



Pre-Qualification of Advertising Agencies for the years 2026-28

TENDER NOTICE SLIC/CAD/PO/01/2026.

Prequalification for Procurement of Advertising Agencies

The State Life Insurance Corporation of Pakistan is the largest Life and Health Insurer in Pakistan, extends an invitation to advertising agencies with a proven track record of a minimum of ten (10) years of experience to undergo pre-qualification for the purpose of promoting our corporate brand, products, and addressing our marketing needs. Applicants are required to possess a comprehensive setup, including proficient client services, robust media buying capabilities, and a fully-equipped in-house production facility.

Agencies intending to participate must be duly registered and accredited with the Press Information Department (PID), the All-Pakistan Newspaper Society (APNS), and the Pakistan Broadcasters Association (PBA). Interested agencies qualifying the above criteria, may apply on the prescribed technical bid document as per the following timeline;

Last Date & Time for Submission of Technical Bid Documents	Technical Bid Documents Opening Date & Time
_____	_____

Please note that;

- Technical bids would be invited through EPADS.
- Tender Notice can be seen/downloaded from PPRA website, i.e. www.ppra.gov.pk. Further, Tender Notice and Technical Bid Documents are available for download on the EPADS and the State Life website, www.statelife.com.pk.
- Applications shall be submitted only through PPRA's EPADS by Advertising Agencies registered on EPADS before the above-mentioned deadline. Applications submitted through any other mode, including by hand, courier, post or e-mail, shall not be considered.
- No compensation, honorarium, reimbursement, or TA/DA shall be paid to any participating Advertising Agency for the preparation of applications, presentations, or production of any material.
- Partial, conditional, or incomplete applications shall not be considered.
- State Life reserves the right to reject any or all applications or cancel the procurement process at any stage in accordance with the Public Procurement Rules, 2004.

Note:

Notification of the GRC constituted in terms of Rule-48 of PPRA rules, 2004 is provided on EPADS at <https://eprocure.gov.pk> and on SLIC Website at <https://www.statelife.com.pk>.

Divisional Head, Corporate Affairs Division, Principal Office, 8th Floor, SLB #9, Dr. Ziauddin Ahmed Road, Karachi. Phone No. 021-_____.

STATE LIFE INSURANCE CORPORATION OF PAKISTAN (SLIC)

(Bidding Documents)

Hiring of Advertising Agencies For The Years 2026-2028

Maha Haider

Divisional Head

Corporate Affairs Division

State Life Insurance Corporation Building No. 9, Principal Office, 8th Floor, Dr. Zia Uddin Ahmed Road, Karachi.

Tel: _____

Email: maha.haider@statelife.com.pk / corporatedaffairs@statelife.com.pk

Invitation to Bid

The Advertising Agencies/ Firms are expected to examine all instructions and terms in the bidding documents. Failure to furnish required documents may result in the rejection of the proposal as per PPRA rules.

The Advertising Agencies/ Firms will be selected/ based on the evaluation criteria mentioned in this 'Bidding Documents' and as per PPRA rules.

Format of Prequalification Document

The prequalification document should address each of the criteria addressed in this section. It should be clear and concise in response to the information and requirements described in this prequalification document. The format and sections of the Document should conform to the structure outlined below. Adherence to this format is necessary in order to permit the effective evaluation of documents. Each section of the document should be separated by colored separators for easy access to the relevant section:

S.No.	Contents
1.	Letter of Application in Annexure - I
2.	Agency Profile
3.	Response to Mandatory Criteria
4.	Declaration on a Stamp Paper of Rs. 100/- as per sample provided in Annexure-II
5.	Employees/staff details as per sample provided in Annexure - III

Provision of details of Beneficial Owners

The Advertising Agency shall furnish the details of its beneficial owners as may be required by SLIC from time to time under the procurement framework or even otherwise. Failure in provision of such information and/or provision of incomplete, inaccurate or fabricated information may lead to cancellation of procurement of the Advertising Agency.

