

PROPOSALS FOR PREQUALIFICATION

Pre-qualification of BTL (Below The Line) Advertising Agencies (REF: GMCM/Brand/BTL/01/26)

Pakistan International Airlines Company Limited, the national flag carrier, invites proposals from advertising agencies, vendors/firms / companies registered with Income Tax and Sales Tax Departments and who are on Active Taxpayers List of the Federal Board of Revenue for Pre-qualification of BTL (Below The Line) Advertising Agencies.

Prequalification documents, containing detailed terms and conditions, etc. are available electronically and can be downloaded from PPRA & PIA websites www.ppra.org.pk & www.piac.com.pk as well as from PPRA E-PADS <https://eprocure.gov.pk/#/auth/login>. Bidders need to get registered at E-PADS (PPRA) to access the prequalification document and other relevant information including electronic proposal submission. Price of the prequalification / bidding documents is **PKR 15,000** (non-refundable) to be submitted through a pay order in the name of PIACL along with the proposal.

The proposals prepared in accordance with the instructions in the prequalification documents must be submitted through EPADS on or before **27-04-2026 at 1030 Hrs (PST)**. Proposals will be opened on the same day at **11:00 Hrs** through EPADS.

Bidders MUST submit their proposals through E-PADS, Manual submission of proposals without E-PADS is NOT allowed. The original Pay Order for Tender Fee to be submitted with hard copy of Prequalification Proposal addressed to **GM Contract Management, Supply Chain Management Department, PIA Head Office, Karachi**, as per above mentioned date & time.

PIACL reserves the right to reject any or all bids or cancel the tender process at any stage in line with PPRA rules.

GM Contract Management
Supply Chain Management
Department, PIA Head Office, Karachi.
Ph: 021 9904 6056, 9904 3081
E- mail: gm.cm@piac.aero,
khijzpk@piac.aero,
contract.administration@piac.aero

REF: GMCM/Brand/BTL/01/26

PAKISTAN INTERNATIONAL AIRLINES

Pre-qualification of BTL (Below The Line) Advertising Agencies Year 2026-27

REF: GMCM/Brand/BTL/01/26

Prequalification of Ad Agencies for PIA
Below The Line (BTL) Advertising Projects

A) Submission and preparation of proposal

Pakistan International Airlines invites the proposals from advertising agencies for Below the Line (BTL) advertising projects.

1. The interested agencies may submit their profiles to GM Contract Management, PIA Supply Chain Management Building JIAP, Karachi latest by **27-04-2026 till 10:30 Hours**. The hard copy of proposal may be dropped in the tender box placed at the entrance of the PIA Supply Chain Management Building latest by 10:30 hours on the specified date. Proposals shall be opened the same day at **1100 Hrs** (PST)
2. The envelope shall be marked as **“Pre-qualification of BTL Ad-Agencies”**.
3. The proposal submitted shall comprise of a single envelop, marked as **Pre-qualification of BTL Advertising Agency 2026**.
4. All agencies are required to submit the profile of the company with documents as mentioned in pre-qualification form at the end of the document.
5. All agencies/bidders are required to submit a Pay Order of **Rs. 15,000/-** as tender fee (non-refundable) along with the Proposal.
6. The Evaluation for the Pre-qualification of Agencies will be made on the basis of marks obtained in the evaluation criteria.
7. Proposals received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays.
8. Bidders MUST submit their proposals through E-PADS, Manual submission of proposals without E-PADS is NOT allowed, and Documents sent by e-mail will not be accepted.
9. Advertising Agency failing to provide the required information will be disregarded.
10. PIA has complete right to disqualify any applicant at any stage if it is being found as blacklisted, false information or involved in any activity against the interest of corporation.
11. Pre-qualification will be valid/made for a period of three (03) years.
12. Pre-qualified agencies will work with PIA as per rules of PPRA and PIA.

Yours truly,

GM Contract Management
Supply Chain Management Department
Tel: 021 – 9904 6056, 9904 3081
Email: gm.cm@piac.aero , khijzpk@piac.aero, contract.administration@piac.aero

Introduction

Pakistan International Airlines requiring the services of NTN and Sales Tax registered Advertising Agencies for marketing and advertising of PIA products and service at Below The Line Mediums such as Outdoor Advertisement, Malls Promotions/Activations, Event Management Services, Sponsorships, Direct Marketing etc.

Scope of Services

- i. To develop BTL Marketing Strategy and Placement Plan.
- ii. To develop Advertisement Concepts and Designing of Artworks
- iii. Designing of classified/Tender Advertisements.
- iv. To advertise and market PIA products and services at outdoor mediums like Out of Home (OOH), Billboards, Airport Areas, Digital Platforms and other relevant markets mediums.
- v. Develop strategy for Trade Marketing and Brand Image Building for PIA & Travel Partners (Travel Agents) of PIA
- vi. Conduct Surveys and Branding of PIA Offices across PIA network.
- vii. Manage Events organized by PIA or Sponsored Partners at Domestic & International Locations.
- viii. Brand Activation as advised by PIA.
- ix. Printing Services including Offset / Digital / Panelfex and Vinyl printing for brand items.
- x. Cut Outs (SS/Wooden/Acrylic),
- xi. Fabrication, Installation and Dismantling of Branded elements such as Fascia, Frames, Cut Outs, Vinyl Pasting etc.
- xii. Any other assignments related to BTL Mediums.

