

Below is a brief guide to get approval of Securities and Exchange Commission of Pakistan (SECP) on restricted and prohibited words, names and expressions

This file is prepared on basis of our experience, SECP decisions and the Companies Regulations 2024. If you follow this guidance, it is more likely that proposed name will be available. This file will help a lot to get your desired name to be available to your business.

However, ConSerIC is not providing any guarantee that applied name will be available. We have compiled this guide on the basis our experience and SECP notifications / regulations / decisions. Registrar reserves the authority on the name confirmation.

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Stay blessed.

Legends

TO – Trade Organization

DGTO – Director General of TOs

PSC – Public Sector Company

NBFC – Non – Banking Finance Company

REIT – Real Estate Investment Trust

Sr. No	Words, Phrases	Which company can avail	When
1.	Unique, Appropriate	All the companies	Proper justification, appropriate reasons or an explanation have been provided to the registrar
2.	Association, Foundation	Section 42 company	Licensed by SECP
		Trade Organization (TO)	Licensed by DGTO
3.	Fund	Section 42	Licensed by SECP
		PSC, TO, NBFC undertakes asset management services, private equity and venture capital equity	Prior approval of SECP or its licensing under the Section 42 of the Companies Act 2017
4.	Council	Section 42	Licensed by SECP
		Trade Organization, Sport Association and Professional Body	Upon licensing by SECP under the Section 42.
5.	Chamber	Any company	Which is to be established as TO
6.	Trust	NBFC undertakes REIT asset management services, private equity and venture capital equity	Prior approval of SECP.
		Not for profit organization	Company will be licensed under Section 42 and reason to use name must be provided to the Registrar.
7.	Society	Any company	Justification is provided for the satisfaction of registrar

8.	Assurance, Assurer, Insurance, Insurer, Re-Assurance, Re-Assurer, Re-Insurance, Re-Insurer	Company undertakes business of Insurance, Assurance, Reinsurance and Re-assurance	Prior approval of SECP.
9.	Board	Company desires to engage in the business of paper and board mills. Public Sector Companies	(In practice) Approval of concerned registrar
10.	Bahria, Askari, Fauji, Fazaiya, Cadet, Armed Forces or Forces, Army, Navy, Air Force, Shaheen, Military, Defence	Company to be established by relevant agency (of armed forces)	NOC of relevant agency is required
11.	Bank, Banking, Banker	Company undertakes business of banking business (Commercial banks) Investment bank	Prior approval or license of SBP Prior approval of SECP
12.	Chapter	Any company to be established by an entity or organization which have various global or local chapters	Prior permission or approval (NOC) of such entity or organization
13.	Charter, Chartered	Company having charter from autonomous body, sovereign authority of Federation or Province	Charter or SRO or Act or Ordinance of Federation or Province is sufficient
14.	Corporation	All the companies	Justification is provided for the satisfaction of registrar.
15.	Capital	All the companies	Justification is provided for the satisfaction of registrar.
16.	Commodity / Commodities	Any company is to trade in shares / stocks / commodities	Prior approval of SECP
17.	Exchange, Bourse	Securities Exchange, Commodity Exchange, Mercantile Exchange and Exchange Company	Prior approval of relevant authority.
	Names of famous or distinct personalities	All the companies	Prior NOC of personality or proper justification is provided to registrar
18.	Federation	Section 42 Trade bodies or organizations	Licensed by SECP Licensed by DGTO
19.	Federal / Province / Provincial	Company having connection with or patronage of Federal / Provincial Govt	Prior approval of SECP. The approval may be granted if the company is establishing under the law of national or provincial assembly.
20.	Sindh, Punjab, Baluchistan, Khyber Pakhtunkhwa or KPK,	Company has no connection with or patronage of the respective Govt	Proper justification is to be provided to the Registrar.

	FATA, Gilgit Baltistan or FANA, Azad Jammu & Kashmir or AJK.	Company has connection of it is to be incorporated by the respective Provincial Govt	Prior approval of SECP
21.	Gymkhana	Any company	Appropriate reasons, proper justification to be provided to registrar
22.	Group	Any company where the word “Group” implies several companies under common ownership	Evidence of subsidiary, associate relationship with two or more companies has to be provided
23.	Holding	Any company	Company qualifies to be a holding company under clause 37 of sub-section (1) of Section 2 along with proper justification
24.	Islam / Islami and words (or expressions) related to other religions	For Section 42 companies, NGOs, Trusts, society. However, such companies must be Shariah compliant.	Prior approval of SECP. Practically, this word, “Islam” would be available to the welfare / not-for-profit organizations / NGOs working for religious activities.
25.	Institute or Institution	Any company	Proper justification to the registrar
26.	Finance, Financial, Investment Finance, Investment Advisory, Leasing, Asset Management, Housing Finance, Modaraba, Venture Capital, Private Equity	NBFC, Investment company, Modaraba company, Brokerage house	Prior approval of SECP
		Public sector financial institution	Prior approval of SECP or SBP as the case may be
27.	Country name or nationality other than Pakistan	Any company	Appropriate justification to satisfaction of registrar.
28.	Names of two different countries for example Pak and Qatar, Pak-China, Pak-Germany etc.	Any company which is Joint Venture of concerned Govts or companies or individuals of two relevant countries	Documentary evidence is provided to satisfaction of registrar to support the fact that company is joint venture
29.	National	Any company. But such company have to justify its connection with the Government (it might be NOC, governing law provisions, special permission)	Approval of Registrar or SECP
30.	Non-dictionary words	Any company	Appropriate reasons, proper justification to be provided to registrar

31.	State	Public Sector companies	(In practice) Approval of concerned registrar
32.	Security / Securities	Any company	Proper justification is to be provided to the Registrar.
33.	University	Company is to be established for management (administering) university	Company is to be established under terms and guidelines of HEC. NOC or approval or licence might be required
34.	New, Modern, The, Al, International, Company, Co., Inc., Firm, Partnership, LLP, LLC, Proprietor, Enterprise, Mills, Factory	Any company	Proper justification to satisfaction of registrar. However, these expressions will not be available if they are used make your distinct from the already registered company. For instance, ABC Pvt Ltd is already registered, you have put forward application of ABC LLC Pvt Ltd.
35.	Arms and Ammunition	A company which is being registered for the trade or dealing of arms and ammunition or related defense technologies.	Prior approval or NOC or license from the Ministry of Interior or Defense
36.	Registered Brands, Trademarks, Patents, Copyrights (Registered with the Intellectual Property Organization (IPO) of Pakistan)	Any company bearing such intellectual properties	Documentary evidence of ownership and registration must be provided to the Registrar.

For all above, the decision of SECP shall be final.