



June 30, 2010

The Manager
Printing Corporation of Pakistan Press,
Islamabad

Ref /HSD Price July 1, 2010

Shell Pakistan Limited

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NOTIFICATION

S.R.O (1)/2010: - In exercise of the powers conferred by clause (4) and (4A) of section 2 of the Petroleum Products (Petroleum Development Levy) Ordinance 1961 (XXV of 1961), rule 3, sub-rule (1) of rule 6 and rule 7 of the Petroleum Products (Petroleum Development Levy) Rules 1967 read with the Ministry of Petroleum and Natural Resources S.R.O. No.566 (I)/2002 dated 26 August 2002 along with S.R.O. No. 551(1)/1991 dated 11-6-1991, and in super session of Shell Pakistan Limited S.R.O 500(I)/2010 dated 08 June 2010, Shell Pakistan Limited does hereby notify, in respect of the petroleum products, refined by the refineries in Pakistan and imports, specified in column (1) of the table below determine the prescribed price specified in column (2) of the said table, declare the Maximum Ex-Depot sale price specified in column (3) of that table, including the rate of Petroleum Development Levy as notified vide the Ministry of Petroleum and Natural Resources S.R.O.No... dated July 31 2009 and specified in column (4) and inland freight margin specified in column (5) of the table, notify the dealers commission specified in column (6) and distributors margin specified in column (7) thereof.

TABLE

Products	Prescribed Price	Maximum Ex-depot Sales Price	Petroleum Development Levy (Note-2) included in Prescribed Price	Rate of inland freight margin included in Maximum ex-depot sale price	Rate of Dealers Commission included in Prescribed price	Rate of Shell Pakistan Distributor's margin included in Prescribed Price
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Rs.per litre	Rs.per litre	Rs.per litre	Rs.per litre	Rs.per litre	Rs.per litre
1. High Speed Diesel						
(i) For sale through Retail outlets & for Direct Sale to Private Sector Consumers	59.27	71.58	8.00	1.91	1.50	1.35
(ii) For Direct sale (2)	59.27	71.58	9.50	1.91	-	1.35

Notes:

- 1 The Maximum Ex-Depot sale price specified in column (3) of the above table is inclusive of 17% General Sales Tax and is up to 13 specified locations / depots of Shell Pakistan Ltd. covering primary freight only, except that for special areas of Baluchistan, Azad Jammu Kashmir and Northern Areas where these include the secondary freight as well. Other than the specified areas, Shell Pakistan Ltd. is allowed to charge secondary freight beyond the 13 locations / depots (excluding Gawadar) upto the respective retail outlets.
- 2 As per directives of Ministry of Petroleum & Natural Resource vide letter # PL-3(457)/2009-33 dated July 08, 2009, the Government has levied the Petroleum Development Levy on the Petroleum Products, the dealer commission in case of direct sale price has been merged in Petroleum Levy to equate the ex-depot sale price.
- 3 As per directives of Ministry of Petroleum & Natural Resource vide letter # 3(457)/07-pt dated July 12, 2007, the end consumer prices for Retail and direct sales shall be fixed at par.
- 4 This Notification shall come into force with effect from July 1, 2010

For : Shell Pakistan Limited

Wasi Shaikh
Pricing & COS Manager-Retail