



# SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

## Adjudication Department- I

### Adjudication Division

ORDER	
Name of Company:	M/s Ruby Textile Mills Limited
Show Cause Notice No. & Date:	CSD/ARN/145/2015-622 dated July 08, 2025
Name(s) of Noticee(s):	(i) Mr. Noor Elahi, Chief Executive/Director; (ii) Mrs. Parveen Elahi, Chairperson/Director; (iii) Mrs. Naheed Javed, Director; (iv) Mr. Mansoob Ahmed Khan, Director; (v) Mr. Muhammad Aslam Ansari, Director; (vi) Mr. Imtiaz Ahmad, Director; (vii) Mr. Amjad Shahid, Director; and (viii) M/s. Ruby Textile Mills Limited.
Date(s) of Hearing(s):	September 17, 2025
Case represented by:	Mr. Adrees Azam, Chief Financial Officer (as the Authorized Representative on behalf of all the Noticees)
Provision of law involved:	Section 22 of the Companies Act, 2017 read with Section 24 thereof.
Date of Order:	October 24, 2025

This Order shall dispose of the proceedings initiated by the Securities and Exchange Commission of Pakistan (the "Commission") through the Show Cause Notice No. CSD/ARN/145/2015-622 dated July 08, 2025 ("SCN") against M/s Ruby Textile Mills Limited (the "Company") and its Board of Directors (BOD) including the Chief Executive Officer, hereinafter collectively referred to as the "Noticee(s)", for contravention of the requirements of Section 22 of the Companies Act, 2017 (the "Act") read with Sections 24 and 479 thereof.

2. The provisions of Clause (a) of Section 22 of the Companies Act, 2017 (the "Act") require every company to display in a conspicuous position, in letters easily legible in English or Urdu characters, its name and incorporation number outside the registered office and every office or the place in which its business is carried on.

3. The brief facts are that the Commission vide Investigation Order No. EMD/I&I/233/178/2019/939 dated December 19, 2023 issued under Section 257 of the Act, in terms of powers conferred vide notification S.R.O. 380(I)/2021 dated March 31, 2021, ordered the Investigation of the affairs of the Company and the Investigation Team observed that the name of the Company was not mentioned outside the registered address of the Company. The Company's failure to comply with the aforementioned legal requirement attracts penal action under Section 24(1) of the Act read with Section 479 thereof. Section 24(1) of the Act is reproduced as under for ease of reference:

*"24. Penalties for non-publication of name.- (1) If a company does not display its name in the manner provided for by this Act, it shall be liable to a penalty not exceeding level 1 on the standard scale and every officer of the company who authorises or permits the default shall be liable to the like penalty."*

4. The Commission, while taking cognizance of the alleged violation of law, issued a SCN upon the Noticee(s) on July 08, 2025 to show the cause in writing as to why penal action may not be taken against them for non-compliance of the requirements of Section 22 of the Act. In response to the SCN, the Company vide its letter dated July 22, 2025, *inter alia*, submitted as follows:


*"It is submitted that we have already complied with the requirements of Section 22 of the Companies Act, 2017 (the Act) and Name of Company along with requisite information is displayed outside the registered office of the Company."*

*Handwritten signature and date: 24-10-2025*

5. In order to meet the ends of justice and to provide an opportunity of hearing to the Noticee(s) in-person, the matter was fixed for September 17, 2025, which was attended by Mr. Adress Azam, Chief Financial Officer as the "Authorized Representative" on behalf of all the Noticee(s). During the hearing proceedings, the Authorized Representative admitted the default and submitted that by taking the corrective measures immediately after the Investigation by the Commission, the name of the Company has been clearly displayed and submitted relevant photographic evidence. It was further submitted that the Company is currently non-operational in terms of its main business due financial and operational issues and the only revenue being earned is the rental income and there are presently no concrete revival plans in place. The Authorized Representative also requested for a lenient view in the matter in light of corrective measures.

6. I have gone through the relevant provisions of Sections 22, 24 and 479 of the Act and considered the facts of the case as well as the written submissions and evidence furnished by the Noticee(s) through the Authorized Representative. The investigation team, during its visit, observed that the Company had failed to display its name at the registered office, which constituted a violation of Section 22 of the Act at that time. The Authorized Representative has also clearly admitted that the Company was not able to adhere to the requirements for display of its name under Section 22 of the Act. The requirements under Section 22 of the Act are not mere procedural formalities; rather, they serve as fundamental safeguards to ensure proper identification of companies, transparency in dealings, and equitable access to essential corporate information for shareholders, creditors, regulators, and the general public. The statutory mandate to display the company's name, certificate of incorporation and other particulars across offices, correspondence, and instruments is aimed at fostering accountability, preventing misrepresentation, and enhancing stakeholder trust. The subsequent evidence provided by the Company, however, demonstrates that compliance has now been made.

7. In light of the foregoing, the post-compliance achieved by the Company by displaying its name in accordance with the requirements of Section 22 of the Act reflects a positive approach towards recognizing and rectifying the lapse/default. Moreover, I have also considered the assurance provided by the Authorized Representative on behalf of the Noticee(s) for exercising greater care and vigilance in ensuring compliance with statutory disclosure requirements in future. I, therefore, in exercise of powers conferred upon me under Section 479 of the Act read with S.R.O. 1545(I)/2019 dated December 6, 2019, hereby conclude the instant proceedings with a strict **WARNING** to the Noticee(s). The Noticee(s) are also advised to ensure meticulous compliance with all applicable provisions of the Act in the future.

  
Sohail Qadri 24-10-2025  
Director/ HOD  
Adjudication Department-I

**Announced:**  
Dated: October 24, 2025  
Islamabad