

Standard Bidding Document

Appointment/Prequalification of Advertising Agencies for HBFC 2026-2028 (Consultancy Services)

National

Single Stage-One Envelope



September 18, 2026

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Table of Contents

Instructions to Applicants	3
Framework Data Sheet	17
Framework Data Sheet (FDS)	18
Framework Items / Lots	22
Eligibility & Qualification Criteria	23
Evaluation Criteria	25
Call-Off / Secondary Procurement Procedure	25
Brief Description	25
Advertising Agency Name:	31
Same information is uploaded on Annexure I and II which needs to be submitted with the proposal.	
Annexure	35
Technical evaluation details and scoring	36
Contact person	36
Annexure II - Checklist to be filled with sign and stamp	36
Procurement Forms	37
Additional Forms and Documents	40

INVITATION FOR PREQUALIFICATION FOR OPEN FRAMEWORK AGREEMENT

PROCUREMENT OF CONSULTANCY SERVICES

1. The **House Building Finance Company (HBFC) (House Building Finance Company (HBFC))** has sufficient / has received / intends to apply for funds from **Non-ADP** and intends to apply part of such funds toward payments under the Framework Agreement for **Appointment/Prequalification of Advertising Agencies for HBFC 2026-2028** having reference number **FFW9910**.
2. The **House Building Finance Company (HBFC) (House Building Finance Company (HBFC))** intends to prequalify suppliers for subsequent Invitation to Bid(s) and to sign a Open Framework Agreement with the successful bidder(s) following completion of the bidding process.
3. The objective of the intended Open Framework Agreement is the on-demand supply of **Appointment/Prequalification of Advertising Agencies for HBFC 2026-2028** through subsequent Call-Off Contract(s) during the Framework Agreement period. The purpose of this Prequalification Notice is to provide basic information to enable potential applicants to decide whether to respond to this Prequalification Notice.
4. Only the prequalified applicants shall be entitled to participate in the subsequent procurement proceedings. It is expected that Invitations to Bid will be issued to the Prequalified Applicants in **Monday, October 5, 2026**. The Open Framework Agreement is expected to be signed with the successful bidder(s) in **Wednesday, November 11, 2026** for a period of **24 Months**.
5. The Prequalification process is open to all **National** Applicants subject to fulfilling the eligibility requirements specified in the Prequalification Documents. Interested Applicants may obtain further information from **House Building Finance Company (HBFC) (House Building Finance Company (HBFC))** through **EPADS v2.0** during office hours. A complete set of Prequalification Documents may be accessed by interested Applicants through **EPADS v2.0** at **<https://epads.gov.pk/opportunities/federal/framework-agreements/9910>**.

6. The application, prepared in accordance with the instructions contained in the Prequalification Documents, must be submitted through **EPADS v2.0** on or before **Monday, October 5, 2026 11:00 AM**. Applications will be opened electronically through **EPADS v2.0** on the same day at **Monday, October 5, 2026 11:30 AM**. Manual submission of applications shall not be entertained.

7. Vendors who have not yet registered on **EPADS v2.0** may complete their registration at <https://vendors.epads.gov.pk/>. Guidance regarding registration and bid submission is available on the portal.

In terms of Rule 48 of Public Procurement Rules, 2004, the Grievance Redressal Committee (GRC) has been notified for the subject procurement. The notification is available on the Procuring Agency's website and on PPRA's website.

House Building Finance Company (HBFC) (House Building Finance Company (HBFC))

Asstt. Procurement

3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi., Saddar Sub-Division, Karachi South (District), Karachi (Division), Sindh (Province).

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Instructions to Applicants

A. General

1. Scope of Application

1.1. In connection with the **“Invitation for Prequalification”**, the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods and Related Services incidental thereto as specified in Section VII (Schedule of Requirements).

2. Source of Funds

2.1. Source of funds is same as referred in Invitation for Prequalification.

3. Fraud and Corruption

3.1. The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.

3.2. The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, sub-consultants, service providers, suppliers, and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Call-off Contract performance (in the case of award of a Call-off Contract), and to have them audited by auditors appointed by the Procuring Agency.

3.3. Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.

3.4. Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.

3.5. Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.

4. Eligible Applicants

4.1. An Applicant may be a private entity, a state-owned enterprise or institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture (JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent.

In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Call-off Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.

In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Call-off Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.

The JV shall nominate a Representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.

4.2. An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected.

4.3. An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint venture or as a sub-contractor among them for the same contract. However, if prequalified only one prequalified Applicant will be allowed to bid for the same contract. All Bids submitted in violation of this provision will be rejected.

4.4. Applicants shall be considered to have a conflict of interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent Framework Agreement(s) or Call-off Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who:

4.4.1. are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Call-off Contract and/or the Prequalification or Bid evaluation process of such Contract; or

4.4.2. would be involved in the implementation or supervision of such Framework Agreement or Call-off Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process during the execution of the Framework Agreement and/or Call-off Contract.

