



GATEWAY TO NATIONAL PROSPERITY

# PORT QASIM AUTHORITY

BIN QASIM, KARACHI-75020



## **APPOINTMENT/ENLISTMENT OF ADVERTISING AGENCIES ON PQA PANEL**

PQA invites tenders for appointment/enlistment of Advertising Agencies for a period of two (2) years to deal with PQA's campaigns of various assignments through print as well as electronic media. Interested Advertising Agencies accredited with APNS are invited to apply for Appointment/Enlistment along with the following information:

1. Description of advertising agency including name.
2. Registered Address, E-mail Address, Telephone/Fax Numbers and year of Establishment.
3. Registration Certificate.
4. Year of accreditation to APNS.
5. SRB Certificate of Registration showing their Sindh Sales Tax registration number (SNTN).
6. Last three (3) years audited financial statements.
7. List of Clients and detail of service offered to them.
8. Particulars of Technical Staff (Permanent), their qualifications & experiences.
9. Addresses of branches in major cities/abroad/affiliations abroad.
10. Provide a Certificate that they have made payment of all dues against them relating to that department to all Newspapers and other media.
11. Any other information.

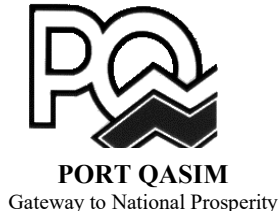
Agencies/Companies/Firms may obtain Tender Documents from the office of Public Relations Officer, Port Qasim Authority, Bin Qasim, Karachi on payment of Rs.1000/- only (Non-refundable) in shape of Pay Order in favour of Port Qasim Authority on any working day during the office hours upto **06-05-2026**. Tender documents may also be downloaded from PQA/PPRA websites. The tenderers shall have to submit their bids physically or on e-PADS, where applicable.

Duly completed tender documents with all relevant details alongwith fixed bid security RS. 25,000/= (Refundable) in shape of payorder in favour of Port Qasim Authority shall be submitted in the office of the Secretary, Port Qasim Authority, Bin Qasim, Karachi by 1200 hrs. on **06-05-2026**. Tenders shall be opened on the same day at 1230 hours in Conference Room of Secretariat Building, PQA in the presence of representative of the Agency/Company/Firm who may wish to be present.

Port Qasim Authority reserves the right to accept or reject any or all applications/tenders as per PPRA-2004 and no claim whatsoever in this regard shall be entertained. Authority's decision in this respect shall be final and binding on all firms.

  
(SHAHNAWAZ MANGRIO)  
SECRETARY

Website: [www.pqa.gov.pk](http://www.pqa.gov.pk)  
E-mail: [secretary@pqa.gov.pk](mailto:secretary@pqa.gov.pk)

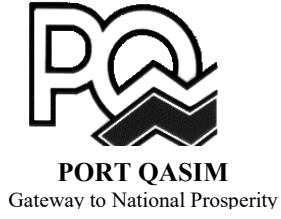


**Secretariat Department  
Public Relations Section**

# **PORT QASIM AUTHORITY**

## **TENDER DOCUMENTS**

### **FOR APPOINTMENT/ENLISTMENT OF ADVERTISING AGENCIES ON PQA PANEL**



**Secretariat Department  
Public Relations Section**

# **INVITATION TO TENDER**

## **INTRODUCTION**

Port Qasim Authority (PQA) is one of the largest contributors to national economy of Pakistan. It has an impressive growth in port operations. PQA is currently pursuing a large number of projects for capacity enhancement and industrialization attracting Foreign Direct Investment (FDI) and simultaneously undertaking major infrastructure development to enhance efficiency.

Port Qasim Authority (PQA) intends to start the process of Appointment/Enlistment of all its advertising agencies in order to stream line its procurement procedures.

All interested reputable and established Advertising Agencies accredited with All Pakistan News Paper Society (APNS) are invited to apply for participation in the Appointment/Enlistment Process and submit the Tender Documents for appointment as Advertising Agencies on PQA panel for a period of two (2) years to deal with PQA's various assignments through print as well as electronic media.

