



NATIONAL INSURANCE COMPANY LIMITED

Owned by the Government of Pakistan

Prequalification of Advertising Agencies via Open Framework Agreements (NICL/Procurement/2026/16)

Table of Contents

1.	Scope of services	1
2.	Objectives	1
3.	Qualification Criteria.....	1
4.	Qualification and Award of Contract.....	2
5.	Schedule.....	3
6.	Application Submission Requirements	3
7.	Application Opening.....	3
8.	Guidelines	3
9.	Application Validity	4
10.	Instructions/General Conditions.....	4
	Application Submission Form (Annexure A)	5



NATIONAL INSURANCE COMPANY LIMITED

Owned by the Government of Pakistan

Prequalification of Advertising Agencies via Open Framework Agreements (NICL/Procurement/2026/16)

1. Scope of services

To seek applications from advertising agencies / firms as per requirements and sign open framework agreements with these firms for assignments based on as and when required basis by NICL.

2. Objectives

- To enlist the capable and eligible licensed Advertising agency/company/firm for providing services as and when required by NICL.
- To ensure cost effective services to NICL by enlisted licensed advertising agency/company/firm.

3. Qualification Criteria

- Evaluation shall be carried out in two steps which are **Section-A** Mandatory Requirement and **Section - B** Evaluation Criteria.
- Applications qualified in Section-A shall be considered for Section – B and must obtain at least **70** marks to be considered as qualified otherwise application shall be deemed as disqualified.

Mandatory Requirements (Section – A)

Mandatory Requirements (Section – A)		Yes/No
1.	Firm must be an Active Taxpayer as per the respective tax authority at time of evaluation by NICL. Attach NTN certificate	
2.	Firm must not be on Active Blacklisted Firms list on PPRA website at the time of evaluation by NICL.	
3.	Firm must have an office in Karachi or Lahore or Islamabad/Rawalpindi Attach ownership documents (if owner of property) or valid tenancy agreement (if tenant of property) or internet/other utility bill mentioning name of firm and address	
4.	The firm must attach valid document (s) for operating as an advertising agency. Attach certificate/any document as evidence	
5.	Firm must share its company profile along with details of team Attach company profile with details of offices and CVs of team	



NATIONAL INSURANCE COMPANY LIMITED

Owned by the Government of Pakistan

Prequalification of Advertising Agencies via Open Framework Agreements (NICL/Procurement/2026/16)

Evaluation Criteria (Section - B)

S No	Evaluation Criteria (Section - B)	Total Marks	Obtained
1.	Years of experience in advertising & designing works: <2 years >2<4 years >5<7 years > 8 years	1 3 5 10	
2.	Clientele: >1<3MNCs or Local firm in trade >4 <5 MNCs or Local firms in any trade >6 MNCs or local companies in any trade	7 10 15	
3.	Experience of international advertising	5	
4.	No. of employees, Relevant Qualifications of Mgmt. and team Number of employees Number of employees < 10 Number of employees >11	7 15 20	
5.	Relevant Qualification of Mgmt. and Team Not related to advertising & designing but experienced Relevant to advertising & designing with < 3 years experience in the field Relevant advertising & designing with > 3 years experience in the field.	7 10 15	
6.	Relevant Experience Advertising & designing Project Handled So Far <3 >5<10 >11	5 7 10	
7.	Registration with Income tax	5	
8.	Registration with sale Tax	5	
9.	APNS and PBA Accreditation	5	
10.	International Affiliation Financial Strength of the Firm >5<110 Million of annual Turn over >10 Million of annual Turn Over	7 10	
	Total Marks	100	

Minimum Passing Marks are 70

4. Qualification and Award of Contract

- a. All applications shall be evaluated strictly in accordance to the Qualification Criteria.



NATIONAL INSURANCE COMPANY LIMITED

Owned by the Government of Pakistan

Prequalification of Advertising Agencies via Open Framework Agreements (NICL/Procurement/2026/16)

- b. In case two or more firms secure equal total technical scores, the firm incorporated earlier shall be ranked higher.
- c. In case of a group of companies, only one company can apply for the enlistment.

5. Schedule

Application Submission Deadline	Application Opening
10 th July 2026 at 10:30 am	10 th July 2026 at 11:00 am

6. Application Submission Requirements

Hard Copy

- a. The application, with all documents attached, shall be submitted in a single sealed envelope with title of the task and name of firm and shall be dropped in the tender box outside the room of Manager Procurement at address mentioned below.

Soft Copy

- b. The application, submitted in hard copy sealed envelope, is required to be scanned and emailed to procurement@nicl.com.pk in clear PDF format by the deadline.

7. Application Opening

- a. All applications received by the deadline shall be opened in the presence of the Bid Opening Committee and representatives of firms (as present) at the date and time mentioned above and shall be held in conference room on 3rd Floor, Left Wing, NICL Building, Karachi, Pakistan and online as per details mentioned below,

Microsoft Teams Meeting

Link: <https://teams.microsoft.com/meet/48329177379719?p=xTvK mzGNBQshwH9aBs>

ID: 483 291 773 797 19

Passcode: Qg3Mp2Pr

8. Guidelines

- a. Any applications submitted after the deadline shall not be considered.
- b. In case of holiday announced by the Government of Pakistan or office of NICL is closed due to any unforeseen circumstances on date of application opening, the application



NATIONAL INSURANCE COMPANY LIMITED

Owned by the Government of Pakistan

Prequalification of Advertising Agencies via Open Framework Agreements (NICL/Procurement/2026/16)

submission deadline and opening date and time shall automatically be shifted to the next working day.

9. Application Validity

- a. All applications and related information submitted must be valid for a period of 90 days from the date of opening of the applications to allow NICL to evaluate and seek approval for appointments of qualifying firms.

10. Instructions/General Conditions

- a. Joint Venture (JV) is not allowed so only a single firm must submit one application.
- b. The selected firms shall not be allowed to transfer, assign, pledge or sub-contract its rights and liabilities to any other firm.
- c. In case of a group of companies, only one company can apply for the enlistment.
- d. Amendments or alterations/cutting etc., in the proposals must be attested by the signatory and are allowed before the proposal submission date and time.
- e. The language of the proposal shall be in English, and proposals submitted in any other language shall not be considered.
- f. The applicant shall be selected after an open, competitive and transparent pre-qualification process in view of Rule 20 of Public Procurement Rules, 2004 of Pakistan.
- g. NICL reserves the right to reject all applications at any time as per PPRA Rules.

Manager (Procurement)

National Insurance Company Limited
5th Floor, NICL Building, Abassi Shaheed Road
Karachi, Pakistan



NATIONAL INSURANCE COMPANY LIMITED

Owned by the Government of Pakistan

Prequalification of Advertising Agencies via Open Framework Agreements (NICL/Procurement/2026/16)

Application Submission Form (Annexure A)

Date:

To,

Manager (Procurement)
National Insurance Company Limited
NICL Building, Abassi Shaheed Road,
Karachi, Pakistan

Dear Sir,

1. I/we, the undersigned, being duly authorized to represent and act on behalf of

(hereinafter “the Applicant”) have reviewed and fully understood all the sections/clauses of the application documents provided by NICL.

2. NICL and its authorized representatives may contact the following officers for further information, including General and Managerial Inquiries, Personnel Inquiries, Technical Inquiries, Financial Inquiries, when needed: -

S No	Name and Designation	Contact Details (Phone and email address)
1.		
2.		

Name, Designation & Signature
Applicant with company stamp