4.5. An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Call-off Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA's website.

4.6. An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.

5. Eligibility (in terms of Nationality)

5.1. Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.

B. Contents of the Prequalification Documents

6. Sections of Prequalification Documents

6.1. This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.

PART 1 Prequalification Procedures

6.2. Section I - Instructions to Applicants (ITA)

6.3. Section II - Prequalification Data Sheet (PDS)

6.4. Section III - Qualification Criteria and Requirements

6.5. Section IV - Application Forms

6.6. Section V - Eligible Countries

6.7. Section VI - Fraud and Corruption

PART 2 Supply Requirements

6.8. Section VII - Schedule of Requirements

6.9. The Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly through ePADS shall prevail.

6.10. The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.

7. Clarification of Prequalification Documents and Pre-Application Meeting

7.1. An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing through ePADS. The Procuring Agency will respond in writing through ePADS to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants through ePADS who have obtained the Prequalification Documents from ePADS, including a description of the inquiry but without identifying its source. If so indicated in the PDS, the Procuring Agency shall also promptly publish its response through ePADS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so in accordance with the provisions of ITA 16.2.

7.2. If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a pre-Application meeting through online platform / ePADS as per date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.

7.3. Minutes of the Pre-Application meeting, if applicable, including the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly through ePADS to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8 and through ePADS. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.

8. Amendment of Prequalification Documents

8.1. At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum through ePADS.

8.2. Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing through ePADS to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page and ePADS.

Provided that an Applicant who had already submitted their Applications prior to the issuance of any such addendum shall have the right to withdraw his already submitted Application and submit the revised Application prior to the original or extended Application submission deadline through ePADS.

8.3. To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 16.2:

Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.

C. Preparation of Applications

9. Cost of Applications

9.1. The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.

10. Language of Application

10.1. The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the Procuring Agency, shall be written in the language specified in the PDS. Supporting documents and printed literature that are part of the Application may be in

another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS, in which case, for purposes of interpretation of the Application, the translation shall govern.

11. Documents Comprising the Application

11.1. The Application shall comprise the following:

11.1.1. **Application Submission Letter**, in accordance with ITA 12.1;

11.1.2. **Eligibility**: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1;

11.1.3. **Qualifications**: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and

11.1.4. any other document required as specified in the PDS.

12. Application Submission Letter

12.1. The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.

13. Documents Establishing the Eligibility of the Applicant

13.1. To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).

14. Documents Establishing the Qualifications of the Applicant

14.1. To establish its qualifications to perform the contract(s) in accordance with Section III (**Qualification Criteria and Requirements**), the Applicant shall provide the information requested in the corresponding Information Sheets included in **Section IV (Application Forms)**.

14.2. Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:

14.2.1. for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted).

14.2.2. value of single contract - Exchange rate prevailing on the date of the contract.

14.3. Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency.

14.4. The documentary evidence of the Applicant's qualifications to conclude a Framework Agreement, and/or to perform any Call-off Contract(s) if awarded, shall establish to the Procuring Agency's satisfaction:

14.4.1. that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer's Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency's Country;

14.4.2. that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the call off contract) represented by an Agent in the country, equipped and able to carry out the Supplier's maintenance, repair, and spare parts stocking obligations in respect of the Goods.

D. Submission of Applications

15. Submission of the Applications through ePADS

15.1. The Bidder shall prepare and submit Bid with due diligence after carefully reading all the terms and condition before submission through ePADS in accordance with the procedures specified in the PDS.

15.2. In case the Applicant is a JV, the Application shall submit an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories.

16. Deadline for Submission of Applications

16.1. Applicants shall be submitted through ePADS no later than the deadline indicated in the PDS.

16.2. If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.

16.3. The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement) through ePADS.

17. Opening of Applications

17.1. The Procuring Agency shall open all Applications on the date and time specified in the PDS through ePADS. Late Applications shall be treated in accordance with ITA 16.1.

E. Procedures for Evaluation of Applications

18. Confidentiality

18.1. Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance

with ITA 26 through ePADS.

18.2. From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 26, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing through ePADS.

19. Clarification of Applications

19.1. To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing through ePADS.

19.2. If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.

20. Responsiveness of Applications

20.1. The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 19.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.

21. Margin of Preference

21.1. Unless otherwise specified in the PDS, a margin of preference shall not apply in the Bidding process resulting from this Prequalification.

22. Sub-contractors

22.1. Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into

account the qualification and experience of the Subcontractor) should meet the qualification criteria.

F. Evaluation of Applications and Prequalification of Applicants

23. Evaluation of Applications

23.1. The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 25.

23.2. Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services.

23.3. In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III.

23.4. Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant's subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.