Termination/Cancellation of Procurement

The Divisional Head, Corporate Affairs Division, with the approval of the Competent Authority, may suspend or terminate the procurement of an Advertising Agency in any of the following circumstances:

- i. The Advertising Agency fails to perform its contractual obligations or consistently fails to provide satisfactory services in accordance with the Scope of Services.
- ii. The Advertising Agency commits a material breach of the terms and conditions of enlistment/engagement and fails to remedy such breach within the time specified by State Life.
- iii. The Advertising Agency becomes insolvent, enters into liquidation, receivership, judicial management, or any other analogous proceeding affecting its ability to perform its obligations.
- iv. The Advertising Agency or its authorized representatives are found to have engaged in corrupt, fraudulent, coercive, collusive, obstructive, illegal, or other unlawful practices, or are blacklisted by a competent authority.
- v. The Advertising Agency fails to comply with any applicable law, regulatory requirement, Government directive, or order of a competent authority, or where continuation of the enlistment/engagement is prohibited by law or such direction.
- vi. The Advertising Agency fails to provide information or documents, including details of its beneficial ownership, as required under applicable laws, regulatory requirements, or by State Life for the purposes of procurement or contract administration.
- vii. A conflict of interest arises which, in the opinion of State Life, materially affects the fair and impartial performance of the Advertising Agency's obligations and cannot be resolved to the satisfaction of State Life.

TENDER DOCUMENT

State Life Insurance Corporation of Pakistan invites application from the interested advertising agencies/ firms enlisted with PID, registered with income tax and sales tax departments with following documentary details (Technical proposal).

- Advertising Agency/ Firm's profile including name, registered address, telephone, fax number(s), e-mail address of head office and branch offices. Year of establishment should also be mentioned.
- Registration Certificates with All Pakistan Newspapers Society (APNS), Pakistan Broadcasting Association (PBA) & Advertising Association of Pakistan (AAP).
- Enlistment Certificate of Press Information Department (PID)/ letter.
- Particulars of the permanent technical staff, their qualification, experience and the available facilities.
- Certificate to the effect that the Agency has not been blacklisted/ suspended by APNS & PBA etc.
- Income Tax/ GST payment certificate.
- Bank Certificate of financial stability.
- Foreign affiliation/ associates; if any.
- List of clients and details of the services offered to them during the last five (5) years.
- Advertising Agency/Firms shall provide a certificate that they have cleared all bills/invoices or made payment to all newspapers; if engaged or released by State Life.

Introduction / Invitation for presentation.

After initial scrutiny by the Procuring Agency (SLIC), the short-listed Advertising Agencies will be invited for the detailed presentation of concepts/scripts, sketches, preliminary designs, storyboards/director's boards with visual show-reels, TVSs/DVSs etc. The agency will be engaged for a period of two (02) years, taking into consideration overall scope of work.

Scope of Services

Applicant Agencies (hereinafter also referred to "Agency" or "Agencies") shall be required to offer the following services as well as detail of scope of work includes:

1. Develop and execute advertisements, campaigns, projects that are a mixture of
 - a. Above the line, including but not limited to, Electronic, Print, Radio, Digital, Out-of-Home, Outdoors, Signages, Signboards, etc.
 - b. Below the line, including but not limited to, Events, Exhibitions, Seminars, Conferences, coverage events by photographer (complementary on case-to-case basis), Roadshows, etc.
2. Develop and execute concepts, designs and materials, including but not limited to, Marketing Collaterals, Artworks, Classified Advertisements, Financial Statements, Giveaways, etc.
3. Arrange for Production and Media Buying for Advertisements, Commercials, Campaigns for TV, Print, Radio, Digital, etc.
4. Updating, executing and moderating content for SLIC's Social Media Platforms.

