No. F. 24-3/2025-(PPL/Admin)

Government of Pakistan
Drug Regulatory Authority of Pakistan
Prime Minister's National Health Complex
Park Road, Islamabad.

TENDER NOTICE

The Drug Regulatory Authority of Pakistan (DRAP) invites proposals from qualified individual consultants or research firms to conduct an independent and impartial national survey assessing the impact of deregulating the prices of non-essential medicines in the country. The survey will focus on collecting and analyzing current market prices of selected medicines and comparing them with pre-deregulation Maximum Retail Prices (MRPs) provided by DRAP.

Objectives of the Survey

- To conduct a comparative analysis of the 400 most-selling non-essential brands (excluding those on the NEML), across all formulations and Stock Keeping Units (SKUs).
- To compare pre-deregulation maximum retail prices (MRPs-provided by DRAP) with current market prices collected from pharmacies, distributors, hospitals/clinics and other licensed retail outlets from 6 cities across Pakistan that must include Islamabad (including Rawalpindi), Lahore, Karachi, Peshawar, Quetta and Multan.
- To identify price variations and market trends following the deregulation of non-essential medicines.

2 Tender documents containing terms and conditions/ eligibility & evaluation criteria are available on PPRA's e-Pak Acquisition and Disposal System (EPADS) online portal eprocure.gov.pk, PPRA's website www.ppra.gov.pk and DRAP's website www.dra.gov.pk free of cost. Single stage two envelope bidding procedure as provided in Public Procurement Rules, 2004 shall be used for preparation / submission of bids.

3 The proposal bids must be prepared in accordance with the instructions contained in the tender document and must be submitted through EPADS portal on or before **29.12.2025 at 11:00** AM. Proposals will be opened on the same day 30 minutes after the closing time on EPADs in presence of bidders who may choose to participate and attend.

4 Only e-bids received through EPADS will be entertained.

Deputy Director (Procurement & Logistics)

Ph. 051-9255911

Prime Minister's National Health Complex,
Park Road, Islamabad.

Tender for Conducting a National Pharmaceutical Pricing Survey

To be submitted to
Drug Regulatory Authority of Pakistan (DRAP), A statutory body established under the Drug Regulatory Authority of Pakistan Act, 2012 (the Act)

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INTRODUCTION

The Drug Regulatory Authority of Pakistan (DRAP) invites proposals from qualified individual consultants or research firms to conduct an independent and impartial national survey assessing the impact of deregulating the prices of non-essential medicines in the country. The survey will focus on collecting and analyzing current market prices of selected medicines and comparing them with pre-deregulation Maximum Retail Prices (MRPs) provided by DRAP. Single stage two envelope bidding procedure as provided in Public Procurement Rules, 2004 shall be used for preparation / submission of bids

(a) Background

In February 2024, the Government of Pakistan introduced amendments in the Drug Pricing Policy 2018 to deregulate the prices of non-essential medicines which are not included in the National Essential Medicines List (NEML) vide S.R.O. 228(I)/2024.

To assess the real-world implications of deregulating non-essential medicine prices, a national-level survey is required to examine current pricing trends, regional variations, and the overall impact on market dynamics and affordability.

(b) Objectives of the Survey

- To conduct a comparative analysis of the 400 non-essential brands (excluding those on the NEML), across all formulations and Stock Keeping Units (SKUs).
- To compare pre-deregulation maximum retail prices (MRPs-provided by DRAP) with current market prices collected from pharmacies, distributors, hospitals/clinics and other licensed retail outlets from 6 cities that must include Islamabad (including Rawalpindi), Lahore, Karachi, Peshawar, Quetta and Multan.
- To identify price variations and market trends following the deregulation of non-essential medicines.