24. Procuring Agency's Right to Accept or Reject Applications

24.1. The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without

thereby incurring any liability to the Applicants. However, the procuring agency shall record its reasons and justifications on ePADS, duly approved by the Principal Accounting Officer or Head of Organization.

25. Prequalification of Applicants

25.1. All Applicants whose Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency.

25.2. An Applicant may be “conditionally prequalified,” that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency.

25.3. Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.

26. Notification of Prequalification

26.1. The Procuring Agency shall notify all Applicants in writing through ePADS indicating the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately through ePADS.

26.2. The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them through ePADS.

27. Request for Bids

27.1. Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified through ePADS.

28. Changes in Qualifications of Applicants

28.1. Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 25 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if:

28.1.1. a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members;

28.1.2. as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or

28.1.3. in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition.

28.2. Any such change should be submitted to the Procuring Agency before the date of "Invitation to Bids".

29. Redressal of Grievances

29.1. Procuring agency shall constitute a Grievance Redressal Committee (GRC) and proceed in accordance with the procedure and mechanism defined under Rule-65 of Public Procurement Rules, 2025.

29.2. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending on the nature of the procurement.

30. Mechanism of Blacklisting

30.1. The procuring agency shall initiate blacklisting or debarment proceedings against any bidder, supplier or contractor in accordance with the mechanism prescribed under Rule-25 of Public Procurement Rules, 2025 read with "Mechanism for Blacklisting Regulations, 2024".



Framework Data Sheet

Framework Data Sheet (FDS)

The following specific data for the Framework Agreement shall complement, supplement, or amend the provisions in the Instructions to Applicants/Bidders (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

FDS Clause Number

ITB Number

Amendments of, and Supplements to, Clauses in the Instructions to Applicants/Bidders

A. General

FDS Clause Number 1

ITB Number 1.1

Identification Number of the Framework Agreement: **FFW9910**

The Procuring Agency is: **House Building Finance Company (HBFC) (House Building Finance Company (HBFC))**

Framework Agreement Title: **Appointment/Prequalification of Advertising Agencies for HBFC 2026-2028**

FDS Clause Number 2

ITB Number 2.1

The name of Procuring Agency is: **House Building Finance Company (HBFC) (House Building Finance Company (HBFC))**

The name of Framework Agreement is: **Appointment/Prequalification of Advertising Agencies for HBFC 2026-2028**

FDS Clause Number 3

ITB Number 2.2

Participating / Authorized Procuring Agencies under this Framework Agreement:

FDS Clause Number 4

ITB Number 3.1

Framework Type: **Open Framework Agreement**

FDS Clause Number 5

ITB Number 4.1

Framework Duration: **24 Months**

Commencement Date: **Wednesday, November 11, 2026**

Expiry Date: **Expired after the framework duration of 24 months from the award date.**

FDS Clause Number 6

ITB Number 5.1

A list of debarred firms and individuals is available on PPRA website:
<https://ppra.gov.pk>

B. Contents of the Framework Document

FDS Clause Number 7

ITB Number 7.1

For clarification, the Applicant shall seek clarifications through: **EPADS v2.0**

FDS Clause Number 8

ITB Number 7.1 & 8.2

Information related to the Framework Agreement shall be published on: **EPADS v2.0**

FDS Clause Number 9

ITB Number 7.2

Pre-Bid Meeting: **Clarification Date: Tuesday, September 29, 2026**

C. Preparation of Applications / Bids

FDS Clause Number 10

ITB Number 10.1

This Framework Agreement Document has been issued in the language:
English

FDS Clause Number 11

ITB Number 11.1(d)

Additional documents to be submitted through **EPADS v2.0**:
No

FDS Clause Number 12

ITB Number 14.2

Source for determining exchange rates: **Not Applicable**

E. Submission of Applications / Bids

FDS Clause Number 18

ITB Number 16.1

Deadline for Bid Submission:

Day: **Monday**

Date: **Monday, October 5, 2026**

Time: **11:00 AM**

FDS Clause Number 19

ITB Number 17.1

Opening of Bids shall be conducted through: **EPADS v2.0**

Day: **Monday**

Date: **Monday, October 5, 2026**

Time: **11:30 AM**

Virtual participation link: **<https://vendors.epads.gov.pk/>**

F. Evaluation and Award

FDS Clause Number 20

ITB Number 21.1

Margin of Domestic Preference: **Not Applicable**

FDS Clause Number 21

ITB Number 22.1

Framework Award Basis: **Quality Based Selection (QBS)**

FDS Clause Number 22

ITB Number 23.1

Suppliers admitted to the Framework Agreement shall not be guaranteed any minimum quantity, value, or volume of business unless otherwise stated in the Framework Agreement.