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5. As needed, arrange for language translation of various materials including documents, Classified Advertisements, Marketing Material, Policyholders Material, etc. in Urdu and other regional languages.
6. As needed, conduct or arrange to conduct Market Insurance Research and Competitive Analysis before & after campaigns in order to analyze the possible outcome assess media mileage.
7. Strict adherence and compliance of trademarks, copyrights and patents on the above.
8. Any of the above services that is produced for SLIC shall remain its sole property, whereby SLIC shall have the right to use such material as and when it deems appropriate.
9. SLIC aims to ensure a fair and transparent mechanism for distributing work among prequalified Advertising Agencies. The allocation of assignments shall be governed by the following guiding principles:
 - i. SLIC shall invite Prequalified Advertising Agencies to submit their documents for Assignment(s) in Scope of Services as mentioned above, ensuring a competitive and merit-based selection process.
 - ii. The evaluation process shall be conducted by the concerned person(s) or Committee of SLIC, including the Media Committee, Product Team, Marketing team, and other designated stakeholders.
 - iii. Assignments shall be awarded to Prequalified Advertising Agencies which may be based on any criteria including concept, creativity, innovation, originality, quality, strategic relevance, project impact, cost evaluation, agency specialization, and other requirements, etc. The evaluation shall consider how well the document aligns with the brief shared by SLIC.
 - iv. Assignments related to Classified Advertisements shall be awarded among Prequalified Advertising Agencies on a quarterly rotational basis or to continue, however regardless of distribution/quantum of work, commissions, payments, etc. SLIC reserves the right to review and modify the rotational allocation mechanism based on performance and operational requirements.
 - v. SLIC shall have the sole right to undertake the following without assigning any reason:
 - a. Award an Assignment to a Prequalified Advertising Agency for any reason as deemed fit.
 - b. Engagement of a 3rd Party (by/through a Prequalified Advertising Agency) for execution of an Assignment.
 - c. Engage multiple Prequalified Advertising Agencies simultaneously for any Assignment(s).
 - d. Award an Assignment directly to a Prequalified Advertising Agency(ies) or re-award/cancel any already awarded Assignment based on organizational exigencies/priorities.

Instructions to Agencies

1. Downloading of Prequalification Document

- a. The invitation for Prequalification that placed on SLIC's website and website of Public Procurement Regulatory Authority (PPRA), as also published in the daily newspapers on _____ 2026. The documents are also available free of cost on PPRA's E-Pak Acquisition and Disposal System (EPADS) at <https://eprocure.gov.pk> and State Life's website at www.statelife.com.pk
- b. All Agencies to ensure submission of all information / documents / evidences sought for prequalification.

- c. No compensation or payment for the presentation or for the production of material etc. will be given to the participating Agency.

2. Preparation of Prequalification Document

- a. The document shall be prepared in English language. Information in any other language shall be accomplished by its translation in English, however, in case of any discrepancy in such translation, the translated version of the application shall prevail.
- b. The Agencies must respond to all questions and provide complete information as advised in this document. Any lapses to provide essential information may result in disqualification of the Agency.
- c. The document must be complete in all respects with all annexures attached. Documents must be duly signed and stamped by the authorized person of the Agency.
- d. Required details must be properly filled. No Agency shall be allowed alteration or modification once documents have been opened. SLIC may seek and accept clarifications to the document that do not change the substance. Any such clarification shall be in writing.

3. Clarification on Prequalification Document

- a. Prospective Agencies requiring any clarification(s) in respect of the Prequalification Document may notify through EPADS on or before _____ 2026. SLIC will respond to any request for clarification which it receives earlier than the time, stated in the Prequalification Documents, prior to the deadline for submissions. SLIC's response will be uploaded through EPADS. Should an Agency object on any ground including any ambiguity, discrepancy, omission or error to any provision or legal requirements set forth in the Prequalification Document, the Agency must utilize grievance option available through EPADS as per PPRA rules. The failure of an Agency to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of such objection. Submission of documents by an Agency in response to the Prequalification Document would construe to Agency's consent on the contents of the Prequalification Document including terms and conditions appended therein, thus rendering any subsequent objection as null & void.

4. Modifications of Prequalification Document by State Life

- a. SLIC may modify the Prequalification Document prior to the submission deadline, by issuing corrigendum, which will be posted on EPADS, PPRA and SLIC websites.
- b. The Agency shall ensure that its submission incorporates all amendments issued by SLIC prior to the submission deadline.

5. Updating Prequalification Information

- a. Agencies shall be required to provide their updated financial, personnel and resource information at the time of submitting their Documents.

7. Submission of Prequalification Document

- a. Prequalification Document shall be submitted exclusively through PPRA's E-Pak Acquisition and Disposal System (EPADS) at <https://eprocure.gov.pk>. Documents submitted by any other means, such as by hand, courier, email, or fax, shall not be accepted.
- b. Agencies must ensure that their documents are uploaded and submitted through EPADS before the deadline of _____ 2026, at 03:00pm.
- c. Submission of Prequalification Document signifies that it is genuine and not the result of collusion or any other anti-competitive activity.

