Standard Bidding Document

Pre-Qualification of Advertising Agencies (Non-Consultancy Services)

National

November 25, 2026

Privatisation Commission (Privatisation Commission),Deputy Director
4th Floor Kohsar Block Pak Secretariat, Islamabad Capital Territory
Phone: +92-333-586-5117, Email: ddfl@privatisation.gov.pk

Table of Contents

Instructions to Applicants 3

Framework Data Sheet 17

Framework Data Sheet (FDS) 18

Scope of Work 21

Framework Items / Lots 23

Brief Description 23

Advertising & Digital Communication Campaign Brief 1

Related Services of Consultancy Services: 35

Specification 36

Eligibility & Qualification Criteria 36

Evaluation Criteria 37

Call-Off / Secondary Procurement Procedure 38

Annexure 40

Pre-Qualification Proposal Proforma 41

PRE-QUALIFICATION CRITERIA 41

Advertising & Digital Communication Campaign Brief 1

Procurement Forms 42

Past Experience and Completed Contracts 1

Historical Contract Non-Performance, and Pending Litigation and Litigation History 1

Financial Capacity and Net Worth Evaluation Form 1

Average Annual Turnover 1

Additional Forms and Documents 46

INVITATION FOR PREQUALIFICATION FOR OPEN FRAMEWORK AGREEMENT

PROCUREMENT OF NON-CONSULTANCY SERVICES

1. The **Privatisation Commission (Privatisation Commission)** has sufficient / has received / intends to apply for funds from **Non-ADP** and intends to apply part of such funds toward payments under the Framework Agreement for **Pre-Qualification of Advertising Agencies** having reference number **FFW10764**.

2. The **Privatisation Commission (Privatisation Commission)** intends to prequalify suppliers for subsequent Invitation to Bid(s) and to sign a Open Framework Agreement with the successful bidder(s) following completion of the bidding process.

3. The objective of the intended Open Framework Agreement is the on-demand supply of **Pre-Qualification of Advertising Agencies** through subsequent Call-Off Contract(s) during the Framework Agreement period. The purpose of this Prequalification Notice is to provide basic information to enable potential applicants to decide whether to respond to this Prequalification Notice.

4. Only the prequalified applicants shall be entitled to participate in the subsequent procurement proceedings. It is expected that Invitations to Bid will be issued to the Prequalified Applicants in **Monday, December 7, 2026**. The Open Framework Agreement is expected to be signed with the successful bidder(s) in **Friday, January 1, 2027** for a period of **24 Months**.

5. The Prequalification process is open to all **National** Applicants subject to fulfilling the eligibility requirements specified in the Prequalification Documents. Interested Applicants may obtain further information from **Privatisation Commission (Privatisation Commission)** through **EPADS v2.0** during office hours. A complete set of Prequalification Documents may be accessed by interested Applicants through **EPADS v2.0** at **https://epads.gov.pk/opportunities/federal/framework-agreements/10764**.

6. The application, prepared in accordance with the instructions contained in the Prequalification Documents, must be submitted through **EPADS v2.0** on or before **Monday, December 7, 2026 11:00 AM**. Applications will be opened electronically through **EPADS v2.0** on the same day at **Monday, December 7, 2026 11:30 AM**. Manual submission of applications shall not be entertained.

7. Vendors who have not yet registered on **EPADS v2.0** may complete their registration at **https://vendors.epads.gov.pk/**. Guidance regarding registration and bid submission is available on the portal.

In terms of Rule 65 of Public Procurement Rules, 2026, the Grievance Redressal Committee (GRC) has been notified for the subject procurement. The notification is available on the Procuring Agency's website and on PPRA's website.

Privatisation Commission (Privatisation Commission)
Deputy Director
4th Floor Kohsar Block Pak Secretariat, Islamabad Capital Territory
+92-333-586-5117
ddfl@privatisation.gov.pk

Instructions to Applicants

A. General

1. **Scope of Application**

1.1. In connection with the "**Invitation for Prequalification**", the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods and Related Services incidental thereto as specified in Section VII (Schedule of Requirements).

2. **Source of Funds**

2.1. Source of funds is same as referred in Invitation for Prequalification.

3. **Fraud and Corruption**

3.1. The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.

3.2. The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, sub-consultants, service providers, suppliers, and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Call-off Contract performance (in the case of award of a Call-off Contract), and to have them audited by auditors appointed by the Procuring Agency.

3.3. Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.

3.4. Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.

3.5. Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.

4. **Eligible Applicants**

4.1. An Applicant may be a private entity, a state-owned enterprise or institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture (JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent.
In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Call-off Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.
In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Call-off Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.
The JV shall nominate a Representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.

4.2. An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected.

4.3. An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint venture or as a sub-contractor among them for the same contract. However, if prequalified only one prequalified Applicant will be allowed to bid for the same contract. All Bids submitted in violation of this provision will be rejected.

