



PRE-QUALIFICATION DOCUMENT

FOR

**APPOINTMENT ON THE PANEL OF MEDIA BUYING AGENCIES OF THE
PAKISTAN CRICKET BOARD FOR THE PERIOD 2026-2028**

ISSUED  **MAY 2026**

BY

PAKISTAN CRICKET BOARD

1. INTRODUCTION AND PURPOSE

- 1.1 The Pakistan Cricket Board (“PCB”) is pleased to issue this Pre-Qualification Document (“PQD”) to invite Expressions of Interest (“EOIs”) from prospective Applicants to be appointed on the PCB Panel of Media Buying Agencies for a period of two (2) years commencing from [REDACTED], 2026 and ending on 31st December, 2028. The pre-qualified Applicants will be invited to participate in the Bidding Process(es) for award of contract(s) for certain specific projects for PCB during the aforementioned time period (“PCB Project(s)”). It is anticipated that a separate Bidding Process will be undertaken for each PCB Project. For the purposes of clarification, these PCB Projects can be for specific PCB events, including but not limited to international bilateral cricket series organized by the PCB, Pakistan Super League (PSL), domestic matches or generally for other projects of longer duration that may take place during the abovementioned time period. Furthermore, PCB does not guarantee that any PCB Project (which is to be covered under this PQD) shall be executed between 2026-2028.
- 1.2 PCB is a statutory body established under the Sports (Development and Control) Ordinance, 1962 with the mandate for the development and management of cricket in Pakistan. The PCB is proud to have groomed players for national and international cricket events and is even more proud of the success of its players globally. With the vision to promote the PCB itself, its brands and events, and to enhance the marketability of the game of cricket and the players – the PCB seeks the services of media buying agencies.
- 1.3 The media promotion and planning of bilateral or other international cricket series or other matches/events organized by the PCB, such as the Pakistan Super League (PSL) is of utmost importance to the PCB and to the continuing success of its events, brands and Pakistan cricket. PCB is desirous of obtaining the services of the best media buying agencies in the market to ensure the provision of media strategies, research, planning, buying, placement and other similar services of the highest quality.
- 1.4 This PQD invites EOIs from media buying agencies interested in undertaking the PCB Projects, which may include services related to certain matches/events organized by the PCB, and who have the relevant experience and technical expertise set out hereinbelow to be able to provide the quality Media Buying Services that the PCB requires.

2. PROCESS AND SCHEDULE

- 2.1 The sequence of activities to be performed during the Prequalification Process and Bidding Process is provided below with a tentative schedule, which schedule may be changed at the discretion of PCB:

Event Description	Date
<i>Prequalification Process</i>	
Issuance of Prequalification Document (PQD)	74 th May, 2026
Submission of EOIs	Latest by 12:30 p.m on 20th 22 th May, 2026
Evaluation of EOIs	At 2:30 on 22 ⁹ th May, 2026
Announcement of Prequalification of Applicants	Shall be communicated.

The schedule for the Bidding Processes for each PCB Project shall be intimated in advance to all pre-qualified Applicants in relation to each such Bidding Process, depending on when the relevant PCB Project needs to be executed.

3. SCOPE OF WORK

The Media Buying Agency(ies) shall be responsible for the media planning, strategizing, research, planning, buying, placement and other related services for the PCB as part of the PCB Projects. It is anticipated that separate Bidding Processes will be conducted for each of the PCB Projects covered under this PQD. The Media Buying Agency(ies) shall be required to provide services in accordance with the terms and conditions specified in the Media Buying Services Agreement(s) that will be attached with the RFP(s) that will be issued to the Applicants that have pre-qualified successfully under this PQD.

The detailed scope of work of the Media Buying Agency will be provided to all the pre-qualified Applicants in the respective RFPs; however, the essential services to be provided by the Media Buying Agency pursuant to the Media Buying Services Agreement shall include, but not be limited to, the following:

- A. OTT Advertising Sales & Monetization
- B. TV Media Buying & Inventory Sales Support
- C. Media Buying, Campaign Management & Ad Operations
- D. Reporting & Analytics
- E. Marketing, Strategy & Revenue Growth
- F. Sponsorships & Brand Partnerships
- G. Media Planning and Research for TV, Print, Radio and Digital (in accordance with the Media Buying Services Agreement to be shared); and
- H. Media Monitoring from the third party (Local media - TV and Print).

