



House Building Finance Company



DAWN
E-PAPER | SEPTEMBER 10, 2026



www.hbfc.com.pk

House Building Finance Company Limited

Expression of Interest (EOI)

Appointment/Prequalification of Advertising Agencies

The House Building Finance Company Limited (Procurement) intends to pre-qualify advertising agencies to promote its corporate image, products and other advertising needs. Agencies applying should have a complete advertising set-up (Client Service, Media, Creative and Art Departments with in-house production facility) with at least ten years of experience in handling multi-channel marketing for their clients.

EOI document will be evaluated separately in terms of Rule 36 (a) of Public Procurement Rules-2004 i.e., "Single Stage-One Envelope Procedure". EOI documents containing detailed BoQ / Scope of Work and Eligibility Criteria etc. can be downloaded Free of Cost from HBFC website i.e., www.hbfc.com.pk. This EOI is also available at PPRA website www.ppra.org.pk.

All advertising agencies enlisted/accredited with the Press Information Department (PID), All Pakistan Newspapers Society (APNS) and Pakistan Broadcasters Association (PBA) and who are on Active Taxpayers List of FBR may submit their application/profiles along with creative/artwork (concepts and copies, sketches, preliminary designs, storyboards and scripts) as per EOI document requirements.

Profile of interested agencies, prepared in accordance with the instructions in the EOI documents must be submitted at HBFC HOK below on or before **28 September, 2026 at 11:00 am**.

Selection of ad agencies will be made in accordance with guidelines and procedures of Advertising Policy, issued by the Press Information Department (PID).

HBFC reserves the right to accept or reject any or all expression in accordance with relevant clause of Public Procurement Rules (PPR-2004)

Head – PMD and GSD

House Building Finance Company Limited, 3rd Floor, FTC Building, Shahrah-e-Faisal, Karachi

PID K 805/26



House Building Finance Company

Cost: Free of Cost

Expression of Interest
for
Appointment / Prequalification of Advertising Agencies (2026-2028)

Bid No. HBFC/HOK/GSD/2026/08



House Building Finance Company

EOI No. HBFC/HOK/GSD/2026/08

Expression of Interest (EOI)

for

Appointment/Prequalification of Advertising Agencies

The House Building Finance Company Limited (Procurement) intends to pre-qualify advertising agencies to promote its corporate image, products and other advertising needs. Agencies applying should have a complete advertising set-up (Client Service, Media, Creative and Art Departments with in-house production facility) with at least ten years of experience in handling multi-channel marketing for their clients.

EOI document will be evaluated separately in terms of Rule 36 (a) of Public Procurement Rules-2004 i.e., **“Single Stage-One Envelope Procedure”**. EOI documents containing detailed BoQ / Scope of Work and Eligibility Criteria etc. can be downloaded Free of Cost from HBFC website i.e., www.hbfc.com.pk. This EOI is also available at PPRA website www.ppra.org.pk

All advertising agencies enlisted/accredited with the Press Information Department (PID), All Pakistan Newspapers Society (APNS) and Pakistan Broadcasters Association (PBA) and who are on Active Taxpayers List of FBR may submit their application/profiles along with creative/artwork (concepts and copies, sketches, preliminary designs, storyboards and scripts) as per EOI document requirements.

Profile of interested agencies, prepared in accordance with the instructions in the EOI documents must be submitted at HBFC HOK below on or before **28 September, 2026 at 11:00 am**.

Selection of ad agencies will be made in accordance with guidelines and procedures of Advertising Policy, issued by the Press Information Department (PID).

HBFC reserves the right to accept or reject any or all expression in accordance with relevant clause of Public Procurement Rules (PPR-2004).

Head – PMD and GSD

House Building Finance Company Limited
3rd Floor, FTC Building, Shahrah-e-Faisal, Karachi



House Building Finance Company

Appointment/Prequalification of Advertising Agencies 2026-2028-Submission and preparation of proposal:

House Building Finance Company Limited invites proposals from advertising agencies to be hired on its panel for release of advertisement for ATL, BTL, Digital, PR and Events.