4.4. Applicants shall be considered to have a conflict of interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent Framework Agreement(s) or Call-off Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who:

4.4.1. are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Call-off Contract and/or the Prequalification or Bid evaluation process of such Contract; or

4.4.2. would be involved in the implementation or supervision of such Framework Agreement or Call-off Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process during the execution of the Framework Agreement and/or Call-off Contract.

4.5. An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Call-off Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA’s website.

4.6. An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.

5. **Eligibility (in terms of Nationality)**

5.1. Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.

B. Contents of the Prequalification Documents

6. **Sections of Prequalification Documents**

6.1. This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.

PART 1 Prequalification Procedures

6.2. Section I - Instructions to Applicants (ITA)

6.3. Section II - Prequalification Data Sheet (PDS)

6.4. Section III - Qualification Criteria and Requirements

6.5. Section IV - Application Forms

6.6. Section V - Eligible Countries

6.7. Section VI - Fraud and Corruption

PART 2 Supply Requirements

6.8. Section VII – Schedule of Requirements

6.9. The Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly through ePADS shall prevail.

6.10. The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.

7. **Clarification of Prequalification Documents and Pre-Application Meeting**

7.1. An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing through ePADS. The Procuring Agency will respond in writing through ePADS to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants through ePADS who have obtained the Prequalification Documents from ePADS, including a description of the inquiry but without identifying its source. If so indicated in the PDS, the Procuring Agency shall also promptly publish its response through ePADS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so in accordance with the provisions of ITA 16.2.

7.2. If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a pre-Application meeting through online platform / ePADS as per date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.

7.3. Minutes of the Pre-Application meeting, if applicable, including the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly through ePADS to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8 and through ePADS. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.

8. **Amendment of Prequalification Documents**

8.1. At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum through ePADS.

8.2. Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing through ePADS to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page and ePADS.
Provided that an Applicant who had already submitted their Applications prior to the issuance of any such addendum shall have the right to withdraw his already submitted Application and submit the revised Application prior to the original or extended Application submission deadline through ePADS.

8.3. To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 16.2:
Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.

C. Preparation of Applications

9. **Cost of Applications**

9.1. The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.

10. **Language of Application**

10.1. The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the Procuring Agency, shall be written in the language specified in the PDS. Supporting documents and printed literature that are part of the Application may be in

another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS, in which case, for purposes of interpretation of the Application, the translation shall govern.

11. **Documents Comprising the Application**

11.1. The Application shall comprise the following:

11.1.1. **Application Submission Letter**, in accordance with ITA 12.1;

11.1.2. **Eligibility**: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1;

11.1.3. **Qualifications**: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and

11.1.4. any other document required as specified in the PDS.

12. **Application Submission Letter**

12.1. The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.

13. **Documents Establishing the Eligibility of the Applicant**

13.1. To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).

14. **Documents Establishing the Qualifications of the Applicant**

14.1. To establish its qualifications to perform the contract(s) in accordance with Section III (**Qualification Criteria and Requirements**), the Applicant shall provide the information requested in the corresponding Information Sheets included in **Section IV (Application Forms)**.

14.2. Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:

14.2.1. for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted).

14.2.2. value of single contract - Exchange rate prevailing on the date of the contract.

14.3. Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency.

14.4. The documentary evidence of the Applicant’s qualifications to conclude a Framework Agreement, and/or to perform any Call-off Contract(s) if awarded, shall establish to the Procuring Agency’s satisfaction:

14.4.1. that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer’s Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency’s Country;

14.4.2. that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the call off contract) represented by an Agent in the country, equipped and able to carry out the Supplier’s maintenance, repair, and spare parts stocking obligations in respect of the Goods.

D. Submission of Applications

15. **Submission of the Applications through ePADS**

15.1. The Bidder shall prepare and submit Bid with due diligence after carefully reading all the terms and condition before submission through ePADS in accordance with the procedures specified in the PDS.

15.2. In case the Applicant is a JV, the Application shall submit an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories.

16. **Deadline for Submission of Applications**

16.1. Applicants shall be submitted through ePADS no later than the deadline indicated in the PDS.

16.2. If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.

16.3. The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement) through ePADS.

17. **Opening of Applications**

17.1. The Procuring Agency shall open all Applications on the date and time specified in the PDS through ePADS. Late Applications shall be treated in accordance with ITA 16.1.

E. Procedures for Evaluation of Applications

18. **Confidentiality**

18.1. Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance

with ITA 26 through ePADS.

18.2. From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 26, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing through ePADS.

19. **Clarification of Applications**

19.1. To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing through ePADS.

19.2. If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.

20. **Responsiveness of Applications**

20.1. The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 19.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.

21. **Margin of Preference**

21.1. Unless otherwise specified in the PDS, a margin of preference shall not apply in the Bidding process resulting from this Prequalification.

