

TENDER DOCUMENT



Hiring of Social Media Marketing Agency for Fall 2026
Admissions Campaign
(Single Stage - One Envelope basis)

COMSATS University Islamabad Wah Campus
G.T. Road, Wah Cantt
Land Lines - 051-4534200-2
Fax 051-4546850

Tender Notice

COMSTS University Islamabad, Wah Campus

Tender No CUIW/PS/TEN/25-26/39

Hiring of Social Media Marketing Agency for Fall 2026

Admissions Campaign

COMSATS University Islamabad-Wah Campus, a Public Sector University invites Bids through e-Pak Acquisition & Disposal System (EPADS) <https://eprocure.gov.pk> on “**Single Stage – One Envelope**” procedure basis from Income Tax & GST registered Firms/Companies who are on the Active Taxpayer List (ATL) for General Sales Tax and Income Tax of FBR for the **Hiring of Social Media Marketing Agency for Fall 2026 Admissions Campaign**

2. The Bid Security for the Bid is **Rs. 25,000/-** in the form of Call Deposit/Bank Draft (refundable) drawn in Favor of “COMSATS University Islamabad Wah Campus” (FTN/NTN: **9010814-5**); scanned copy of which is required to be uploaded through EPADS and hard copy must be submitted physically along with hard-copy of sealed bidding document on the closing date of the tender to COMSATS University Islamabad, Wah Campus on the address given below.

3. **The complete Tendering process shall be carried out through EPADS.**

4. Interested bidders are requested to register themselves on the EPADS <https://eprocure.gov.pk/#/supplier/registration> and submit their tender documents.

5. For registration and guidance/training on EPADS, you may contact EPADS UAN: 051 -111-137-237.

6. Closing date of submission is **21 May 2026, by 11:00 hours**. The bids shall be opened half hour after the closing time in the presence of the bidders who wish to be present, in Purchase office Admin Block, COMSATS University Islamabad, Wah Campus.

7. As per PPRA Rule 33, CUI may reject all bids or proposals at any time prior to the acceptance of a bid or proposal.

Contact Person and Submission

Incharge Purchase Section

COMSATS University Islamabad, Wah Campus

G.T. Road, Wah Cantt

Tel: 051-4534200-2, Fax: 051-4546850





COMSATS University Islamabad, Wah Campus
Single Stage - One Envelope Procedure

Title: Hiring of Social Media Marketing Agency for Fall 2026 Admissions Campaign

TERMS AND CONDITIONS

S.N	Detail	Specification
1.	Validity of Bid	45 Days from the date of closing of Bids
2.	Award of Contract / P. O	Consolidated Basis
3.	Delivery & Services Time	Immediate start after the issuance of PO
4.	Method	Single Stage - One Envelope
5.	Closing Date & Time	21 May, 2026 by 1100 HRS
6.	Opening Date & Time	Half Hour after the Closing Time on the same day
7.	Bid Security Amount (Under Rule 25 of PPRA Rules 2004)	25,000/-

General Terms & Conditions of the Tender

No tender/bid shall be considered if: -

- a. Not uploaded through EPADS;
- b. Received without required documentation or deficiency in required documentation;
- c. Received without bid security;
- d. In contradiction with the specification given by the CUI Wah Campus;
- e. Received with any condition;
- f. The bidder is in litigation with CUI Wah or is blacklisted by any organization or is notified as blacklisted on PPRA website. **(Non -Blacklisting Certificate must be attached)**

1. Documents (Company Introduction, Type of Business, Offices & Services in Pakistan, NTN & GST Registration Number **with Copy of NTN & GST Certificates**, Verifiable Office addresses, Telephone & Cell No., E-mail address for Contacts) along **with Pay Order / Demand Draft as Earnest Money** shall be prepared in favor of COMSATS University Islamabad, Wah Campus and submitted through EPADs and Hard copy at the address given at Sr. No. 22 below.
2. The exact completion/delivery date of the consignment from the date of issue of the Purchase / Work Order, will be as shown in Purchase Order / Work Order.
3. All prices should be quoted in Pak Rupees and on F.O.R basis and the bid proposal should be inclusive of freight charges and all other applicable Govt taxes and the items will be delivered

at COMSATS University Islamabad, Wah Campus. Deduction of Income Tax and any other applicable taxes will be deducted according to Government prevailing rules.