4. SUBMISSION OF EOIs

4.1 Preparation

Interested parties are invited to submit EOIs for pre-qualification. Each EOI must comprise of:

- (i) details of the Applicant as required by Schedule 1 (responding in full to all the requests and in the same sequence as set out in Schedule 1 and including the number of and the wording of the request as an introduction to each response);
- (ii) supporting and other documents requested in Schedule 1 or separately by PCB so as to enable evaluation of the EOI of the Applicant.

4.2 Language

The EOI and any related information should be written in English language for the ease of comprehension and comparability. Additionally, any original or pre-printed information (e.g. brochures) furnished by the Applicant may be written in its native language, provided that it is accompanied by a certified translation of its pertinent passages in English.

4.3 Eligibility

The Applicant must be a corporate entity that is a bona fide media buying houses advertising/creative agency accredited with the All Pakistan Newspapers Society (APNS) and the Pakistan Broadcasters Association (PBA). Sole proprietorships and individuals are not allowed to apply under this PQD. Any company not accredited with the APNS and PBA is not allowed to apply under this PQD. If an Applicant has been barred by any Federal, Provincial or local government or government authority or agency in Pakistan or in any other jurisdiction to which the Applicant belongs or in which the Applicant conducts its business, from participating in any project, and the bar subsists as on the EOI Submission Date (as defined in Clause 4.5 hereinbelow), such entity shall not be eligible to submit an EOI. Moreover, the Applicant should be not a defaulter of PCB or with whom PCB has a previous or current unsettled dispute or an unresolved claim or outstanding balance and any such entity shall not be eligible to submit an EOI.

4.4 Delivery

The EOI shall be submitted exclusively through the **EPADS portal** marked clearly marked “EOI – Media Buying Services for PCB Projects”. No physical or email-based submissions will be accepted. The EOI shall be signed by a duly authorized representative of the Applicant.

Uploading of EOI on EPADS portal shall be at the Applicant's sole risk and it is the Applicant's responsibility to ensure that its application is uploaded as contemplated by this PQD by the application Submission Date.

4.5 Deadline

EOIs shall be uploaded on EPADS portal no later than **12:30 a.m. Pakistan Standard Time on 20th May, 2026** (the "**EOI Submission Date**"). Any EOI submitted after the EOI Submission Date shall be rejected. PCB may, at its discretion, extend the EOI Submission Date by amending the PQD, and in such case, all rights and obligations of PCB and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.

4.6 Queries

Following the issue of this PQD, prospective Applicants who have been issued this PQD may make a request to PCB through EPADS portal for further information or clarification in relation to the PQD.

Queries will not be accepted if received by PCB later than **13th-15th May, 2026**. PCB intends to respond only those queries received through EPADS to the PCB by or before **18th May, 2026**.

PCB reserves the right to make its response to any queries from any prospective Applicant available to all recipients of this PQD but without revealing the identity of the enquirer, but PCB shall not be obliged to do so and if PCB omits to do so, or omits to respond to any such queries for any reason, PCB shall have no liability whatsoever to any Applicant or prospective Applicant in respect thereof.

4.7 Addendum

At any time prior to the EOI Submission Date of EOIs, PCB may amend the PQD by issuing addenda. Any addendum issued shall be part of the PQD and shall be communicated through EPADS by PCB to all who have requested to obtain the PQD in pursuance to the Advertisement inviting EOIs.

5. **EVALUATION OF EOI**

5.1 **Evaluation of EOIs**

PCB will carry out a detailed evaluation of the EOIs and will examine the information provided by the Applicant in the EOI for its prequalification to be done in accordance with prequalification criteria specified herein. Applicants whose EOI is determined by PCB, at its sole discretion, to be meeting the prequalification criteria specified shall be invited to participate in the next stage of the Bidding Processes. Applicants whose EOI is determined by PCB at its discretion, to be not meeting the Prequalification Criteria specified shall be disqualified from participating in the Bidding Processes.