22. **Sub-contractors**

22.1. Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into

account the qualification and experience of the Subcontractor) should meet the qualification criteria.

F. Evaluation of Applications and Prequalification of Applicants

23. **Evaluation of Applications**

23.1. The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 25.

23.2. Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services.

23.3. In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III.

23.4. Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant’s subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.

24. **Procuring Agency’s Right to Accept or Reject Applications**

24.1. The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without

thereby incurring any liability to the Applicants. However, the procuring agency shall record its reasons and justifications on ePADS, duly approved by the Principal Accounting Officer or Head of Organization.

25. **Prequalification of Applicants**

25.1. All Applicants whose Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency.

25.2. An Applicant may be “conditionally prequalified,” that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency.

25.3. Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.

26. **Notification of Prequalification**

26.1. The Procuring Agency shall notify all Applicants in writing through ePADS indicating the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately through ePADS.

26.2. The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them through ePADS.

27. **Request for Bids**

27.1. Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified through ePADS.

28. **Changes in Qualifications of Applicants**

28.1. Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 25 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if:

28.1.1. a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members;

28.1.2. as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or

28.1.3. in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition.

28.2. Any such change should be submitted to the Procuring Agency before the date of “Invitation to Bids”.

29. **Redressal of Grievances**

29.1. Procuring agency shall constitute a Grievance Redressal Committee (GRC) and proceed in accordance with the procedure and mechanism defined under Rule-65 of Public Procurement Rules, 2025.

29.2. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending on the nature of the procurement.

30. **Mechanism of Blacklisting**

30.1. The procuring agency shall initiate blacklisting or debarment proceedings against any bidder, supplier or contractor in accordance with the mechanism prescribed under Rule-25 of Public Procurement Rules, 2025 read with “Mechanism for Blacklisting Regulations, 2024”.

Framework Data Sheet

Framework Data Sheet (FDS)

The following specific data for the Framework Agreement shall complement, supplement, or amend the provisions in the Instructions to Applicants/Bidders (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

FDS Clause Number
ITB Number

Amendments of, and Supplements to, Clauses in the Instructions to Applicants/Bidders

A. General

FDS Clause Number 1
ITB Number 1.1

Identification Number of the Framework Agreement: **FFW10764**
The Procuring Agency is: **Privatisation Commission (Privatisation Commission)**
Framework Agreement Title: **Pre-Qualification of Advertising Agencies**

FDS Clause Number 2
ITB Number 2.1

The name of Procuring Agency is: **Privatisation Commission (Privatisation Commission)**
The name of Framework Agreement is: **Pre-Qualification of Advertising Agencies**

FDS Clause Number 3
ITB Number 2.2

Participating / Authorized Procuring Agencies under this Framework Agreement:

ITA Number 4.2

Maximum number of members in a Joint Venture (JV): **Nil**

FDS Clause Number 4
ITB Number 3.1

Framework Type: **Open Framework Agreement**

FDS Clause Number 5
ITB Number 4.1

Framework Duration: **24 Months**
Commencement Date: **Expired after the framework duration of 24 months from the award date.**
Expiry Date: **Positions Without Lots :**

Position	Delivery Schedule	Quantity
Open Frame Work Agreement for Advertising and Marketing Services for a period of two (02) years	**Address:** 4th Floor Kohsar Block Pak Secretariat, Islamabad Capital Territory **Schedule:** 730 Days **Quantity:** 1/job	1/job

FDS Clause Number 6
ITB Number 5.1

A list of debarred firms and individuals is available on PPRA website: **https://ppra.gov.pk**

B. Contents of the Framework Document

FDS Clause Number 7
ITB Number 7.1

For clarification, the Applicant shall seek clarifications through: **EPADS v2.0**

FDS Clause Number 8
ITB Number 7.1 & 8.2

Information related to the Framework Agreement shall be published on: **EPADS v2.0**

FDS Clause Number 9
ITB Number 7.2

Pre-Bid Meeting: **Clarification Date:**

C. Preparation of Applications / Bids

FDS Clause Number 10
ITB Number 10.1

This Framework Agreement Document has been issued in the language: **English**

FDS Clause Number 11
ITB Number 11.1(d)

Additional documents to be submitted through {**SYSTEMSHORTTITLE**}:

1. Registration with SECP/Registrar of Firms
2. National Tax Registration Certificate from FBR
3. GST Registration
4. Accreditation with APNS
5. Accreditation with PBA
6. Enlistment with PID
7. Audited Accounts for the past three years
8. Affidavit on stamp paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc
9. Non-collusion certificate/ affidavit
10. Detailed organizational Structure including Cv's of specialized/qualified and experienced professionals employed by the Agency