SCOPE OF ASSIGNMENT / TORS

The selected individual or firm will be responsible for:

- **Survey Design**: Develop a robust and practical survey methodology, including sampling strategy and geographic coverage. Ensure representation from all provinces and major urban and rural markets. The proposed methodology will be submitted for review by DRAP and be subject to revision if advised by DRAP based on the feedback.
- **Data Collection**: Collect current retail prices of the 400 selected non-essential medicines from a representative sample, as per the methodology, ensuring transparency, accuracy, and reliability. Data should be gathered from various points across the pharmaceutical supply chain in Pakistan. All data sources must be traceable, and the validated data collection tool, along with the complete raw dataset, must be submitted.

- **Data Validation and Comparative Analysis**: Clean and validate the collected data. Conduct a comparative analysis against pre-deregulated MRPs. Identify trends, variations, and market behavior.
- **Reporting**: Prepare a comprehensive and unbiased report with findings, visualizations, and summary tables, ensuring that findings are evidence-based, clearly presented, and directly address the survey objective. Submit the draft report for review by DRAP.
- **Revise** the report based on feedback from DRAP.

DELIVERABLES

- Inception Report with methodology and sampling plan.
- Validated data collection tools.
- Cleaned and traceable dataset.
- Draft and Final Survey Report.
- Summary report of 400 most selling non-essential brands based on this survey and earlier survey of 100 most selling brands.
- Presentation of findings to DRAP.
- Revised report (if required) based on joint review.
- Submission of raw data and supporting documentation.

TIMELINE

- 30 working days after issuance of award letter to successful bidder.
- Timeline may be further extended for a period of 14 working days on written request of the surveying firm stating genuine circumstances and reasons which may be reviewed and approved by CEO DRAP.
- In event of force majeure, either party can terminate the contract giving exceptional circumstances attributed to the cancellation of contract without imposition of any penalty.

ELIGIBILITY CRITERIA

Applicants must demonstrate:

- Proven experience in pharmaceutical or market pricing surveys.
- Technical expertise in survey design, data collection, and statistical analysis.
- Familiarity with Pakistan's pharmaceutical market.
- Capacity to deploy field teams across multiple regions.
- Strong documentation and communication skills.

SUBMISSION REQUIREMENTS / MANDATORY DOCUMENTS

- Cover letter expressing interest alongwith profile of the firm.
- Technical proposal outlining the approach, methodology, and timeline.
- Valid registration with SECP or relevant authority

- Tax compliance (NTN, GST, active FBR status)
- Affidavit of not being blacklisted
- Conflict of interest declaration
- Financial proposal (in PKR), inclusive of all applicable taxes.
- CVs of key personnel (for individuals) or organizational profile (for firms).
- Evidence of similar past assignments (e.g., reports, references).

EVALUATION CRITERIA

Technical Evaluation Criteria for Hiring Survey Firm

Project Title: Market Survey on Deregulation of Non-Essential Medicines Pricing
Total Marks: 100
Qualifying Threshold: 70 Marks

Sr. no.	Category	Sub-Criteria		Marks	Scoring Guide
1	Relevant Experience (30 Marks) (Documentary Evidence to be attached)	a) Experience in conducting national surveys (preferably in health / pharma sector)		15	3 or more large scale surveys: 15 Marks 2 Surveys: 10 Marks 1 survey: 05 Marks None: 0 Marks
		b) Number of similar assignments with government, regulatory bodies, or international donors (e.g., W.H.O, UNDP, etc.)		15	3 or more projects: 15 Marks 2 projects: 10 Marks 1 project: 05 Marks None: 0 Marks
2	Technical Approach and Methodology (40 Marks) (Documentary Evidence to be attached)	a) Soundness and feasibility of the proposed methodology	Fit-for-purpose approach, realism, relevance	08	Excellent: 08 Marks Good: 05 Marks Adequate: 02 Marks Poor: 0 Marks
		b) Comprehensiveness of data collection strategy (qualitative + quantitative)	Tools, balance of quantitative & qualitative, national coverage	08	Well–defined+ diverse methods: 08 Marks Basic but feasible: 04 Marks Weak or unclear 01 Marks
		c) Sampling design, representativeness, geographic coverage	Representativeness, statistical rationale, inclusion of rural / urban segments	08	Robust and well-justified: 08 Marks Partial Clarity: 3 – 4 Marks Weak / unclear: 1 – 2 Marks
		d) Risk mitigation strategy and ethical considerations	Consent, confidentiality, bias control	08	Clear plan with safeguards: 08 Marks Partial: 04 Marks No plan: 0 Marks
		e) Quality Assurance and	Mechanisms to ensure data authenticity,	08	Excellent with technology tools: 08 Marks Moderate plan: 4 – 5 Marks

