

Expression of Interest

Selection of Advertising Agencies



**COMSATS University Islamabad
Park Road, Islamabad**

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1. Notice for Expression of Interest

Pre-Qualification Notice Selection of Advertising Agencies CUI -PS/26(06)/2692

COMSATS University Islamabad (CUI), a public sector University invites bids on “**Single-Stage Two-Envelope**” method from renowned advertising agencies registered with Income Tax/Sales Tax departments and are on Active Taxpayer List(ATL) of FBR for **Selection of Advertising Agencies**.

1. The bid security of **Rs.20,000/-** in the form of Pay Order/Bank Draft drawn in favor of “**COMSATS University Islamabad**” (FTN/NTN: 9013701-9); hard copy must be submitted physically along with hard-copy of sealed bidding document (Designs and Ads as well as softcopies in USB Drive) on the closing date of the tender to COMSATS University Islamabad on the address given below.
2. Complete EoI containing necessary details, selection criteria & qualification is available free of cost on PPRA’s website at www.ppra.org.pk as well as CUI’s website at www.comsats.edu.pk No bid will be accepted after closing time
3. Sealed bids must reach the office of the undersigned, latest by **August 06, 2026, by 1100 hours**. The bids will be opened **half an hour after the closing time**, in the presence of the bidders who choose to attend, in **Room No. G-6/G-8, Ground Floor, Faculty Block-I, COMSATS University Islamabad**.



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2. Key Points

Table # 1

S.N	Detail	Specification
1.	Period of Contract	Two years w.e.f. issuance of appointment letter from PID. <i>(As per PID)</i>
2.	Award of Contract	For COMSATS University Islamabad (CUI) Principal Seat (P.S), Islamabad, Lahore, Sahiwal, Vehari, Wah, Attock & Abbottabad Campus
3.	Billing & Invoicing	CUI Principal Seat & Campuses
4.	Method	Single Stage Two Envelope
5.	Closing Date & Time	As per Tender Notice
6.	Opening Date & Time	Half Hour after the Closing Time on the same day
7.	Bid Security Amount <i>(Under Rule 25 of PPRA Rules 2004)</i>	Rs.20,000/-
8.	Performance Guarantee <i>(Under Rule 39 of PPRA Rules 2004)</i>	Bid Security will be held till satisfactory completion of the contract.

1. The Complete Design (CDR/Printable Format) along with all fonts used in the designs must be submitted to CUI in a USB.
2. The agencies must be willing to work with CUI official in CUIT premises, if and when required. The designer must be willing to bring his computer/laptop/printer to CUI, if required.
3. In case the successful bidder fails to supply the design(s)/complete the given task within the given deadline AND the delay is the fault of the agency, 10% of the total bill will be deducted. CUI may also stop further work to the agency for a maximum period of six months.
4. The top 04 agencies will be pre-qualified for the following services. CUI is authorized to split the work between the pre-qualified agencies as it deems fit.

- i. Electronic Media
- ii. Digital Media
- iii. Social Media Campaigns
- iv. Advertisements in Newspapers
- v. Documentary & other Misc. Videos
- vi. Media Coverage

3. Technical Evaluation Criteria:

Table 2: Mandatory Requirements:

	Detail	Criteria
1.	Draft of Earnest Money	Mandatory
2.	Declaration Form	Mandatory
3.	GST and NTN Registration	Mandatory
4.	Active Taxpayer List (ATL) of FBR Status as "Active" in I.T and 100% in GST	Mandatory
5.	Proof of Non-Blacklisting: Affidavit on legal paper of appropriate value (duly attested from notary public) OR Firm's/company's letterhead that the firm/company is neither blacklisted	Mandatory
6.	Detail of Head Office and Sub-Offices along with proof of addresses	Mandatory
7.	Complete Agency Profile	Mandatory
8.	Detail of All employees of the agency along with designation and professional qualification for the following. a. Creative Department b. Client Services/Marketing c. Design Department d. Video Production Department e. Social Media/Digital Media Department f. Support Staff The staff must be present during the visit to the agency office	Mandatory
9.	Submission of Creative Work/Artwork of 10 Different Clients (published and Printed) - (Each Artwork would be given 03 Marks)	30 Marks
10.	Visit to Office Setup To evaluate the departments, equipment, professional environment, personnel etc	20 Marks
11.	Clientele (Public & Private Sector (Total 10 Clients) University of the stature of CUI = 5 Marks each Telecom /Automobile/ Pharmaceuticals/Hospitals = 3 Marks Other industry/Sector/iNGO/NGO etc. = 2 Marks	50 Marks
12.	Presentation by Shortlist Agencies (Last Stage)	Mandatory