FDS Clause Number 12
ITB Number 14.2

Source for determining exchange rates: **Not Applicable**

E. Submission of Applications / Bids

FDS Clause Number 18
ITB Number 16.1

Deadline for Bid Submission:
Day: ***Monday***
Date: ***Monday, December 7, 2026***

Time: ***11:00 AM***

FDS Clause Number 19
ITB Number 17.1

Opening of Bids shall be conducted through: **EPADS v2.0**
Day: ***Monday***
Date: ***Monday, December 7, 2026***
Time: ***11:30 AM***
Virtual participation link: **https://vendors.epads.gov.pk/**

F. Evaluation and Award

FDS Clause Number 20
ITB Number 21.1

Margin of Domestic Preference: **Not Applicable**

FDS Clause Number 21
ITB Number 22.1

Framework Award Basis: **Quality Based Selection (QBS)**

FDS Clause Number 22
ITB Number 23.1

Suppliers admitted to the Framework Agreement shall not be guaranteed any minimum quantity, value, or volume of business unless otherwise stated in the Framework Agreement.

FDS Clause Number 23
ITB Number 29.1

Framework-related complaints / grievances shall be submitted in writing through: **EPADS v2.0**
A complaint may challenge:

- The terms of the Framework Agreement Documents
- The Procuring Agency’s evaluation decision
- The Procuring Agency’s Framework Award decision

Scope of Work

The advertising firms will be pre-qualified for the provision of complete spectrum of Advertising and Marketing services for a period of two (2) years. This may includepromoting our corporate brand, addressing our marketing needs, development and placement of advertisement campaigns in print, electronic and digital media, outdoor advertising, billboards and transit advertising, photography, videography and multimedia production, event management,content development, copywriting and graphic designing.

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Framework Items / Lots

Brief Description

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS THROUGH AN OPEN FRAMEWORK AGREEMENT

The Privatisation Commission (PC), a statutory authority mandated to provide for a fair and transparent process of privatization, invites Expression of Interest (EOI) for pre-qualification of well-reputed and financially sound Advertising Agencies / Firms based at Islamabad with a proven track record andrelevant experience to undergo pre-qualification for the purpose of promoting our corporate brand, products, and addressing our marketing needs for a period of two (02) years. Advertising Agencies intending to participate must be duly registered and accredited with the Press Information Department (PID), the All-Pakistan Newspaper Society (APNS), the Pakistan Broadcasters Association (PBA), enlisted in Active Taxpayers List of FBR and others provincial revenue authorities for tax purposes, and must be duly registered with Securities and Exchange Commission of Pakistan for at least 3 years.

General Terms and Conditions:

1. Each applicant shall submit only one proposal; multiple proposal submissions shall render the applicant disqualified.

2. The proposal validity period will be one hundred and eighty days (180) days, starting from the date of opening of the proposals.

3. The language of the proposal shall be English language. Any printed literature furnished by the Applicant(s) in another language shall be accompanied by an English translation which shall govern for purposes of interpretation of the proposal.

4. The applicant(s) may, by written notice served on Privatisation Commission, modify or withdraw the proposal after submission, but prior to the deadline for submission of the proposal.

5. While preparing the proposal, the participating Advertising Agency/Firm shall ensure that it provides:

a. Certificates of Registration with SECP, APNS, PBA, NTN and GST also enlisting with PID are mandatory. The firm should attach valid documentary evidence.

b. Complete company profile with owners'/ partners' name, addresses of all offices in Pakistan with phone and fax numbers.

c. Detail of permanent staff with appropriate skills, qualification and experience.

d. Detail of last three (03) years production (documentary films and TVCs), Digital campaigns made for various clients of public and private sector.

e. Detail of financial strength of the firm providing the capacity of the firm to carry out the assigned task.

f. The firm should have a minimum of three (03) years' experience of similar assignment and should have proper setup and office at Islamabad/ Rawalpindi.

g. The pre-qualified firms would be required to submit Security Deposit in the shape of call deposit of Rs.10,000/- (Rupees Ten thousand only) payable at Islamabad/Rawalpindi, in favour of PC and in case of failure, the pre-qualification of the firm will be treated as cancelled. The security will be released to the firms within 30 days of expiry of the period of Pre-qualification. Cash/Cheque will not be accepted.

The submitted proposals will be evaluated on the basis of their responsiveness, applying the eligibility criteria. A proposal shall be rejected at this stage if it does not respond to important aspects of this RFP or if it fails to comply all/any requirement of the eligibility criteria.

6. Privatisation Commission reserves the right to verify the authenticity of the submitted samples and supporting documents.