4. The Bid Form (BoQ) must be filled, stamped and signed by the authorized representative of the bidder. Bid/Quotations on firm's pad may not be accepted.
5. Payment will be made on submission of Invoice, Sale Tax Invoice and Delivery Challan in the name of COMSATS University Islamabad, Wah Campus and after the complete order has been supplied, inspected / accepted which includes installation /Training, where applicable.
6. Quoted prices should be valid for 90 days. Withdrawal or any modification of the original offer within the validity period shall not be allowed and if so will entitle **CUI-Wah Campus** to forfeit the Earnest Money and / or impose appropriate punitive action on such vendor (s).
7. The contractor will be legally bound and obligated towards Terms & Conditions specified in Tender Document/ Purchase, Work Order / Contract Agreement in lieu of performance and execution of contract and/or liquidate damages subject to exception of circumstances invoked and enforced by the situation of "**Force Majure**".
8. Payment will not be made in advance or parts, rather 100% payment will be made on completion of the consignment including commissioning, installation / training by the firms, where necessary.
9. The Earnest Money will be returned to the firm (s) on completion of Consignment.
10. The potential bidders needing any clarification regarding BoQ, bidding procedure / Terms & Conditions of the tender, may raise their query through EPADs and seek guidance prior to tenders closing date.
11. The **CUI-Wah Campus** reserves the right to modify the quantities of goods / services at any time before the award of purchase / work order.
12. If the vendor fails to deliver the goods / services to **CUI-Wah Campus** in time then the penalty will be charged as under:-

In case the successful bidder fails to supply the required item(s)/material within the due date; 0.5% per day, of the total cost, will be deducted for upto a total of 10% (20 Days). If delay is beyond 20 days, CUI will decide whether to extend the time, in which case the penalty will be 1% of the total cost per day (Day 21 onward) OR CUI may consider Cancellation of Work Order, in which case CUI may impose ban on the bidder for business with CUI for a period of at least 6 months AN/OR Black-list the bidder AND/OR the Earnest Money will be forfeited.

13. If the delivered goods / services are not according to the required quality, standards / specifications, the same shall be liable to be rejected after inspection. The vendor would be required to replace the same as per specifications mentioned in BoQ, otherwise the purchase / work order will be cancelled after due / extended date with confiscation of earnest money.
14. Purchase order (s) will be awarded to the lowest / technically accepted bidder (s) in the light of specification shown in BoQ or as recommended by the user / Purchase Committee, on the basis of **Consolidated Basis**.
15. The bidding procedure is subject to compliance with PPRA rules/CUI policy and decisions of the competent authorities of CUI, Wah Campus and be implemented. It will be the sole responsibility of the supplier / manufacturer to comply with the applicable

national/international laws. In case of any dispute, decision of the Director, **CUI-Wah Campus** will be final and binding upon the parties.

16. Warranty / Guarantee where required will be provided by the vendor (s)
17. Any defective/sub-standard item(s) will be replaced by the bidder at its own cost within one-week time. In case of failure to supply the specific item, CUI will request other supplier to provide the item and the cost of that item will be deducted from the bidder's earnest money i.e., the firm will be responsible to compensate for CUI losses AND Purchase order would stand cancelled AND/OR earnest money will be forfeited AND/OR CUI may impose penalty and/or ban on the firm.
18. All firms/companies are strongly advised that before submitting their bid, please make the market surveys, analyze their capability and capacity to make all the required deliverable within the timeline. Any excuses or explanation, whatsoever, will not be considered once the work Order is made. Any excuses for delay of supplies or non-availability of supplies will not be considered and the earnest money will be forfeited, a ban of ONE YEAR will be imposed for further business.
19. In cases lowest bidder refuses or fails to supply the item(s) within the deadline(s), the Work Order may be offered to the next lowest bidder provided that the difference between the 1st lowest bidder and 2nd lowest bidder (2nd-1st) is less than or equal to the earnest money (General Economic Principle). Same principle for 3rd, 4th lowest bidders and so on **Incase of Tie in Rates; the bidder securing highest technical score**, where applicable, will be awarded the job. In case of tie in technical Score, CUI will award the job to the bidder as it deem fit and suitable for the job.
20. In case of any conflict in the price/cost quoted by the bidder; the unit cost quoted by the bidder will be considered. In case of no mention of GST. The prices/cost will be considered as inclusive of GST.
21. **The bid should be submitted through EPADs and in a sealed envelope up to 11:00 am on 21-05-2026 and will be opened by Purchase Committee on the same date at 11:30am in the presence of available bidders or their representatives.**
22. **The envelope shall bear the word "CONFIDENTIAL" and also bear the tender Name and Number (i.e.) CUIW/PS/TEN/25-26/39, Hiring of Social Media Marketing Agency for Fall 2026 Admissions Campaign and should be submitted on the following address**