An Applicant may be a single company or may take the form of a Consortium comprising of multiple companies. If the Applicant is a Consortium, each Consortium member shall have to provide the information sought under this PQD. For the purposes of clarification, if the Applicant is a Consortium, then each Consortium member shall separately fill out the form in Schedule 1 of this PQD and provide the information sought therein and submitted together in a combined EOI. The cumulative experience/credentials of all Consortium members shall be taken into account during the evaluation stage in the Prequalification Process under this PQD. Each member of the Consortium Applicant shall be held jointly and severally liable in relation to all matters connected with the Prequalification Process. If the Applicant Consortium is successfully pre-qualified and chooses to make a bid after receiving the RFP, each member of the Applicant Consortium shall be held jointly and severally liable in relation to all subsequent processes in relation to the Bidding Processes.

5.2 **Request for Proposals (RFP)**

At the end of evaluation activity, PCB will issue a RFP to the prequalified Applicants for participating in the next stages of the Bidding Process for a particular PCB Project. The RFP will, inter alia, contain the draft Media Buying Services Agreement that the successful Bidder will need to execute with the PCB for that particular PCB Project. The potential Bidder may also be required to make a presentation to the PCB Bid Committee as part of its Technical Proposal. The RFP itself will contain a schedule (including the bid submission deadline) for the entire Bid Process for that particular PCB Project. The RFP will also explain a mechanism through which queries can be directed to the PCB and the deadline to submit such queries. Bidders will also be required to submit a Financial Proposal to the PCB in the manner set forth in the RFP along with required Bid Security specified in the RFP. Out of the technically qualified Bidders, the Bidder with the lowest amount quoted in its Financial Proposal shall be awarded the Media Buying Services Agreement for that particular PCB Project.

A separate RFP will be issued and separate Bidding Processes shall take place for each PCB Project. The RFP for each PCB Project shall be issued in accordance with a schedule provided in advance to each pre-qualified Applicant.

The Bidding Process for each PCB Project shall generally take place in the following steps:

Issuance of Request for Proposals (RFP) to the Prequalified Applicants
Queries of Applicants
PCB Response to Queries

Submission of Technical and Financial Proposals
Presentation part of the Technical Proposal
Each Bidder shall be separately informed whether its Technical Proposal was passed or not.
Opening of Financial Proposals and release of Evaluation Report
Signing of the Media Buying Services Agreement

5.3 Prequalification Criteria

The following technical criteria shall be used to prequalify the Applicants and an Applicant shall be pre-qualified if it obtains a score of at least 80 out of a maximum of 100 according to the following table:

	GRADING CRITERIA	MARKS
I.	<p>Years of experience in media buying for reputable local and/or international clients including but not limited to TV, Print, Radio and Digital.</p> <p>a. More than 5 Years (15 Marks)</p> <p>b. Between 3 to 5 Years (10 Marks)</p> <p>c. Less than 3 years (5 Marks)</p>	
II.	<p>Campaign Evaluation: 2 best media campaigns delivered by the agency on TV, Radio, Print and Digital for a reputable local/international client. Please share the campaigns and the deliverables and objectives achieved. The evaluation would be done on the basis of Cost benefit analysis, TRPs, GRPs, CRPs.</p> <p>a) Excellent (20 Marks)</p> <p>b) Good (15 Marks)</p> <p>c) Average (10 Marks)</p> <p>d) Below Average (5 Marks)</p>	
III.	<p>Usage of Proprietary Tools with their implementations. E.g. tools for planning, evaluation, monitoring, analytical, tracking, etc.</p> <p>a) 4+ tools (20 Marks)</p> <p>b) 2 - 3 tools (15 Marks)</p> <p>c) Less than 2 tools (5 Marks)</p> <p><i>(Note: Marking will be awarded on the basis of both quantity as well as quality of tools)</i></p>	

IV.	Offices in Karachi and Lahore a. Yes - (10 Marks) b. No - (0 Marks)	
V.	Annual Gross Revenues a. Above PKR 2 Billion (20 Marks) b. PKR 1.5 Billion - PKR 2 Billion (15 Marks) c. PKR 1 Billion – 1.5 Billion (10 Marks) d. Below 1 Billion (5 Marks)	
	Total (maximum 100):	

The minimum qualifying score will be **80** for an Applicant to qualify to take part in the Bidding Process(es). The Pakistan Cricket Board reserves the right to accept or reject any or all of the prospective EOIs/applications in full or part and its decision on all matters in this regard shall be final and binding.