7. All participating advertising agencies in the pre-qualification are required to submit the projects/assignments based on the task provided in the enclosed Privatisation Commission – Advertising & Digital Communication Campaign Brief in the form of visuals/TVC, Creative Art Work and Copywriting/Theme & Digital framework. The agencies should have strong in-house digital team with ample experience in dealing with social media platforms and be able to submit digital media strategy for Privatisation Commission.

8. Payments of the advertisement bills will be subject to verification by PID and deduction of all government taxes/levies, as applicable.

9. The proposals, prepared in accordance with the instructions in the pre-qualification documents containing eligibility requirements and evaluation criteria must be submitted latest by December 07, 2026 at 11:00am. The Committee will open the proposals for evaluation on same day at 11:30 am.

10. During the examination, evaluation and comparison of the proposals, Privatisation Commission at its sole discretion may ask any applicant for clarifications of its proposal.

11. It is informed to all participating advertising agencies that internal departmental committee will short list the firms based on the criteria given at Pre-Qualification Criteria.There will be grading for each advertising agencies by the External Committee in final selection process based on the criteria given at Pre-Qualification Criteria for final selection.

12. Privatisation Commission reserves the right to reject any or all applications or cancel the procurement process at any stage in accordance with the Public Procurement Rules, 2026, without assigning any reason whatsoever.

13. The decisions of Privatisation Commission will be binding on all applicants.

Pre-Qualification Proposal Proforma

CHECKLIST OF DOCUMENTS AND STAEMENTSFOR ADVERTISING AGENCIES THROUGH AN OPEN FRAMEWORK AGREEMENT

(*INDICATES MANDATORY SUBMISSIONS)

Name of the Firm	

Address (Telephone, Fax & E-mail)	
List of Enterprise subscription for relevant online monitoring tools (e.g. Sythesio, Talkwalker Hootsuite, Meltwater, etc.)*	
Comprehensive reports of past public sector digital campaigns, if any.	
List of at least 10 clients, project scope with evidence of service provision (contracts, Ros, Pos) and 03 references/recommendations along with their contact details.	
SECP Registration Certificate*	
Social Media Presence Report including list of all social media links and official website *	
Capability of the advertising agencies to produce detailed impact Assessment, sentiment analysis, and data-driven decision making (tools and prerequisite HR)*	
Any internationally recognized certification or awards	
Copy of lease agreement/proof of address of office in Islamabad and /or provincial capitals*	

Detailed organizational structure including specialized /qualified and experienced professional that can cater digital media handled by applicant agency*	
Affidavit on stamp paper affirming that it has never been blacklisted by any Federal or Provincial ministry/Division/Department/Organization etc.*	
Non-collusion certificate /affidavit *	
Any other conflict of interests*	
Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digitalcampaigns) *	

Balance sheets and duly audited accounts by authorized certified Accountant for past three years*	
Year of Establishment (Attach documentary evidence)	
Sales Tax Registration No. (Attach documentary evidence)	

National Tax No. (Attach documentary evidence)	
Registration Certificate APNS & PBA along-with year of accreditation and also enlisting with PID.	
Managerial/Technical Capability (No. of permanent staff, their qualification & experience) Attach separate annexure, if necessary	
Detail of Office Equipment’s Attach separate Annexure, if necessary	
Profile documentation	Attach company’s profile/brochure
Organizational Structure	Provide details of hierarchy/ Management System including Organogram
Contact Person Date:	Name & Designation Authorized Signature & Stamp

Advertising & Digital Communication Campaign Brief

Background & Mandate

The Privatisation Commission (PC), Government of Pakistan, is responsible for facilitating and implementing the government's privatisation programme.

Its key mandate includes:

- Facilitating transparent and competitive privatisation of selected state-owned enterprises (SOEs).
- Attracting local and international investment.
- Promoting efficiency, competitiveness, and better utilisation of public assets.
- Supporting the Government of Pakistan in its economic reform and privatisation agenda.
- Ensuring transparency, fairness, and credibility throughout the privatisation process.

Campaign Objective

To develop a nationwide awareness and digital communication campaign that:

- Builds public understanding of privatisation and its objectives.
- Communicates the role and mandate of the Privatisation Commission.
- Highlights transparency, competitiveness, investment, and economic efficiency.

- Builds confidence among the public, investors, and other stakeholders.
- Promotes Pakistan as an attractive destination for investment.
- Strengthens the PC's visibility across traditional and digital media.

Key Focus Areas for Creative Development

The campaign should develop clear and compelling messaging around:

Understanding Privatisation

- What is privatisation and why is it undertaken?
- Role of the Privatisation Commission.
- Benefits of improved efficiency, investment, and competitiveness.

Transparency & Process

- Transparent and competitive bidding.
- Investor participation and eligibility.
- Due diligence and professional transaction processes.
- Key stages of the privatisation process.

Investment Opportunities

- Upcoming privatisation opportunities.
- Local and international investor participation.
- Pakistan's investment potential.

