the Act, the matter was fixed for hearing on 8<sup>th</sup> October, 2019 which was attended by the licensee in person and requested for adjournment. Again the subject case was re-fixed for hearing on 26<sup>th</sup> November, 2019 and on 10<sup>th</sup> December, 2019. During the hearing licensee submitted response of the aforesaid SCN vide letter dated 9<sup>th</sup> December, 2019 along with the requisite documents for issuance of Commencement Certificate as requested therein. Accordingly, request of the licensee was forwarded for Commencement Inspection vide email dated 16<sup>th</sup> December, 2019 whereby it has been conveyed that the licensee is still not ready for Commencement Inspection. Detailed email report is hereby reproduced for reference: *"The inspection was planned on 4th Feb, 2020 and later on extended till 11 Feb 2020 due to company's request, however the company is still not ready for commencement inspection despite multiple reminders from the zonal office. Contrary to the response to SCN (wherein the company stated that they are ready for commencement), the company is not ready for the same and not able to demonstrate."* Moreover, vide email dated 19<sup>th</sup> November, 2021 the licensee was once again directed to complete all requisites for commencement inspection and apply for the same to Licensing Division, PTA HQs, by 30<sup>th</sup> November, 2021. However, no response received yet.

5. After perusal of the available record, it is concluded that the license was issued on 16<sup>th</sup> November, 2017 and as per license condition read with applicable regulation, the licensee was required to obtain commencement certificate for provision of licensed services within one year from the date of grant of license. Whereas despite lapse of approximately seven (07) years the licensee did not comply with the terms and conditions of the license, letter(s)/emails addressed to licensee and has failed to commence the license services. The conduct and attitude of the licensee in terms of fulfilling its obligations contained in the license has been gravely non-serious which falls within the ambit of sub-section (3) of Section 23 of the Act.

6. **Order:**

7.1 Keeping in view the above-mentioned facts coupled with the available record, the Authority hereby decide as under:

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- a) The license is hereby suspended for a period of three months effective from the date of issuance of this Order or till the licensee obtains Commencement of service Certificate from Pakistan Telecommunication Authority after fulfillment of all codal formalities, whichever is earlier.
- b) In case of non-compliance of Para 6.1 (a) above, license No. DIR (L)/CVAS-567/PTA/2014 dated 31<sup>st</sup> January, 2014 of the licensee i.e., Unilever Pakistan (Pvt.) Limited shall stand terminated upon expiration of three months without any further notice.
- c) All LDI, LL, Mobile and TIP licensees are directed to suspend immediately all telecommunication facilities extended to the licensee pursuant to the license till further orders of the Authority.

**Sajjad Latif Awan**  
Director General (Law & Regulations)

**Brig. (R) Amir Shehzad**  
Director General (Licensing)

**Ubaid Tayyab**  
Director (Finance)

**Muhammad Shafique**  
Director (Enforcement)

Signed on 18<sup>th</sup> day of January, 2022 and comprises of (03) pages only.