5.4 Partnering between Applicants

Any prequalified Applicant shall be precluded from partnering (directly or indirectly) with another prequalified Applicant without the express written approval of PCB, who shall be free to accept or refuse at its discretion, and in all cases taking into account the likely effects of the proposed partnering on the competitiveness of the Bidding Process.

A non-prequalified Applicant shall not be entitled to partner with a prequalified Applicant.

6. LEGAL PROVISIONS

6.1 Disclaimer

This PQD has been prepared by PCB and it constitutes no commitment on the part of PCB to enter into any arrangements with any person / entity. PCB reserves the right to withdraw from or cancel the process or any part thereof or to vary any of its terms at any time without giving any reason whatsoever. No financial or other obligation whatsoever shall accrue to PCB in such an event. The information contained in this PQD or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of PCB or any of its employees or advisors, is provided to them on the terms and conditions set out in this PQD and such other terms and conditions subject to which such information is provided. This PQD does not constitute an agreement; its sole purpose is to provide interested parties with information that may be useful to them in submitting their EOIs pursuant to issuance of this PQD. Any document and information submitted in response to this PQD becomes the property of PCB and PCB does not accept any responsibility for maintaining the confidentiality of the material including any trade secrets or proprietary data submitted to PCB. PCB shall not be responsible for non-receipt of correspondence sent by post / courier / email / fax. No decision should be based solely on the basis of the information provided in this PQD. PCB has no liability for any statements, opinions or information provided in this PQD. In submitting an EOI in response to this PQD, each Applicant certifies that it understands, accepts and agrees to the disclaimers set forth above. Nothing contained in any other provision of this PQD nor any statements made orally or in writing by any person or party shall have the effect of negating or suspending any of the disclaimers set forth above.

6.2 Unfettered Right to Alter the PQD or Process

PCB reserves the right in its absolute and unfettered discretion at any time without advance notice and without giving any reason to:

- (a) withdraw the PQD and annul or terminate the Prequalification Process or modify this PQD in whole or in part; and/or
- (b) launch an additional, different or modified tender process or re-commence the process; and/or
- (c) call for further information concerning any EOI.

PCB will have no liability to any Applicant in respect of any such action and, in particular, PCB will have no liability for any costs or expenses incurred by any Applicant.

6.3 Costs

Each Applicant shall be solely responsible for all costs, expenses, losses, and liabilities incurred by it or by any third party who assists the Applicant in the preparation and delivery of its EOI or in any subsequent stage of the Prequalification Process or the Bidding Processes. PCB will not in any circumstances (including, without limitation, any departure by PCB from the provisions of this PQD) be liable or responsible for any such costs, expenses, losses or liabilities.

6.4 Definitions

Capitalised terms and expressions used in this PQD (including the Schedules), unless otherwise expressly defined, have the respective meanings set out in Schedule 2. References to "**Schedule(s)**" are to the schedules of this PQD. All Schedules form a part of and are incorporated within this PQD. Headings are for ease of reference only and shall not affect interpretation of this PQD.

6.5 Governing Law

- (a) This PQD and any related documentation or correspondence shall be governed by, and construed in accordance with, the laws of Pakistan.
- (b) Any and all disputes arising out of or in relation to this PQD, any related documentation or correspondence, shall be referred to and finally resolved by the PCB Grievance Redressal Committee.

SCHEDULE 1

QUESTIONNAIRE: DETAILS OF APPLICANT

The following information must be provided by each Applicant (and in the case of an Applicant Consortium, each member thereof) in the general order and format set out below. All questions must be answered clearly and comprehensively. All terms used in this Questionnaire shall be as defined in the PQD.