Public Awareness

- Addressing common misconceptions about privatisation.
- FAQs and myth-versus-fact communication.
- Communicating verified facts and transaction milestones.

Deliverables for Assessment:

Campaign Materials

- Overall campaign concept and tagline.
- Creative artwork for print, outdoor, and social media.
- Key messages and copywriting.
- Concept boards/look and feel.
- TVC/video concepts.
- Digital banners, infographics, reels, and animated content.

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Corporate Communication

- Privatisation Commission corporate awareness concept.
- Templates for major announcements and transaction milestones.
- Brochure/profile and publication design concepts.

Digital Strategy Requirements

Agencies should present a digital-first communication plan covering:

- Platform-specific content for Facebook, Instagram, X, LinkedIn, and YouTube.
- Hashtag strategy
- Short-form videos, reels, infographics, and explainer content.
- Investor-focused digital communication.
- Paid digital media and audience targeting.
- Engagement through Q&As, polls, podcast and interactive content.
- Covering reach, engagement, website traffic, video views, and awareness.

Branding Guidelines

The Privatisation Commission's official logo, colour palette, typography, and brand assets will be provided.

All creative materials must maintain consistent and professional use of the PC identity and comply with applicable Government of Pakistan communication guidelines.

Tone & Style

Communication should be:

- Clear and accessible – understandable to the general public.
- Professional and authoritative – reflecting PC's institutional credibility.
- Transparent and factual – avoiding exaggerated or unverified claims.
- Positive and forward-looking – focusing on investment, efficiency, growth, and economic reform.
- Modern and visually impactful – suitable for both traditional and digital audiences.
- Inclusive and culturally relevant – appropriate for Pakistan's diverse audience.

Submission Guidelines

Agencies should submit:

- Creative campaign concept and tagline.
- Sample campaign visuals and copy.
- Digital communication concept.

- Sample social media content.
- TVC/video or storyboard concept.
- Proposed media strategy.

Presentations should demonstrate the creative idea, execution approach, digital strategy, and media plan.

Branding & Information

The Privatisation Commission's official branding and relevant information may be used for developing campaign artwork, visuals, and copy.

All transaction-related information and claims must be based on officially approved information provided by the Privatisation Commission.

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Related Services of Consultancy Services:

No

Specification

Positions Without Lots :

Position: Open Frame Work Agreement for Advertising and Marketing Services for a period of two (02) years

Specifications / Requirements:

Complete Advertising and marketing services as per requirement.

Eligibility & Qualification Criteria

All Active Taxpayers shall be eligible to participate in the procurement process, unless expressly excluded or otherwise restricted under the Eligibility Criteria specified by the Procuring Agency.

Bidder's Type	Required Registration
Any	NADRA CITIZENSHIP (CNIC/NICOP) FBR (NTN) FBR (GSTN) SECP Registrar of Firms

Eligibility Criteria	Document
Accreditation with APNS	Yes
Accreditation with PBA	Yes
Enlistment with PID	Yes

Evaluation Criteria

Quality Based Selection (QBS)

Technical Marks	100
Passing Marks	**70**
Technical Evaluation Criteria	
Experience in PR/ Advertising (Qualitative)(Doc Required) Experience in PR/ Advertising **(20)**	20
Financial Strength (Quantitative)(Doc Required) Financial Strength **(20)**	20
Managerial/ Technical Capability (Qualitative)(Doc Required) Managerial/ Technical Capability **(20)**	20
Assignments executed during the last three years (Qualitative)(Doc Required) Assignments executed during the last three years **(15)**	15
Available Facilities/ Equipment (Qualitative)(Doc Required) Available Facilities/ Equipment **(10)**	10

Digital Media outreach and client projects performance reports (Qualitative)(Doc Required) Digital Media outreach and client projects performance reports **(15)**	15

Call-Off / Secondary Procurement Procedure

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Annexure

Pre-Qualification Proposal Proforma

Technical Submission (Vendor)

Document Required

See Form Under Additional Forms and Documents: **Pre-Qualification Proposal Proforma** (page number: 47)

PRE-QUALIFICATION CRITERIA

Information (Read-Only)

See Form Under Additional Forms and Documents: **PRE-QUALIFICATION CRITERIA** (page number: 49)

Advertising & Digital Communication Campaign Brief

Information (Read-Only)

See Form Under Additional Forms and Documents: **Advertising & Digital Communication Campaign Brief** (page number: 50)

Procurement Forms

Past Experience and Completed Contracts

Total years of experience to be provided.

A detail list of clients/ campaigns for the last threeyears to be provided.

Capture the agency's experience in providing the following services:

Creative concept development and campaign design.

Development and production of print advertisements.

Television, radio and electronic media advertising.

Digital marketing and social media campaigns.

Media planning, buying and placement.

