



PAKISTAN AIR FORCE AIR HEADQUARTERS, ISLAMABAD

APPOINTMENT OF ADVERTISING AGENCY INVITATION FOR FINAL PRESENTATION: PHASE-II

TENDER NO : AHQ/3512/5/DGPR (AF) - 001

1. Pursuant to the expression of interest published on 16 April, 2026 in newspaper advertisement "The Nation & Nawa-i-Waqat". The shortlisting has been carried out by the evaluation committee, in presence of a PID representative during the process. The following advertising agencies have been shortlisted for the final presentation stage:

- M/s Smart ways Communications (Pvt) Ltd
- M/s Hawk Advertising & Communication
- M/s Channel 7 Communications (Pvt) Ltd
- M/s Adage Communications Advertising Agency
- M/s Connect Marketing Communication (Pvt) Ltd
- M/s MarCom (Pvt) Ltd

2. The shortlisted agencies are required to depute an authorized representative along with an authorization letter to attend the final presentation scheduled on 19th May, 2026 at 1100 hrs at Directorate General Public Relations (Air Force), Sector E-9 Air Headquarters Islamabad. Presentation given after stipulated date and time shall not be considered.

Presentation Language

3. Urdu & English

Preparation of Presentation

4. As per PID Policy guidelines 2024 (amended) and theme provided by Dte Gen Public Relations (AF)

5. The presentation theme can be downloaded free of cost from www.ppra.org.pk.

Selection Committee

6. Selection Committee will be as under

- Convener** - PAF Representative
- Member** - PID Representative
- Member** - External Media Expert (Nominated by PID)

Selection Criteria

7. Phase-II presentation will be conducted as per following guidelines:-

- As per approved theme provided by Dte Gen Public Relations (AF).
- Capability presentation delivery for orientation appointed panel.
- Technical evaluation as per the evaluation criteria.
- Combined technical & presentation evaluation.
- Agencies securing highest marks in aggregate would be selected by the Panel.
- Signing of MoU and submission of essential documents / performance guarantee (PPRA Rule 39). (Any other PPRA requirement if applicable)
- PID / PAF appointment letter/award of contract.
- The decision of the evaluation committee shall be final and binding and shall not be subject to challenge.

Rights Reserved

8. Rights Reserved as follows: -

- PAF reserves the right to **reject any or all proposals** as per Rule 33 of the PPRA Rules, 2004.
- No explanation shall be required for rejection of bids.
- Queries must be in writing to maintain transparency and audit trail.
(oroomdma@gmail.com)

Note: - Only the shortlisted agencies would be eligible for presentation.

Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters E-9, Islamabad. Tel: 051-9507767

**PAKISTAN AIR FORCE AIR HEADQUARTERS, ISLAMABAD****APPOINTMENT OF PRINTING & PRODUCTION AGENCY:****FY 2026-27****STAGE-II: FINANCIAL EVALUATION****TENDER NO : AHQ/3512/5/DGPR (AF) - 002**

1. Pakistan Air Force invites financial bids from pre-qualified agencies for selection of printing & production agency. The selected agency will be responsible for printing & production for PAF during financial year 2026-27. Only pre-qualified agencies should submit their commercial quotes as per following details including GST & without GST:-