1. All ad-agencies listed with Pakistan Broadcasting Association (PBA) and All Pakistan Newspaper Society (APNS) are required to furnish proposals in a sealed envelope duly marked as **"Appointment/Prequalification of Advertising Agencies"** to Head GSD, HBFC Head Office, 3rd floor, Finance and Trade Center, Shahrah e Faisal, Karachi, latest by **September 28, 2026 till 11:00am**
2. The proposal submitted shall comprise of a single envelop.
3. All agencies are required to submit the profile of the company with documents as mentioned in prequalification form given at the end of this document.
4. Pre-qualification document prepared in accordance with PID's Advertisement Policy can be downloaded free of cost from HBFC website i.e., www.hbfc.com.pk. Or PPRA website www.ppra.org.pk
5. After screening of the received documents, successful bidders of Phase-I would be required to deliver a presentation in Phase-II. Venue and timing will be communicated to the bidders in advance. Agencies securing highest marks in aggregate (Phase-I + Phase-II) will be selected on the panel of HBFC
6. Proposals received after stipulated date and time shall not be considered. HBFC will not be responsible for postal delays. Documents sent by e-mail will not be accepted. Ad-agency failing to provide the requested information will be disregarded. HBFC reserves all rights to disqualify any applicant at any stage if found blacklisted/ineligible on account of corrupt and fraudulent practices by any government organization, delayed application submission, false information and in any other activity against the board.
7. The advertising agencies will be hired on the panel of HBFC for a period of two years.
8. During contract period, prequalified agencies will work with HBFC as per the rules/policies formulated by Press Information Department (PID).
9. For technical queries related to pre-qualification contact:

Iqra Habib

Corporate Communication

secretary.513209@hbfc.com.pk

03072512865

021-35641711-15 Ext.735



House Building Finance Company

1. BRIEF INTRODUCTION:

HBFC stands as a cornerstone in Pakistan's financial history. Since its inception in 1952, under the sponsorship of the Government of Pakistan, HBFC has been at the forefront of empowering individuals to achieve their dream of homeownership.

As one of Pakistan's oldest and most prominent organizations, HBFC has been serving many generations of Pakistanis since country's inception and is an integral part of our national heritage.

HBFC was founded on a simple yet profound idea – to be a national institution serving the financial needs of the people of Pakistan, helping them realize their dream of homeownership. In 1952, HBFC opened its doors, providing home financing that empowered families to construct or purchase their homes.

As the oldest specialized housing finance institution, HBFC's identity is intertwined with the country's history and heritage. Throughout the years, the institution has stood the test of time, making substantial economic contributions through housing finance. We have turned the dream of owning a home into a reality for countless families, leading to enhanced financial security, improved living standards, and greater social inclusion.

2. SCOPE OF SERVICES

- a) Develop advertising strategies for enhancing corporate Image/publicity of HBFC.
- b) Provide media plans at print electronic, outdoor, PR and digital media.
- c) Develop concepts/ designing of artworks/production of videos, TVCs/DVCs, reports, newsletter etc.
- d) Place HBFC's advertisements at print/electronic/outdoor and digital media as and when required.
- e) Manage Company's branding activities.
- f) Manage Company's social media and community.
- g) Manage Company's internal events.
- h) Provide media advisory, recommendations and public relations activities etc.
- i) Printing of marketing material as and when required to ensure consistency in branding.
- j) Any other assignment related to ATL, BTL, Digital or PR.

3. REQUIREMENTS OF APPLICANTS:

- a) A registered agency with FBR, PID, APNS and PBA.
- b) The agency must have NTN and registered with income tax department as well as must be on Active Tax payer list on FBR portal.
- c) The agency must not be suspended at APNS or PBA.
- d) Agency must submit an affidavit on Stamp Paper indicating that it has not been blacklisted by any Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government.
- e) All agencies will have to submit the document as mentioned in prequalification document/form.
- f) Agencies with incomplete documents shall not be considered for further processing.



House Building Finance Company

4. SELECTION PROCEDURE:

Phase-I:

- (a) Application submission with all necessary documents
- (b) Profile evaluation of 55 Marks as per criteria defined in this document
- (c) Visit/Meeting with agency

Phase-II:

- (a) Presentation on given topic by HBFC
- (b) Evaluation as per the evaluation criteria for 45 marks (in the presentation round)
- (c) Combined evaluation of Phase-I and Phase-II for 100 marks
- (d) Submission of evaluation to PID
- (e) Issuance of letter to Prequalified agencies (after receiving official letter from PID Headquarters)

5. SELECTION CRITERIA

All applications will be evaluated as per the evaluation criteria which is split into following two phases:

- Phase – I
- Phase – II

Advertising Agencies will be evaluated in two phases. There shall be total 100 marks (phase 1= 55, phase 2 = 45 marks). In first phase, evaluation marks will be allocated for 5 categories. Each category has specific marks. Bidders with complete documents (as list mentioned above) will only be considered for evaluation for Phase-I.