<i>Corporate Information</i>		
1	Full Corporate Name of Applicant
2	Address, telephone number and fax number of registered office and principal place of business, if different	Address: Tel: Fax: Website:
3	Where the Applicant is resident, domiciled and incorporated and when it was incorporated, and its Company registration number. Duly notarized copies of the constitutional documents (in the case of Pakistani companies: the Memorandum and Articles of Association), current certificate of incorporation and previous such certificates where the Applicant's name has changed are to be attached.	Place of residence/domicile: Country of incorporation (if different): Reg. No: Legal Status:
4.	Types of business activity and segments/areas of operations. Applicant's company profile/brochures are to be attached	
<i>Financial Information</i>		
5.	Audited Financial Statements for the Fiscal Years (FY) 2015-16, 2016-2017 & 2017-2018.	To be attached
<i>Technical Experience</i>		
6.	Experience in Media Buying. (Please write number of years along with suitable evidence)	
7.	Client List Clients held by the company in the last 24 months pertaining to media buying ONLY. (Attach separate Annexure, if necessary)	

8.	<p>Best Case studies. Please share 2 best media buying campaigns carried out by the agency for reputable clients in the last 24 months.</p> <p>Provide details of problem/current situation, objective to be achieved, actions taken, results achieved.</p>	
9.	<p>Organizational Structure</p> <p>Provide details of hierarchy/organizational structure (with relevant profiles of key management personnel and experts in each field) and their relevant work experience with your agency.</p>	
10.	<p>Details of litigation (including Arbitration) initiated/defended by the Agency in the last five years and its respective result.</p> <p><i>(Attach separate sheet, if required)</i></p>	
	<p>Presentation</p>	
11.	<p>Provide a detailed presentation/proposal on how to provide the Media Buying Services as stated in this PQD</p>	

We hereby undertake that all information/documents provided by us are correct and genuine. In case of any misstatement/misinformation the same will result in our disqualification. Further PCB is authorized to contact any of our existing/former clients to seek information about us.

Name and Designation

Authorized Signature and Stamp

PLEASE ENSURE EACH SIGNATURE ABOVE IS WITNESSED BY TWO ADULT MALE WITNESSES AND PRINT THE NAME AND ADDRESS OF EACH WITNESS UNDERNEATH HIS SIGNATURE.

SCHEDULE 2

DEFINITIONS

The following terms and expressions used in this PQD have the meanings set out below unless the context requires otherwise:

"Applicant(s)" means the company or Consortium submitting an EOI;

"Bidding Process(es)" means the bidding process(es) for award of Media Buying Services Agreements, to be intimated, from time to time, once certain Applicants have been prequalified;

"Consortium" means a group of companies submitting a joint EOI for participating in the Prequalification Process and the Bidding Process(es).

"EOI Submission Date" means the date set out in Paragraph 4.5, as the same may be extended by PCB from time to time under Paragraph 4.5;

"EOIs" means the Expressions of Interest invited pursuant to this PQD;

"Media Buying Agency" means the Applicant awarded a Media Buying Services Agreement pursuant to a Bidding Process for the provision of Media Buying Services;

"Media Buying Services" means the services to be rendered by the relevant Media Buying Agency pursuant to the relevant Media Buying Services Agreement along the lines of the scope of work mentioned in Paragraph 3;

"Media Buying Services Agreement" means the agreement to be entered into between PCB and the successful Applicant following the conclusion of a particular Bidding Process;

"PQD" means this Prequalification Document (as may be amended by PCB);

"Prequalification Process" means the process set out in this PQD inviting EOIs and the evaluation of such EOIs based on the criteria set out herein in order to prequalify certain Applicants;

"PSL" means the Pakistan Super League, the annual domestic Twenty 20 tournament to be hosted and organized by PCB;

"PCB" means Pakistan Cricket Board;

"RFP" means Request for Proposals in respect of award of a Media Buying Services Agreement, in relation to a PCB Project, which shall be issued by the PCB to all prequalified Applicants.