Purchase Section

COMSATS University Islamabad, Wah Campus

G.T. Road, Wah Cantt. Ph# 051-4534200-2, Ext: 219 Fax# 051-4546850

Undertaking

We have carefully read the Terms and Conditions mentioned in Tender Document. We accept all these Terms & Conditions unconditionally.

Name of Bidder Firm/Company: _____

Name & Designation of Authorized Official: _____

Signature: _____

Date: _____

Company Stamp: _____

Tel/ Cell Nos. _____

E-mail Address: _____

BILL OF QUANTITY (BoQ)**Hiring of Social Media Marketing Agency for Fall 2026 Admissions Campaign**

Sr. No.	Items / Specification	Unit Price with Taxes	Total Price with Taxes
1	<p>Digital Content Creation Produce engaging and visually appealing content optimized for social media platforms (Facebook, Instagram, YouTube, TikTok, and LinkedIn)</p> <p>Deliverables:</p> <p>1. 30-50 Promotional Videos</p> <ul style="list-style-type: none"> - Short-form reels of students and faculty, interviews, and campus highlights. - Departmental introductions and testimonials. - Admission guideline videos. <p>2. 40-60 Custom-Designed Graphics</p> <ul style="list-style-type: none"> - Admission opening announcements - Program highlights - Campus facilities and achievements - Admission deadline reminders <p>On-Ground Engagement (Physical Visit) On-Campus Visit - Activities will include:</p> <ul style="list-style-type: none"> - Video shoots across departments, labs, and student activity zones. - Interviews with faculty, students, and alumni. - Capturing aerial and cinematic shots for campus representation. - Social Media Marketing Execution <p>Strategic campaign design, paid ad management, content scheduling, posting, audience engagement, and performance analytics.</p> <p>Platforms: Facebook, Instagram, YouTube, TikTok, LinkedIn (optional)</p> <p>Campaign Launch & Promotion Starting from May 2026 till August end 2026</p> <p>Complete Monitoring & Reporting throughout Campaign and boosting of all videos/pictures 24/7 during the required period</p> <p>Important: Investment & Costing Total Package Cost (Including All Taxes) must be quoted</p> <p>Cost must include complete content creation including physical visit to the campus and Paid Promotions till August end, 2026, production, editing, design, campaign management, and applicable taxes.</p> <p>No hidden or additional charges.</p> <p>Reporting & Performance Tracking Weekly performance updates with engagement insights, reach, impressions, CTR, and conversion metrics.</p>		

Note: -

- Registered firms/companies specializing in digital marketing, social media marketing, advertising, or media buying services with proven experience with universities will be Preferred for the said services
- The bidder must provide documentary evidence of at least 3–5 similar projects completed in the last 2 years, including campaign details and outcomes.
- The firm must demonstrate capability in social media campaign management (Facebook, Instagram, Google, etc.)
- Content creation (graphics, video, copywriting)
- Paid advertising and audience targeting
- The firm must not be blacklisted by any government/semi-government organization.
- 100% payment shall be released upon successful completion of services, subject to verification and certification by the end-user department
- The contract shall **not be awarded solely on the basis of the lowest quoted price**. The evaluation will also consider the bidder's **relevant past experience**, including experience with reputable organizations, as well as their **technical capability and overall proposal quality**. The final award shall be made to the **most advantageous bidder**, taking into account both **cost and quality factors**, rather than lowest cost alone.
- The bidder must submit a **complete and detailed quotation** along with the tender. This must clearly specify the **scope of services**, including all deliverables, coverage details, and the **duration and plan for running campaigns on social media platforms**. Submission of this detailed proposal is **mandatory**, and incomplete submissions may lead to disqualification.