S.No	Description	Qty	Specification
(a)	PAF Posters (15 Types)	75,000 to 100,000 Each	To be printed on 150 Grams Art Paper in 04 Colours (Size 17"x23")
(b)	Classical Posters (15 Types)	75,000 to 100,000 Each	
(c)	Public Awareness Posters (15 Types)	75,000 to 100,000 Each	
(d)	PAF Stickers (Inside) (15 Types)	75,000 to 100,000 Each	To be printed in 04 colours Transparent (Size 9"x6")
(e)	PAF Stickers (Outside) (15 Types)	75,000 to 100,000 Each	
(f)	PAF Cap	75,000 to 100,000 Each	
(g)	PAF Key Chain	75,000 to 100,000 Each	Pattern approved by Air Staff
(h)	PAF Diary	75,000 to 100,000 Each	Pattern approved by Air Staff
(j)	PAF Mug	75,000 to 100,000 Each	Pattern approved by Air Staff
(k)	Eid Cards	20000 to 30000 Each	Pattern approved by Air Staff
(l)	PAF Shirts	75,000 to 100,000 Each	Pattern approved by Air Staff
(m)	Leaflets (GD (P) / CAE)	75,000 to 100,000 Each	To be printed on 150 Grams Art Paper in 04 colours (Size 9"x12")
(n)	Leaflets (Airmen)	75,000 to 100,000 Each	
(p)	Training Leaflets (15 Types)	75,000 to 100,000 Each	To be printed on 150 Grams Art Paper in 04 colours (Size 12"x16")
(q)	Brochures (Officers) GD (P)	80,000 to 90,000 Each	
(r)	Brochures (Officers) Non GD	80,000 to 90,000 Each	To be printed on 90 Grams Art Paper in 04 colours 32 pages (16 leaves) with title cover on 135 grams Art Paper (Size 7.25"x9.25")
(s)	Brochures (Airmen)	80,000 to 90,000 Each	
(t)	Brochures (Civilians)	80,000 to 90,000 Each	To be printed on 250 GSM 7 sheets (size 17x22 inches). Top spiral + Title Page 300 GSM + Jacket Size 17.25 x 22.25 inches, 250 GSM
(u)	Printing of PAF Wall Calendar	75,000 to 80,000	
(v)	Printing of PAF Table Calendar	75,000 to 80,000	<p>PAF Wall Calendar (VIP) To be printed on 250 GSM 7 sheets (size 17x22 inches). Top spiral + Title Page 300 GSM + Jacket Size 17.25 x 22.25 inches, 250 GSM</p> <p>PAF Wall Calendar (Normal) To be printed on 200 GSM 7 sheets (size 17x22 inches). Top spiral + Title Page 250 GSM Envelope 17.25 x 22.25 inches, 100 GSM</p> <p>PAF Table Calendar (VIP) To be printed on 300 GSM art card, Size 9.25"x7.25", 13 pages, four colours both side printing with imported ink, Box with four colour printing on 250 GSM, Double spiral loop binding with square holes</p> <p>PAF Table Calendar (Normal) To be printed on 250 GSM art card, Size 9.25"x7.25", 13 pages, four colours both side printing with imported ink, Envelope with single colour on 100 GSM, Double spiral loop binding with square holes</p>
(w)	Production of TV Drama / Documentaries	50 Minute Duration or as required Drama / 10 Minute or as required documentaries (Rate should be quoted per minute)	<p>Pre-production – Script writing</p> <p>Production: Instrument & equipment, recording equipment, cameras, music making, audio editing & mixing programme, monitors and headphones.</p> <p>Post-Production: Editing, Graphics & Composing</p>
(x)	Production of PAF Songs (Audio/Video)	3-5 Minute Duration or as required (Rate should be quoted per minute)	<p>Pre-production – Song writing</p> <p>Production: Musical instrument & equipment, recording equipment, music making programme, audio editing & mixing program, speakers, headphones, visualization & direction.</p> <p>Post-Production: Editing, Graphics & Composing</p>

Proposal Language

2. Proposal will be submitted in English

Financial Bid Validity

3. Financial Bid validity must be 365 Days

Procedure of Bidding

4. Tender (Two Stage Bidding Procedures),

Most advantageous bid

Quality based selection

Period of Engagement

5. Agency will be selected for FY 2026-27.

Selection Procedure**6. Stage-II: Financial Evaluation**

(i) Combined technical evaluation of Stage-I & Stage-II.

(ii) Financial bids opening.

(iii) Agencies securing highest marks in aggregate (Stage-I & Stage-II) & most advantageous financial bid will be selected by the panel.

Submission Deadline

7. The proposal submitted in a sealed envelope duly marked as "Financial Proposal for Selection of Printing and Production Agency" to Director Public Relations, Directorate General Public Relations (Air Force), Sector E-9 Air Headquarters Islamabad Tel Ext 051-9507767.

Date: 3rd June, 2026**Time:** 1100 hours8. Financial bids will be opened (of technically qualified bidders) at **1130 hours** on the same day in the presence of authorized bidders' representatives.

9. Proposal received after stipulated date and time shall not be considered. PAF will not be responsible for postal delay.