- d. Failure to furnish any and all documents or other materials required, shall result in disqualification.

8. Modification and Withdrawal of Prequalification Document by Agency

- a. Any Agency may revise/modify or withdraw Prequalification Document on their own initiative at any time before the Submission Deadline on EPADS, provided that written notice of the revision/modification or withdrawal is received by SLIC's concerned officer prior to the deadline for submission.
- b. Revised/modified Prequalification Document must be received on or before the Submission Deadline.
- c. Prequalification Document shall not be revised/modified or withdrawn by any Agency after the deadline for submission.

9. Evaluation of Prequalification Documents

- a. SLIC shall evaluate the documents submitted through EPADS in a manner prescribed in the Evaluation Criteria (Attached) and reject any document which does not conform to the specified requirements.
- b. SLIC may reject any or all document at any time prior to the acceptance. SLIC shall upon request communicate to any Agency which submitted a document, the grounds for rejection of its document, however SLIC shall not justify those grounds as per Public Procurement Rule 33.
- c. SLIC shall conduct a comprehensive, fair, and impartial evaluation of all documents received, verifying the same with documentary evidences uploaded by Agencies on EPADS as required in the Evaluation Criteria (Attached).
- d. SLIC shall shortlist a minimum three (03) and maximum of six (06) Advertising Agencies (as per prevailing PID Policy) based on the score secured by each Agency in Evaluation as Attached.
- e.

The Evaluation process comprises of two phases:

- **Phase I – Mandatory Criteria (Submission of Profiles):** SLIC Media Committee will scrutinize submitted documents based on the Mandatory Criteria (Attached). Agencies who have qualified the Mandatory Criteria shall be invited for presentations i.e. Phase II.
- **Phase II – Presentation by Advertising Agencies:** The Advertising Agencies will present their creative/artwork (concepts, strategies, artworks / preliminary designs) based on the presentation guidelines.

Agencies will deliver their presentation to an Evaluation Committee/Jury comprising of a PID representative(s), an external media professional and SLIC's representatives for the final selection.

10. Validity period of Prequalification Document

- a. The Prequalification Document will remain valid for one hundred and eighty (180) calendar days after the Submission Deadline, or such a later date as per Public Procurement Rules 2004.

11. Cancellation of Prequalification Process

- a. SLIC may cancel this process at any stage as per Public Procurement Rules or in case of no competition between Agencies or pooling-up towards their submissions.

12. Disqualification of Agencies

- a. SLIC shall disqualify an Agency at any time if the information submitted by the Agency is found to be false and materially inaccurate or incomplete.
- b. Direct or indirect canvassing, impelling or influencing any representative of SLIC for any purpose related to the procurement process is strictly prohibited, and shall lead to immediate disqualification of the Agency.
- c. In terms of Rule 19 of PPRA Rules, 2004 SLIC may also permanently or temporarily bar and/or blacklist an Agency from participating in respective procurement proceedings and future tenders in case the Agency is found to be indulged in corrupt and fraudulent practices (as defined in PPRA Rules, 2004).

As per PPRA Rules/ Guidelines and Direction of PID

Open Competition/ Enlistment and Appointment of Advertising Agencies will be according to the guidelines issued by the (PID) Press Information Department, Government of Pakistan and as per PPRA rules.

Contract Forms/ Release Orders shall be given after the selection procedure.

On account of payments: Invoice or bills shall be clear after the receipt as per procedure and rules. Redressal of grievances and settlement of disputes (If any) shall be dealt with according to the rules. The selection procedure will be based on the technical evaluation of the Advertising Agencies/ Firms as per PPRA rules.

The Advertising Agencies will be selected on the 'State Life's panel for a period of two (2) years which may be extended for further 03 months as per mutual consent and with the approval SLIC management and (PID) Press Information Department, Government of Pakistan.

