



**PHILIP MORRIS
(PAKISTAN) LIMITED**

October 17, 2016

The General Manager
Pakistan Stock Exchange
(Formerly Karachi Stock Exchange)
Stock Exchange Building
Stock Exchange Road
Karachi -74000

Director (Enforcement)
Securities and Exchange Commission of Pakistan
NIC Building
Jinnah Avenue
Blue Area
Islamabad

Total pages 03 (Three)

Re: **Material Information**

Dear Sir,

In accordance with Section 96 of the Securities Act, 2015 (formerly section 15D of the Securities & Exchange Ordinance, 1969) and Clause (xx) of the Code of Corporate Governance, we hereby convey the following information:

As part of a strategic review to optimize process efficiencies and operational effectiveness and to best position the company for strong and viable future growth, management of Philip Morris (Pakistan) Limited has decided to reorganize its operations footprint.

A disclosure form as required under S.R.O. 143/(1)/2012 dated December 5, 2012 read with Section 96 of the Securities Act, 2015 (formerly Section 15D of the Securities & Exchange Ordinance, 1969) is also enclosed as **Annexure A**.

Yours truly,

Company Secretary

Philip Morris (Pakistan) Limited

19th floor, The Harbour Front, Dolmen City, HC-3, Block 4, Clifton, Karachi - 75600, Pakistan | Tel: +92 21- 3520 9600 - 01
Fax: +92 21- 3529 4350 | www.philipmorriskarachi.com.pk



**PHILIP MORRIS
(PAKISTAN) LIMITED**

Annexure

**DISCLOSURE FORM
IN TERMS OF SECTION 15D OF THE
SECURITIES AND EXCHANGE ORDINANCE, 1969**

October 17, 2016

Name of Company:	Philip Morris (Pakistan) Limited, 19 th Floor, The Harbour Front, Dolmen City, HC-3, Block -4, Clifton, Karachi - 75600
Date of Report:	October 17, 2016
Contact Information	Ms. Faiza Kapadia Raffay, Company Secretary, 19th Floor, The Harbour Front, Dolmen City, HC-3, Block -4, Clifton, Karachi – 75600 Tel Number: 021-3520-9832 Fax Number: 021-3529-4350 Email Address: Faiza.KapadiaRaffay@pmi.com

Please mark the appropriate box below (see General Instruction A.1 below before filing the details)

[*] Disclosure of inside information by listed company in terms of section 15D (1).

Public disclosure of inside information, which directly concerns the listed securities:

As part of a strategic review to optimize process efficiencies and operational effectiveness and to best position the company for strong and viable future growth, the management of Philip Morris (Pakistan) Limited has decided to reorganize its operations footprint.

[] Intimation of decision of the listed company to delay disclosure of inside information in terms of section 15D (2).

Disclosure to the Commission of the inside information when the listed company decides to delay the public disclosure of inside information.

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- [] Disclosure of inside information by listed company where the listed company or person acting on its behalf discloses inside information to third party in terms of section 15(D(3)).**

Disclosure to the public, whenever a listed company or a person acting on its behalf, discloses any inside information to any third party in the normal exercise of employment, profession or duties, complete and effective public disclosure of that information must be made simultaneously.

- [] Disclosure of transactions conducted by Persons discharging managerial responsibilities within a listed company or persons closely associated with them in terms of section 15D(5).**

Disclosure to the Commission by persons discharging managerial responsibilities within a listed company and, where applicable, persons closely associated with them, of transactions conducted on their own account relating to the securities of such listed company.

SIGNATURES

In case of company pursuant to the requirements of the Securities Exchange Ordinance of 1969 (XVII of 1969), the company has duly caused this form / statement to be signed on its behalf by the undersigned hereunto duly authorized.

For and on behalf of
Philip Morris (Pakistan) Limited

Company Secretary

Dated: October 17, 2016

Philip Morris (Pakistan) Limited

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