		Data Validation Mechanisms	confidentiality and quality		Weak / none: 0 - 1 Marks
3	Team Qualifications and expertise Advanced degree (Minimum 16 Years' of education) in Public Health, Economics, Statistics, Pharmaceutical policy or a related field. (30 Marks) (Documentary Evidence to be attached)	a) Team Lead: Minimum 10 years in market research, policy analysis, or pharma pricing studies		09	10 + years, Pharma / health focus: 09 Marks 7 – 10 years: 06 Marks 5 – 7 years: 03 Marks Less: 01 Mark
		b) Data Analyst / Statistician	Experience with SPSS, AMOSS etc	08	Expert: 08 Marks Adequate: 04 Marks Weak: 01 Mark
		c) Field Supervisors / enumerators' capacity		07	Strong field team with coverage strategy: 07 Marks Basic Team: 3 – 4 Marks Weak / None: 0 Marks
		d) Availability of gender – balanced or inclusive teams is a plus		06	Clear Evidence: 06 Marks Partial 03 Mark None: 0 Marks

- All documentary proofs must be attached for scoring criteria.
- Evaluation committee may seek presentations or clarifications.
- Only technically qualified bidders will be considered for financial evaluation.

Technical Evaluation = 70% weightage

Financial Evaluation = 30% weightage

Final Evaluation = (100 X 70% technical Marks) + (100 X 30% financial Marks)

BID SECURITY and BID VALIDITY

- A scanned copy of bid security (refundable) in the form of a CDR/Pay Order/Demand Draft, in the name of 'Drug Regulatory Authority of Pakistan', of value PKR 50,000/- (Pak Rupees Fifty Thousand Only) must be attached on e-PADS and original bid security shall be submitted to DRAP at the following address any time before the closing time of bid submission i.e. **29th December 2025 (11:00 A.M)**, failing which the bid shall be rejected:

Deputy Director (Procurement, Projects & Logistics)
Drug Regulatory Authority of Pakistan
Prime Minister's National Health Complex,
Park Road, Islamabad.
Tel: (92-51)-9255911

- Bid Security of Consultants who do not technically qualify shall be returned after the result announcement of technical evaluation report as per PPRA Rules.

- Bid Security of technically responsive/qualified consultant will be released after ten (10) days of the signing of the contract with the successful Consultant.
- Bid submitted by the bidders shall be valid for 90 days from date of opening of technical proposals.

SUBMISSION, OPENING AND RECEIPT OF PROPOSALS

- The proposals (Technical and Financial) shall be uploaded/attached on PPRA's e-PADS. Hard copy of technical proposal shall also be sent to DRAP before closing date and time of the tender.
- At first instance, the technical bids will be opened on closing day i.e. Monday 29th of December 2025 11:30 AM and later the Financial bids of technically responsive bidders only shall be opened at the time and date communicated by DRAP vide EPADs

AWARD OF CONTRACT

The Consultant, with the most advantageous bid as per criteria mentioned above shall be awarded the contract.

PAYMENT TERMS

Payment will be made on completion of respective assignment, and issuance of satisfactory performance certificate / NOC from Costing & pricing Division of DRAP and after deduction of applicable taxes.

NON-DISCLOSURE AGREEMENT

The successful bidder will have to sign a non-disclosure agreement with DRAP about the survey being conducted to ensure confidentiality of the results.

ARBITRATION

In case of any dispute arising between the parties during the contract period, the matter shall be referred for resolution to Chief Executive Officer, Drug Regulatory Authority of Pakistan whose decision shall be final and binding on both the parties.