Evaluation Criteria

Commented [SLIC1]: Please review

1. Mandatory Criteria – Part One (Max. 30 Marks)

- Responses against ALL questions MUST be in "YES" or "NO" only (Column-C).
- Responses against ALL questions MUST be in affirmative ("YES") for Agencies to qualify for the next stage of selection process, as such, any response in negative ("NO") shall lead to disqualification of the Agency.
- All documents/documentary evidences (as required) MUST be attached with the Prequalification Document. While SLIC retains the right to seek documents/clarifications from an Agency during the evaluation process, any missing, fake, fraudulent, incorrect, misleading document/documentary evidences may lead to disqualification of the Agency.

QUANTIFIABLE

A	B	C	Marks Allocated	Marks Obtained
1	Is the Agency incorporated as "Private Limited" with Security Exchange Commission of Pakistan (SECP)? (Please upload attested copies of SECP Certificate of Incorporation, Memorandum of Association and Article of Association).		02	
2	Is the Agency registered with Federal Board of Revenue and/or Provincial Revenue Board(s) and active tax payer? (Please upload attested copy of NTN and last three (03) years Tax Returns i.e. 2023, 2024, 2025 & FBR Certificate).		02	
3	Is the Agency accredited with All Pakistan Newspaper Society (APNS), Pakistan Broadcast Association and enlisted by PID ? (Please upload relevant evidences).		03	
4	Does the Agency confirm that it has never been involved in any criminal/unlawful activities nor has been blacklisted by any entity/organization/APNS/PBA? (Please provide confirmation / declaration on a Stamp Paper of Rs. 100/- as per sample provided in Annexure - II).		03	
5	Does the Agency have last three (03) years' experience in launching of advertising campaigns? (Please upload relevant evidence i.e. campaign published material including Print Ads, TVC/DVC/URLs, Invoices/Transmission Certificate and/or any other document validating this).		03	
6	Does the Agency have minimum three (03) Active Clients at the time of submission of Prequalification Document? (Please upload relevant evidence).		02	
7	Does the Agency have a minimum aggregate (total) revenue of PKR from 100 million to 500 million or above 500 million for the last 03 years (Please upload relevant evidence).		04	
8	Does the Agency possess expertise in Art Direction, Creative Direction, Copywriting, and Account/Client Management? (Please upload CV detailing technical capabilities, qualifications, experience, etc., as per Annexure III).		02	
9	Does the Agency have an operational Office in Karachi, Lahore and Islamabad? (Please upload relevant evidence).		02	
10	Does the Agency have permanent employees from 20 to 50 or above?		04	
11	Particulars of the permanent technical staff, their qualification, experience and the available facilities.		03	
	Total		30	

2. Technical Evaluation (Presentation) – Part Two (Max. 70 Marks)**a. Introduction:**

For over five decades, the State Life Insurance Corporation of Pakistan (SLIC) has been a cornerstone of financial protection and wellbeing, contributing to the resilience and prosperity of Pakistan. Over the past 05 years, SLIC has diligently revitalized its brand legacy through strategic initiatives such as revamping its iconic jingle, launching new products, forging key brand partnerships, and crafting compelling narratives.

b. Objective:

We are now seeking a creative agency to drive our brand forward over the next 2 years. The objective of this creative pitch is to identify a creative agency capable of not only understanding SLIC's brand ethos but also executing innovative marketing and communication strategies that resonate with our target audience.

c. The selected agency must demonstrate:

- Understanding of SLIC's brand values
- Track record in financial services marketing
- Ability to strategize across diverse regions
- Commitment to service excellence and improvement
- Creativity in communicating our value proposition
- Alignment with SLIC's ethos and community focus

d. Footnote:

- **Our Vision:** Pakistan's most trusted and innovative insurance partner working towards the best advantage of the community. We aim to build a resilient Pakistan nurturing a culture of financial security and wellbeing for all.
- **Our Mission:** To empower, secure and protect lives through innovative insurance and financial solutions for a prosperous Pakistan.

Evaluation on Part Two (Max. 70 Marks)**QUANTIFIABLE**

		Marks Allocated	Marks Obtained	
Concept & Strategy	Campaign Concept	15		2027= 55 years for SLIC big milestone
	Competitive Analysis	15		
	Communication Strategy	15		
	Creative Artworks	15		
	Proposed Media Mix	10		
	Total	70		

A minimum of three (03) and a maximum of six (06) Top Scoring Advertising Agencies shall be selected as Prequalified Advertising Agencies.

Signature with Name & Designation