Branding, corporate identity and brand positioning.

Public relations and strategic communication.

Outdoor advertising, billboards and transit advertising.

Photography, videography and multimedia production.

Event management and promotional campaigns.

Public awareness and behavior-change communication campaigns.

Content development, copywriting and graphic design.

See Form Under Additional Forms and Documents: **Past Experience and Completed Contracts** (page number: 54)

Historical Contract Non-Performance, and Pending Litigation and Litigation History

Provide litigation history with public/ private clients.

See Form Under Additional Forms and Documents: **Historical Contract Non-Performance, and Pending Litigation and Litigation History** (page number: 55)

Financial Capacity and Net Worth Evaluation Form

Provide details for last three years.

See Form Under Additional Forms and Documents: **Financial Capacity and Net Worth Evaluation Form** (page number: 57)

Average Annual Turnover

Provide details for last three years.

See Form Under Additional Forms and Documents: **Average Annual Turnover** (page number: 59)

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Additional Forms and Documents

Government of Pakistan
Privatisation Division
(Privatisation Commission)
*****

Pre-Qualification Proposal Proforma

ENLISTEMENT CHECKLIST FOR ADVERTISING AGENCIES THROUGH AN OPEN FRAMEWORK AGREEMENT

*INDICATES MANDATORY SUBMISSIONS.

Name of the Firm	
Address (Telephone, Fax & E-mail)	
List of Enterprise subscription for relevant online monitoring tools (e.g. Sythesio, Talkwalker Hootsuite, Meltwater, etc.)*	
Comprehensive reports of past public sector digital campaigns, if any.	
List of at least 10 clients, project scope with evidence of service provision (contracts, Ros, Pos) and 03 references/recommendations along with their contact details.	
SECP Registration Certificate*	
Social Media Presence Report including list of all social media links and official website *	
Capability of the advertising agencies to produce detailed impact Assessment, sentiment analysis, and data-driven decision making (tools and pre-requisite HR)*	
Any internationally recognized certification or awards	
Copy of lease agreement/proof of address of office in Islamabad and /or provincial capitals*	
Detailed organizational structure including specialized /qualified and experienced professional that can cater digital media handled by applicant agency*	
Affidavit on stamp paper affirming that it has never been blacklisted by any Federal or Provincial ministry/Division/Department/Organization etc.*	
Non-collusion certificate /affidavit *	
Any other conflict of interests*	
Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital	

campaigns) *	
Balance sheets and duly audited accounts by authorized certified Accountant for past three years*	
Year of Establishment (Attach documentary evidence)	
Sales Tax Registration No. (Attach documentary evidence)	
National Tax No. (Attach documentary evidence)	
Registration Certificate APNS & PBA along-with year of accreditation and also enlisting with PID.	
Managerial/Technical Capability (No. of permanent staff, their qualification & experience) Attach separate annexure, if necessary	
Detail of Office Equipment's Attach separate Annexure, if necessary	
Profile documentation	Attach company's profile/brochure
Organizational Structure	Provide details of hierarchy/ Management System including Organogram
Contact Person Date:	_____ Name & Designation _____ Authorized Signature & Stamp

Government of Pakistan
Privatisation Division
(Privatisation Commission)
*****

PRE-QUALIFICATION CRITERIA

PRE-QUALIFICATION OF ADVERTISINGAGENCIES/FIRMS THROUGH AN OPEN FRAMEWORK AGREEMENT

The Pre-qualification proposals will be evaluated as per the following criteria;

Marking for Short Listing by Internal Committee			
S.No.	**Grading**		**Marks**
1.	Experience in PR /Advertising		20
2.	Financial Strength		20
3.	Managerial /Technical Capability		20
4.	Assignments executed during the last three years		15
5.	Available facilities/Equipment		10
6.	Digital Media outreach and client projects performance reports		15
		Total:	100

Marking for Final Selection by External Committee			
S.No.	**Grading**		**Marks**
1.	Experience a. Generic b. Specific		10 10
	Presentation	Copywriting /Theme	15
2.		Creative Art Work/ Print	15
		Visuals work/ TVC	20
		Digital Campaigns	15
		Digital Strategy	15
		Total:	100

Note: Minimum score required to pass for Pre-qualification is 70% for both short listing and final selection.