Requirement

1. Must have NTN and Sales Tax Number.
2. Must have Experience in BTL projects.
3. Must have reputable client portfolio.
4. Must have sufficient Human Resource to manage PIA Assignments.
5. Must have sufficient funds.
6. Do not have litigation history with PIA.

Selection Procedure:

1. Submission of application with all necessary documents on aforementioned Date & Time.
2. Evaluation of Submitted Documents.
3. Meeting with applicants (if required).
4. Announcement of Results.
5. Response to queries of Participants (if any).
6. Selection of Successful Participants.
7. Issuance of Pre-qualification letter to Successful Participants.

Selection Criteria:

The Selection will be made on the basis of below mentioned criteria.

- Company Experience (10 marks)

• Clientage details	(10 marks)
• Human Resource	(10 marks)
• Financial Health	(10 marks)
• Litigation History	<u>(10 marks)</u>
Total	(50 Marks)

Qualifying Marks: 75% of total marks

1. Company Experience

(Total Marks Allocated 10)

The experience of company will be counted from the date of registration of company (NTN Certificate). 01 Mark will be given for 01 Year of experience with maximum 10 Marks for 10 Years of Experience. Participants are required to submit a letter clearly mentioning no of years of experience on Company Letter Head.

2. Personnel Experience Qualification

(Total Marks allocated 10)

Participating agency must have ample Human Resource to handle assignment of PIA efficiently and effectively. The Human Resource of the participating agency will be assessed on the basis of no of employees and their years of experience. Each employee of participating agency having 5 Years of experience in the relevant field will be awarded 1 Mark with up to maximum 10 Marks for 10 No. of Employees (1 Mark for 1 Employee having 5 Years of relevant experience & Maximum Marks 10). Participating Agency will provide a List of all such Employees meeting aforementioned on their letter head mentioning details such as CNIC No., Type of Employment, Years of Experience of Employee, Field of Experience. Participating agency are also required to submit CNIC Copy of employees meeting the criteria.

3. Clientage Details

(Total Marks allocated 10)

All participating agencies are required to provide list of clientage portfolio in last 10 Years on Company Letter Head.

The Marks of Clientage Portfolio are divided in two parts.

- a) General Clientage (Marks Allocated 07)
01 Mark will be awarded for 01 General (Non-Airline) Client with up to 07 Marks for 07 Clients. Participating Agency will be required to submit document that can confirm that stated client is working / on panel of participating agency.
- b) Airline Clientage (Marks Allocated 03)
01 Mark will be awarded for 01 Airline Client with up to 03 Marks for 03 Clients. Participating Agency will be required to submit document that can confirm that stated client is working / on panel of participating agency.

Participating Agency are also required to submit details of their Client such as Focal Persons, Phone No., Email Address or any other relevant detail on Company Letter Head.

4. Financial Health**(Total Marks allocated 10)**

Participating Agency must have adequate funds to meet the requirement of PIA. The financial health of the participating agency will be assessed on the basis of their Turnover. 01 Mark will be awarded to 01 Million of Turnover with up to 10 Marks for 10 Million of Turnover. Participating Agency shall submit their Bank Statement for the period 01st Jan, 2025 to 31st Dec, 2025 for assessment of financial health. Participating Agency are also required to submit Sales Tax & Income Tax Returns of the relevant year.

5. Litigation History**(Total Marks allocated 10)**

Participating Agency will be assessed on basis of its current and past Litigation History with any Firm or Airline on provision of its services. 01 Mark will be deducted for 01 Lawsuit up to maximum 10 Marks for 10 Lawsuits (Current or Past). Participating Agency shall submit a letter mentioning the details of lawsuits (if any) or a letter mentioning that there is no lawsuit on Company Letter Head.

The prequalification of participating agency will be disqualified if PIA finds that company has not provided the correct information in any of the above criteria.

Other Terms & Conditions

- Participating Agencies will have to submit the prequalification form given at the end of the document.
- Participating agencies will have to submit all document required in the prequalification form.
- Participating Agencies fail to submit required document will not be considered for prequalification.

REF: GMCM/Brand/BTL/01/26

Prequalification Form for Participating Agency
Agency Name : _____

Sr.No	Criteria	Total	Remarks
1	Company Experience (Years)		
2	Number of Clients		
3	Human Resource/Personnel (Falling into Marking Criteria)		
4	Financial Turnover (One Year in PKR)		
5	Litigation History (Past & Present)		

Documents required to be attached:

Sr. #	Document	Yes	No	Remarks
1	Prequalification Form			
2	Pay Order PKR 15,000 (Tender Fee)			
4	NTN and Sales Tax Certificate			
5	Experience Letter (on Company Letter Head)			
6	Human Resource Details (on Company Letter Head)			
6	CNICs of the Human Resource (Photocopies)			
7	Clientage Details (on Company Letter Head)			
8	Documents Confirming Clientage Details (Photocopies)			
9	Bank Statement (01 Year)			
10	Litigation History (on Company Letter Head)			

Any other Detail: _____

Name in Full _____ Designation _____

CNIC _____ Phone / Fax # _____

Address _____

Signature _____ Date _____