Agencies with minimum 35 Marks out of 55 shall be called for presentation of Phase-II. Phase-II is a presentation stage having maximum 45 marks. Minimum 65 aggregate marks out of 100 (Phase- I + Phase-II) shall be considered for prequalification. The agencies securing highest marks will be considered for final selection.

(i) Phase-I Evaluation Criteria (55 marks)

- Company Experience (20 marks)
- Clientage details (10 marks)
- Human resource (10 marks)
- Financial health (10 marks)
- Office location (05 marks)

- **Company Advertising Experience (Marks Allocated 20)**

Proven experience in advertising mediums as mentioned in scope of work. 02 marks for each year will be



House Building Finance Company

allotted up to maximum 20 marks. Experience certificate mentioning the number of years at its letter head will be provided by the participating agency. The experience will be considered from the date of registration of NTN (National Tax Number) in advertising agency category.

- **Clientage Details (Marks Allocated 10)**

All bidders shall provide portfolio of their public sector and private sector clients separately. One mark will be allocated to each active client up to maximum 10 clients. The client must be a public sector entity, a multinational or national brand with good reputation. Participating agency must provide the list of its clients on company letterhead.

- **Personnel Experience and Qualification (Marks Allocated 10)**

The participant agency should have sufficient human resource to handle HBFC ATL, BTL, digital and requirements. The human resource may be considered only in the category of media planning, creative and client service. Each employee with minimum 5 years advertising experience will get 01 mark. (up to 10 employees maximum). Participant agency must provide a certificate of the list of such employees with type/no. of year experience, qualification on company letter head at minimum requirement mentioned above.

- **Financial Health (Marks Allocated 10)**

01 Mark will be allocated to each and up to two million turn over (for last one year) up to maximum 10 marks. Bidder must provide statement of annual turnover for last one year (01 July 2022 to 30 June 2023) on company

letter head. The turn over shall be evaluated based on tax filing with FBR. Bidder will have to submit tax filing certificate from 01 July 2022 to 30 June 2023 along with bank statement for the same period.

- **Office Locations (Marks Allocated 05)**

The agency having office in Karachi will get 02 marks. While 02 marks for Lahore office and 01 mark for Islamabad office.



House Building Finance Company

(ii) Phase-II Evaluation Criteria (45 marks)

Bidders will present their proposals for Phase-II technical evaluation. Marks allocation is defined below. Agencies will be required to present campaigns on the following topics:

Campaign I – 74 Years Legacy of HBFC		
Serial	Campaign Details	Marks
1	Campaign type: Corporate & Brand Awareness campaign Objective: Incorporate HBFC's Mission, Vision, and core values into communication campaigns as HBFC's role in making housing finance more accessible and supporting financial inclusion across Pakistan. Mediums: ATL, BTL, Digital, PR Target Market: The target market will include resident and non-resident Pakistanis representing salaried, SEB & SEP	Max 22 marks A) Research (0-7 marks) (A) Concept (0-10 marks) (B) Media selection and placement (0-5)

Campaign II – Fast, Easy and Reliable HBFC Home Loans		
Serial	Campaign Details	Marks
2	Campaign type: Product Awareness Objective: Create the hype of HBFC Housing Finance Scheme to be launched. Mediums: ATL, BTL, Digital, PR Target Market: The target market will include resident and non-resident Pakistanis representing salaried, SEB & SEP	Max 23 marks B) Research (0-8 marks) (C) Concept (0-10 marks) (D) Media selection and placement (0-5)



House Building Finance Company

Prequalification Form for Advertising Agency

Advertising Agency Name: _____

S. No.	Category	Quantity	Remarks
1	Advertising experience as per NTN registration		
2	No. of clients		
3	No. of personnel		
4	Annual turnover		
5	Locations of main office and branch offices (City names only)		

Documents Attached:

S. No.	Document	Yes	No	Remarks
1	NTN and Active Income tax payer list document			
2	FBR document mentioning turnover 01 July 2022 to 30 June 2023			
3	PID registration certificate			
4	APNS active member certificate			
5	PBA active member certificate			
6	Experience Letter (company letterhead)			
7	Clientage list (on Company letterhead)			
8	Name and designation wise manpower detail (regular/permanent) on company's letterhead			
9	Bank statement 01 July 2022 to 30 June 2023			
10	Affidavit on stamp paper that agency has no litigation or case against PPIB in any court			
11	Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government			
12	Any Other Detail			

Full Name:	
Designation	
CNIC#	
Phone/Fax#	
Address	
Date	
Email	
Mobile#	

Official Stamp and Signatures of Ad. Agency