Advertising & Digital Communication Campaign Brief

1. Background & Mandate

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2. Campaign Objective

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3. Key Focus Areas for Creative Development

The campaign should develop clear and compelling messaging around:

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- Addressing common misconceptions about privatisation.
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4. Deliverables for Assessment

A. Campaign Materials

- Overall campaign concept and tagline.
- Creative artwork for print, outdoor, and social media.
- Key messages and copywriting.
- Concept boards/look and feel.
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B. Corporate Communication

- Privatisation Commission corporate awareness concept.
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Agencies should present a digital-first communication plan covering:

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6. Branding Guidelines

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Past Experience / Contracts

Contracts over *[insert amount]* during the last three years:				
Procuring Agency	Value	Year	Goods/Services Supplied	Country of Destination

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Historical Contract Non-Performance, and Pending Litigation and Litigation History

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*
Date: *[insert day, month, year]*
Joint Venture Member Name: *[insert full name]*
IFP No. and title: *[insert IFP number and title]*
Page *[insert page number]* of *[insert total number]* pages

☐ Not debarred due to deviation from commitment of Bid Securing Declaration-☐ Not debarred due to non-performance			
Year	**Non-performed portion of contract**	**Contract Identification**	**Total Contract Amount (current value, currency, exchange rate and PKR equivalent)**
[insert year]	*[insert amount and percentage]*	Contract Identification: *[indicate complete contract name/ number, and any other identification]* Name of Procuring Agency: *[insert full name]* Address of Procuring Agency: *[insert street/city/country]* Reason(s) for nonperformance: *[indicate main reason(s)]*	*[insert amount]*
Pending Litigation, in accordance with Section III, Qualification Criteria and Requirements			
☐ Pending litigation in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.3 as indicated below.			

Year of dispute	**Amount in dispute (currency)**	**Contract Identification**	**Total Contract Amount (currency), ~~US$~~ PKR Equivalent (exchange rate)**

[insert year]	*[insert amount]*	Contract Identification: [indicate complete contract name, number, and any other identification] Name of Procuring Agency: *[insert full name]* Address of Procuring Agency: *[insert street/city/country]* Matter in dispute: *[indicate main issues in dispute]* Party who initiated the dispute: *[indicate "Procuring Agency" or "Supplier"]* Status of dispute: *[Indicate if it is being treated by the Adjudicator, under Arbitration or being dealt with by the Judiciary]*	*[insert amount]*

☐ No consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4.

☐ Consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4 as indicated below.

Year of award	**Outcome as percentage of Net Worth**	**Contract Identification**	**Total Contract Amount (currency), PKR Equivalent (exchange rate)**
[insert year]	*[insert percentage]*	Contract Identification: [indicate complete contract name, number, and any other identification] Name of Procuring Agency: *[insert full name]* Address of Procuring Agency: *[insert street/city/country]* Matter in dispute: *[indicate main issues in dispute]* Party who initiated the dispute: *[indicate "Procuring Agency" or "Supplier"]* Court/ arbitral award decision: *[Indicate if the award decision was against the Applicant or any member of a joint venture.]y]*	*[insert amount]*

Financial Situation and Performance

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*
Date: *[insert day, month, year]*
Joint Venture Member Name: *[insert full name]*
IFP No. and title: *[insert IFP number and title]*
Page *[insert page number]* of *[insert total number]* pages

1. Financial data

Type of Financial information in (currency)	**Historic information for previous _[insert number] years, [insert in words] (amount in currency, currency, exchange rate*, PKR equivalent)**				
	Year 1	Year 2	Year 3		
Statement of Financial Position (Information from Balance Sheet)					
Total Assets (TA)					
Total Liabilities (TL)					
Total Equity/Net Worth (NW)					
Current Assets (CA)					
Current Liabilities (CL)					
Working Capital (WC)					
Information from Income Statement					
Total Revenue (TR)					
Profits Before Taxes (PBT)					
Cash Flow Information					
Cash Flow from Operating Activities					

* Refer ITA 14 for the exchange rate

3. Financial documents

The Applicant and in case of JV, members of JV shall provide copies of financial statements for *[number]* years pursuant Section III, Qualifications Criteria and Requirements. The financial statements shall:

(a) reflect the financial situation of the Applicant or in case of JV member, and not an affiliated entity (such as parent company or group member).

(b) be independently audited or certified in accordance with local legislation.

(c) be complete, including all notes to the financial statements.

(d) correspond to accounting periods already completed and audited.

☐ Attached are copies of financial statements[1] for the *[number]* years required above; and complying with the requirements.

[1] If the most recent set of financial statements is for a period earlier than 12 months from the date of Application, the reason for this should be justified.

Average Annual Turnover (Annual Sales Value)

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*
Date: *[insert day, month, year]*
Joint Venture Member Name: *[insert full name]*
IFP No. and title: *[insert IFP number and title]*
Page *[insert page number]* of *[insert total number]* pages

Annual Turnover Data			
Year	**Amount** **Currency**	**Exchange rate*** **(If applicable)**	**PKR equivalent**
[indicate calendar year]	*[insert amount and indicate currency]*		
		Average Annual Turnover **	

* Refer ITA for date and source of exchange rate.

** Total PKR equivalent for all years divided by the total number of years. See Section III, Qualification Criteria and Requirements, ITA.