Rights Reserved

10. Rights Reserved as follows: -

(a) PAF reserves the rights to **reject any or all proposals** as per Rule-33 of the PPRA Rules - 2004.

(b) No explanation shall be required for rejection of bids.

(c) Late bids will be returned unopened, in accordance with Rule-28 of PPRA Rules.

(d) Queries must be in writing to maintain transparency and audit trail.

Note: - Only the pre-qualified agencies would be eligible for Stage-II.

For any information applicant may contact on given numbers. WO i/c Publicity Section

Cell: - 0333-7554500/0326-8160780 email: rooomdma@gmail.com**Director Public Relations****Directorate General Public Relations (Air Force)****Air Headquarters E-9, Islamabad. Tel: 051-9507767**

INVITATION FOR FINAL PRESENTATION APPOINTMENT OF ADVERTISING AGENCY FOR PAF CAMPAIGNS

1. It is apprised that your agency has been shortlisted for final presentation for continuation / appointment of advertising support in respect of major PAF communication campaigns. To ensure fair and comprehensive evaluation, your participation is required in the final presentation with the request to incorporate the following aspects in the presentation:

(a) **Portfolio:** Detailed overview of the agency's previous campaigns relating to Flight Safety campaign, Base Procurement campaign, national events including 23rd March, Independence Day and 06 September, as well as CAS messages, greetings and facilitation material, highlighting creativity, execution quality and institutional relevance.

(b) **Capabilities Deck:** Outline of the agency's creative, technical and operational capabilities, including campaign planning, design support, print handling, audio visual production and thematic communication approach.

(c) **Media Planning:** Insights into the agency's proposed media strategy and planning capabilities for PAF-related campaigns, including print, electronic, outdoor, digital and social media dimensions, wherever required.

(d) **Recent Thematic Coverage:** Proposed conceptual and creative treatment for recent themes and institutional narratives, including the following:

(i) **Marka-e-Haq:** Projection and depiction of the theme within the PAF organizational environment and related communication platforms.

(ii) **CAS/PAF Marking Supplementary Special Report:** Preparation and presentation of a supplementary special report reflecting leadership vision, organizational achievements and institutional milestones.

(iii) **Documentaries as Yaadgaar:** Descriptive development and thematic treatment of documentary productions intended as a commemorative record of service, sacrifice and heritage.

(iv) **Mujahid-e-Aflak Ko Salam and Similar Tribute Concepts:** Creative presentation of tribute-based productions honouring air warriors, professional devotion and institutional pride.

(e) **Printed Publicity and Campaign Material:** Approach for concept development, design, and printing facilitation of pamphlets, brochures, leaflets, commemorative handouts, souvenir material and other printed publicity collateral for official campaigns, national events, briefings, exhibitions and ceremonial activities.

(f) **Any Other Innovative Idea:** Any additional creative proposal or communication concept aligned with PAF image-building, thematic projection and institutional outreach requirements.

Note: In addition to the above, a sample of campaign-related souvenir/memorabilia, pamphlet/brochure design, or publicity support material may also be presented before the committee for review.

2. The presentation is scheduled to be convened on **19 May, 2026** at **1100 Hrs** in **DGPR (AF) office**. Each agency will be given 10 to 15 minutes to present, followed by a brief Q&A session.
3. The agency shall ensure the presence of its representative(s) for presentation with all required equipment (Laptop/CD/USB/Bluetooth speakers etc.) before the selection committee on stipulated date and time. Nomination letter is to be provided by respective agency.

Director Public Relations

Directorate General Public Relations (Air Force)

Air Headquarters E-9, Islamabad

Tel: 051-9507767

CERTIFICATE OF ACCEPTANCE

To: Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters E-9, Islamabad
Tel: 051-9507767

M/s [Agency Name] having been shortlisted for selection of advertising agency for PAF assignments for the period of 02 years, hereby certify and undertake that:-

- (a) We have read and understood the evaluation criteria and process.
- (b) We unconditionally accept the decision of evaluation committee as final and binding.
- (c) We shall not file any application, complaint or legal challenge against the decision of the committee at any forum.

Stamp & Signature _____

Authorized Signatory _____

Name _____

Designation _____

CNIC _____

Date _____

Note: This certificate must be provided on Company / Firm letterhead before commencement of final presentation.