- Failing in any of the mandatory requirement will disqualify the bidder from the bidding process.
- Atleast 70% marks is mandatory to qualify for presentation stage.
- The evaluation will be based on the documents submitted by the bidder. Any claim or proof provided at a later stage will not be considered after publication of the technical evaluation report.
- DO NOT attach any information or portfolio which is not requested. Only provide the demanded information and documentation in a clear manner.

COMSATS University Islamabad

Registrar Secretariat

CRITERIA FOR SELECTION OF ADVERTISING AGENCIES FOR COMSATS UNIVERSITY ISLAMABAD-2026-28

***Each Advertising Agency shall be given score by the members of the evaluation
Committee(5 marks for each Category)***

SN	Criteria	Description
1	Design & Balance (5 Marks)	Overall Look of the Design. Usage of the Pictures, Colors, Texture, Space and Presentation cohesion in design. It should look like a whole picture.
2	Text Readability (5 Marks)	Written information is likely to be understood by the intended reader. Is the Text readable? Is the Typography visually appealing to the reader
3	Brand Visibility (5 Marks)	Is the Logo of organization, firm and Pictures been utilized? Appropriate Ad space
4	Printing & Display (5 Marks)	Advertisement is colored or black & white ? Way of display on web and social media. - Is the Advertisement printability in newspapers for black and white adequate? - Is the advertisement display in color on web and social media adequate?
5	Impact & Impression (5 Marks)	- Font Usage and Style - Appropriate Image Usage which should complement the design - Appeal and attractiveness of the advertisement Does the Design entice positive outcome (entice emotions and feelings)
6	Creative Copy/Originality (5 Marks)	Does the Advertisement Design have a clear layout/message for the targeted audience? - Heading - Body Copy
Total Marks (30 Marks)		-----

4. Declaration Form

(THIS FORM IS TO BE PROVIDED WITH THE BID)

All the terms & conditions have been carefully read and understood and are hereby unconditionally accepted and it is declared that:

- a) I understand that by inserting any condition in my bid consciously or unconsciously shall automatically disqualify me from the bidding process.
- b) By altering/adding/deleting any point, clause, condition in the documents provided shall automatically disqualify me from the bidding process.
- c) All the information furnished by me here-in is correct.
- d) I have no objection if enquiries are made about the work listed by me/us in the accompanying sheets /annexure.
- e) I agree that the decision of CUI in selection shall be final and binding to me.
- f) I have read the instructions appended to the proforma and I understand that if any false information in the document is noticed at a later stage, CUI is at liberty to act in a manner in accordance with the applicable rules and terms & conditions of the tender, which may include Penalty AND/OR forfeiting of bid security AND/OR blacklisting for future tendering with CUI AND/OR bar from business with CUI for a period of six months.

Tender Title	
Name of Firm/ Company	
Year of Establishment in this business	
Name of Authorized agent	
Office Address	
GST No.	
NTN.	
Valid Cell No.	
Valid E-mail (For all official correspondence)	
Signature & Stamp (Authorized Representative)	

5. Detail of Head Office and Sub-offices

SN	Office & Complete Address	Name of The Focal Person	Cell Numbers	Landline Number
1.				
2.				
3.				
4.				
5.				

6. Detail of Authorized Person(s)

SN	Name of The Focal Person	Location	Cell Numbers	Landline Number
1.				
2.				
3.				

7. Detail of ALL CURRENT EMPLOYEES of the Agency

SN	Name	Department (Creative/Marketing/ Support Staff etc)	Designation	Professional Qualification
1.				
2.				
3.				
4.				
5.				
6.				

Use Additional Sheet, if required.

8. Detail of Clients (Public Sector)

SN	Organization & Address	From	To	Type of Work (Electronic Media/ Digital Media/ Advertisement etc
1.				
2.				
3.				
4.				
5.				