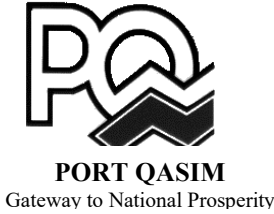
A transparent evaluation method/criteria for the purpose of Appointment/Enlistment of applicant advertising agency and capacity to perform has been established in order to participate in a transparent fair manner in PQA tender. Each Advertising Agency's performance in terms of quality and other contractual obligations will be closely monitored and periodically renewed during the contractual period.

Apart from issuing the tender, PQA will issue tender documents in favour of Appointed/Enlisted Advertising Agencies, who have been accredited with APNS (through e-mail, fax, courier etc.). Those agencies that are not Appointed/Enlisted or fail to meet the Appointment/Enlisting criteria's will not be allowed to participate in this tender.

PQA will process all its campaigns of various assignments through print as well as electronic media in accordance with the policy defined and specified under Rules of the Government of Pakistan.

Only the accredited Advertising Agencies shall be invited to participate in the tender.

Participating Advertising Agencies shall provide a certificate to the effect that they have made payment of all dues against them relating to the Govt. Departments to all newspapers and other media.



## Secretariat Department Public Relations Section

The initial invitation to Advertising Agencies by a Department/Organization will be for presentation of concepts and copies, sketches, preliminary designs, storyboards and scripts. A Departmental Committee, in the presence of a PID representative, will scrutinize these materials for Appointment/Enlistment of Advertising Agencies.

PQA reserves the rights to accept or reject any or all tenders. Canvassing in any form is liable to disqualify the applicant.

The Tender must be addressed to the Secretary, Port Qasim Authority, Bin Qasim, Karachi-75020, placed in a cover and subscribed Tender for Appointment of Advertising Agencies on PQA Panel.

Agencies/Companies/Firms may obtain Tender Documents from the office of Public Relations Officer, Port Qasim Authority, Bin Qasim, Karachi PABX:99272111-20 Ext 4262 & 4226 on payment of Rs.1000/- only (Non- refundable) in shape of Pay Order in favour of Port Qasim Authority on any working day during the office hours upto **06-05-2026**. Tender documents may also be downloaded from PQA/PPRA websites. The tenderers shall have to submit their bids physically or on e-PADS, where applicable.

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## 2. Appointment/Enlisting Form

### Particulars

Agency/Company Name			
Abbreviated Name			
National Tax No.		Sales Tax Register No.	
No. of Employees		Company Date of Formation	

### **Please attach or email copies of NTN and GST Registration**

Registered Office Address		State / Province	
City / Town		Postal Code	
Country		Fax	
E-mail Address		Website Address	

Branch Office Address		State / Province	
City / Town		Postal Code	
Country		Fax	
Phone			

		State / Province	
City / Town		Postal Code	
Country		Fax	
Phone			

### **Advertising Agency Banking Detail**

Bank (s) Name			
Title Of Account			
Account Number		Branch Code / Name	
Type Of Account		City / Country	

### **Financial Work Of The Agency**

Company Net Worth			
Company Turn Over			
Last Three years of Company Profits	Year	Profit / Loss	

\* Last three years Audited/Financial statement must be Provided.

CEO / Chairman Name		National ID Number	
Mailling Address			
Phone		Fax	
Email			



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## Secretariat Department Public Relations Section

### List of Board of Directors in Partners or Management

S.No	Name	Position	Phone	E-mail
1				
2				
3				
4				
5				

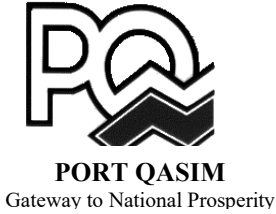
### Advertising Agency Profile

1	Primary Business Details	1	
		2	
		3	
		4	
2	List of Services	1	
		2	
		3	
		4	
3	List of Authorization from the Principals	1	
		2	
		3	
		4	
4	Any other information that Agency may like to Provide		

### List of Current Customers (Companies / Organizations / Business)

	Name of Agency/ Company / Organization	Current Business/ Scope of work	No. of Years	Annual Contract Volume	Approximate Value of Business
1					
2					
3					
4					
5					

(Attach documentary proof with proper reference for the Companies / Organizations mentioned above)



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Public Relations Section**

The information given above is true to the best of our knowledge; we undertake to inform PQA of any changes that may take place later in the status of Company in business / Agency or the management.