Attach Work Order for each of the above in above order as proof.

9. Detail of Clients (Private Sector)

SN	Organization & Address	From	To	Type of Work (Electronic Media/ Digital Media/ Advertisement etc
1.				
2.				
3.				
4.				
5.				

Attach Work Order for each of the above in above order as proof.

General Terms & Conditions of the Tender

- i. No tender/bid shall be considered if: -
 - a) Received without required documentation or deficiency in required documentation.
 - b) Received without bid security.
 - c) In contradiction with the specification given by the CUI.
 - d) Received with any condition.
 - e) The bidder is in litigation with CUI or is black-listed by any organization or is notified as black-listed on PPRA website.

10. Contact person and Submission of Bids:

- i. Contact Person for all inquiries, clarifications and bid submission shall be:

Muhammad Qasim

Senior Program Officer

Treasurer Department,

3rd Floor, Faculty Block-II, Park Road, Tarlai Kalan, Islamabad,

COMSATS University Islamabad

Tel: 051-9049-5060 / email: m.qasim@comsats.edu.pk

11. Price of the Bid:

- i. Applicable Income tax and GST shall be deducted at source and as per rules. In case of exemption, please mention and attach proper documentation duly verified from the concerned tax authorities. However, CUI may accept the exemption certificate. In case of non-acceptance, CUI shall deduct all applicable taxes as per tax rate. CUI shall provide a certificate of tax deduction and the vendor may claim refunds from Tax Authorities/FBR.
- ii. In case of tie in rates of the bidders, award of contract shall be decided through balloting in the presence of the of the bidders.
- iii. Unit price shall be taken up to one decimal point. The total cost shall be rounded up to zero decimal.
- iv. In case of any conflict in the price/cost quoted by the bidder, the unit cost (Exclusive of GST) quoted by the bidder shall be considered for calculation.
- v. In case GST is not mentioned, the prices shall be considered as inclusive of GST.

12. Bid Currencies & Bid Security:

- i. Bid prices shall be quoted in Pak Rupees.
- ii. The currency of the bid security shall also be in Pak Rupees.
- iii. The Bidder shall furnish, as part of its bid, bid security as specified in Table 1 of the tender document. The bid security is required to protect CUI against the risk of Bidder's default which would warrant the security's forfeiture.

- iv. The bid security shall be in favor of COMSATS University Islamabad (FTN/NTN: 9013701-9), in any of the following form:
 - a) Bank Draft
 - b) Pay Order
- v. A hard copy must be submitted physically on the closing date of the tender to COMSATS University Islamabad at the address given in the tender notice.
- vi. No personal cheques shall be acceptable at any cost. Also, any previous bid security shall not be considered or carried forward.
- vii. The bid security found deficient of the required amount shall not be considered.
- viii. Unsuccessful bidders' bid security shall be released and returned promptly as the successful bidder gives consent to the work order or signs the contract agreement, whichever is applicable.
- ix. The bid security of the bidder shall be forfeited if the bidder:
 - x. Requests for withdrawal of his bid during the evaluation process.
 - xi. Does not accept the correction of arithmetic errors in its bid.
- xii. The bid security of the successful bidder shall be forfeited if the bidder:
 - xiii. Fails to accept the work order/sign the contract agreement after announced as successful Bidder.
 - xiv. Fails to comply with the requirement of the bid and contract.

13. Clarification of Bidding Document:

- i. During evaluation of the bid(s), CUI may, at its discretion, ask the Bidder for a clarification of its bid such information imperative for evaluation. The request for clarification and the response shall be in writing, and no change in the prices or substance of the bid shall be sought, offered, or permitted. In case the bidder fails to respond within the given deadline, the bidder shall be considered as non-responsive and shall be disqualified from the bidding process.

14. Opening of Bids:

- i. CUI shall open all bids at the time, date, and place specified in tender notice, in presence of bidders' representatives who wish to attend the meeting and shall sign an attendance sheet as evidence of their presence.

15. Influencing the evaluation process:

- i. No Bidder shall contact CUI on any matter relating to evaluation of its bid, from the time of bid opening to the time evaluation report is made public.
- ii. Any effort by a Bidder to influence CUI during bid evaluation may result in disqualification of the bid.