The terms and conditions attached have also been read and certified signed.

Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Note: in case of insufficient space against any column, please attach separate sheet (s) for details / information,

**3. TECHNICAL STANDING OF THE FIRM**

**LIST OF TECHNICAL PERSONNEL WITH QUALIFICATION IN PERMANENT EMPLOYMENT OF THE FIRM.**

<b>S#</b>	<b>Name</b>	<b>Designation</b>	<b>Qualification</b>	<b>Years of Service</b>	<b>Experience</b>	<b>Responsibilities</b>
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

**Note: If Joint Venture of Two or more than Two Firms are applying, individual responsibility of JV partners should be declared separately for each partner. A copy of joint venture agreement duly certified by the notary public be attached therewith as evidence**



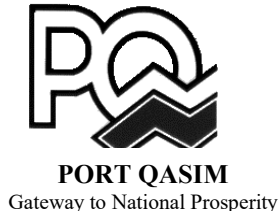
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## Secretariat Department Public Relations Section

### 4. MARKETING STAFF OF THE FIRM

#### LIST OF MARKETING PERSONNEL WITH QUALIFICATION IN PERMANENT EMPLOYMENT OF THE FIRM.

S#	Name	Designation	Qualification	Years of Service	Experience	Monthly Salary
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						



## **Secretariat Department Public Relations Section**

### Scope of Services

To deal with PQA's campaign of various assignments through print as well as electronic media.

Promotion of Port products & services.

Design, print, install, and execute the comprehensive promotional campaign.

To formulate, implement and evaluate indoor and outdoor advertising plan.

Internet marketing/social media marketing and online branding.

Above the line and below the line advertising plans.

To provide domestic and international media plans different media vehicles.

Public Relations Services.

**EVALUATION CRITERIA FOR SELECTION OF ADVERTISING AGENCIES FOR  
APPOINTMENT ON PQA PANEL**

**The minimum passing marks is 70 to out of 100 marks.**

**Total marks: 100**

<b>S#</b>	<b>REQUIREMENT</b>	<b>MAX POINTS</b>	<b>POINTS OBTAINED</b>
<b>01.</b>	<b><u>Status of the firms</u></b> Public/private Limited Partnership firms Sole proprietorship	<b><u>10</u></b> 10 08 06	
<b>02.</b>	<b><u>Experience of the firms in the relevant field</u></b> -More than 20 years and above -More than 15years and above -More than 10 years and above -More than 5 years and above	<b><u>30</u></b> 30 20 10 05	
<b>03.</b>	<b><u>Professional Capability (Technical Personnel)</u></b> Managing Director or equivalent General Manager or equivalent Assistant General Manager or equivalent Manager or equivalent  18 and above technical staff = 12 marks 12 and above technical staff = 08marks 10 and above technical staff = 06 marks 08 and above technical staff = 04 marks	<b><u>20</u></b> 02 02 02 02	
<b>04.</b>	<b><u>Marketing Force of the Firm</u></b> 10 and above Marketing staff = 10marks 06 and above Marketing staff = 08 marks 02 and above Marketing staff = 06 marks	<b><u>10</u></b>	
<b>05.</b>	<b><u>Financial Soundness</u></b> Average turn over for the last three years upto 25 million & above Average turn over for the last three years upto 18 million & above Average turn over for the last three years upto 10 million & above	<b><u>15</u></b> 15 10 05	
<b>06.</b>	<b><u>Current Customers (Company/Organization)</u></b> 25 and above 15 and above 05 and above	<b><u>15</u></b> 15 10 05	