16. Qualification & Evaluation of Bids:

- i. CUI shall determine whether the Bidder is qualified to perform the Contract satisfactorily, in accordance with the criteria & qualification specified in the tender document.
- ii. The qualification shall be based upon an examination of the documentary evidence submitted by the Bidder, as well as such other information as CUI deem necessary and appropriate.
- iii. CUI shall technically evaluate and compare the bids which have been determined to be substantially responsive, as per evaluation criteria given in the tender document.
- iv. CUI shall examine the bids as whether:
 - a. They are complete in all respect.
 - b. No computational errors have been made.
 - c. Required financial sureties have been furnished.
 - d. The documents have been properly signed.
- v. Arithmetical errors shall be rectified on the following basis:
 - a. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price (exclusive of tax) shall prevail, and the total price shall be corrected. If the Contractor does not accept the correction of the errors, the bid shall be rejected, and the bid security shall be forfeited.
 - b. If there is a discrepancy between words and figures, the amount in words shall prevail.
- vi. CUI may waive any minor non-conformity, in a bid which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any Bidder.
 - a. *Explanation: A minor non-conformity is one that is merely a matter of form and not of substance. It also pertains to some immaterial deficiency in a Bid or variation of a bid from the exact requirements of the tender document that can be corrected or waived without being prejudicial to other bidders. The deficiency is immaterial when the effect on quantity, quality, or delivery is negligible when contrasted with the total cost or scope of the supplies or services being acquired. CUI shall either give the bidder an opportunity to correct any deficiency in a bid or waive the deficiency, whichever is advantageous to CUI.*

- vii. Prior to the detailed evaluation, CUI shall determine the substantial responsiveness of each bid to the bidding documents. For the purposes of these clauses, a substantially responsive bid is one which conforms to all the terms and conditions of the bidding documents without material deviations.
- viii. Deficiency in bid security, Applicable Law and Taxes and Duties shall be deemed to be a material deviation. The CUI 's determination of a bid's responsiveness is to be based on the contents of the bid itself without recourse to extrinsic evidence.
- ix. If a bid is not substantially responsive, it shall be rejected and may not subsequently be made responsive by the Bidder by correction of the non-conformity.

17. Notification of Evaluation Reports:

- i. The evaluation report shall be notified through e-mail.

18. Corrupt or Fraudulent Practices & Blacklisting:

- i. The bidders shall be required to observe the highest standard of ethics during the procurement and execution of contracts. For the purpose of this provision, the terms set forth below are defined as under:
 - a. "Corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.
 - b. "Fraudulent practice" means a misrepresentation of facts to influence a procurement process or the execution of a contract to the detriment of CUI.
 - c. "Collusive practice" is an arrangement among bidders (prior to or after bid submission) designed to establish bid prices at artificial, non-competitive levels for any wrongful gains, and to deprive CUI of the benefits of free and open competition.
- ii. CUI shall have the right to reject a proposal for award if it determines that the bidder had been engaged in corrupt or fraudulent practices in the past with any organization.
- iii. Any bidder/firm/company which is black-listed by any organization and/or notified as black-listed by PPRA shall be considered disqualified from the bidding process unless and until it is de-notified on PPRA website.
- iv. If it at any time, CUI determines that the firm has engaged in corrupt, fraudulent, or collusive practices in competing for, or in executing the contract, it shall sanction/ban a bidder/firm/company, in accordance with prevailing black-listing procedures under Federal Public Procurement Rules.

19. Right to Accept or Reject Bids:

- i. Under PPRA Rule 33(1), CUI may reject bids or proposals at any time prior to the acceptance of a bid or proposal, without incurring any liability to the bidder(s).

20. Notification of Award:

- i. The notification of award shall constitute the formation of the Contract Agreement.
- ii. Upon the successful bidder's signing the contract agreement, CUI will promptly notify the unsuccessful bidder(s) and will release its bids security.

21. Performance Security:

- i. CUI will withhold the bid security as performance security and will be released at the end of successful fulfillment of the contract terms and conditions.
- ii. Failure of the successful Bidder to comply with the requirement shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security, in which event CUI may make the award to the next lowest evaluated Bidder or call for new bids.

22. Legal Document

- i. The Eo/Tender document shall have legal binding on all bidders.