FDS Clause Number 23

ITB Number 29.1

Framework-related complaints / grievances shall be submitted in writing through: **EPADS v2.0**

A complaint may challenge:

- The terms of the Framework Agreement Documents
- The Procuring Agency's evaluation decision
- The Procuring Agency's Framework Award decision



Framework Items / Lots

Lot Title : Appointment / Prequalification of Advertising Agencies (2026-2028)

Position	Delivery Schedule	Quantity
ATL, BTL, Advertising Services & Event Management	Address: 3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi., Saddar Sub-Division, Karachi South (District), Karachi (Division), Sindh (Province). Schedule: November 11, 2026 (Tentative) Quantity: 50/job	50
Digital Media & Social Media Management	Address: 3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi., Saddar Sub-Division, Karachi South (District), Karachi (Division), Sindh (Province). Schedule: November 11, 2026 (Tentative) Quantity: 50/job	50
Creative Designing & Video Production	Address: 3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi., Saddar Sub-Division, Karachi South (District), Karachi (Division), Sindh (Province). Schedule: November 11, 2026 (Tentative) Quantity: 100/job	100

Position	Delivery Schedule	Quantity
Public Relations (PR) & Media Advisory	Address: 3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi., Saddar Sub-Division, Karachi South (District), Karachi (Division), Sindh (Province). Schedule: November 11, 2026 (Tentative) Quantity: 50/job	50
Print Media	Address: 3rd Floor, Finance & Trade Center, Shahrah-e-Faisal, Karachi., Saddar Sub-Division, Karachi South (District), Karachi (Division), Sindh (Province). Schedule: November 11, 2026 (Tentative) Quantity: 100/job	100

Eligibility & Qualification Criteria

Bidder's Type	Required Registration
---------------	-----------------------

Sole Proprietorship	FBR (NTN)
Partnership Firm	FBR (GSTN)
Company (Private Limited)	
Company (Public Limited)	
Company (Holding Company)	
Company (Limited by Guarantee)	

Eligibility Criteria	Document
PID registration certificate	Yes
APNS active member certificate	Yes
PBA active member certificate	Yes
Name and designation wise manpower detail (regular/permanent) on company's letterhead.	Yes
Bank statement of Last three years	Yes
Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government	Yes
Experience Letter (company letterhead)	Yes
Clientage list (on Company letterhead)	Yes
Affidavit on stamp paper that agency has no litigation or case against HBFC and PID in any court	Yes
Audited Financial statement for last 3 years	Yes

Evaluation Criteria

Quality Based Selection (QBS)

Technical Marks	100
Passing Marks	65
Technical Evaluation Criteria- Phase I (Detail description of technical requirements and scoring are attached in Annexure-I)	
Phase I (Qualitative)(Doc Required)	55
Technical Evaluation Criteria- Phase II (Detail description of technical requirements and scoring are attached in Annexure-I)	
Phase II (Quantitative)(Doc Required)	45

Call-Off / Secondary Procurement Procedure

Brief Description

Annexure I

1. SELECTION CRITERIA

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

Phase - I (55 marks, minimum 35 required to qualify for Phase-II)

- Phase – II (45 marks)
- Minimum Aggregate Marks (Phase I + Phase II) required to Qualify
- The agencies securing highest marks will be considered for final selection.

1. **SELECTION PROCEDURE:**

Phase-I:

1. Application submission with all necessary documents
2. Profile evaluation of 55 Marks as per criteria defined in this document
3. Visit/Meeting with agency

Phase-II:

1. Presentation on given topic by HBFC
2. Evaluation as per the evaluation criteria for 45 marks (in the presentation round)
3. Combined evaluation of Phase-I and Phase-II for 100 marks
4. Submission of evaluation to PID
5. Issuance of letter to Prequalified agencies (after receiving official letter from PID Headquarters)

1.

Phase-I Evaluation Criteria (55 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 allotted up to maximum 20 marks. Experience certificate mentioning the number of years on company's 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 of 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 Strength (Marks Allocated 10)**

Bidder must provide audited statement of annual turnover for last three years.

Range of Annual Turnover	Scoring
More Than PKR 1 Billion	10 marks
Between PKR 501 million to 1 Billion	7 marks
Between PKR 201 million to 500 million	4 marks
Between PKR 101 million to 200 million	2 marks

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

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

2. 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 - Financial
Inclusion Through
Housing Finance**

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, Self Employed Businessmen & Self-Employed Professionals.	Max 22 marks -2.1. Research (0-7 marks) -2.1. Concept (0-10 marks) -2.2. Media selection and placement (0-5)

**Campaign II - Mortgage
Solution That Take You
Home**

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, Self Employed Businessmen & Self-Employed Professionals.	Max 23 marks -5.1. Research (0-8 marks) -5.1. Concept (0-10 marks) -5.2. Media selection and placement (0-5)

Annexure II

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)		

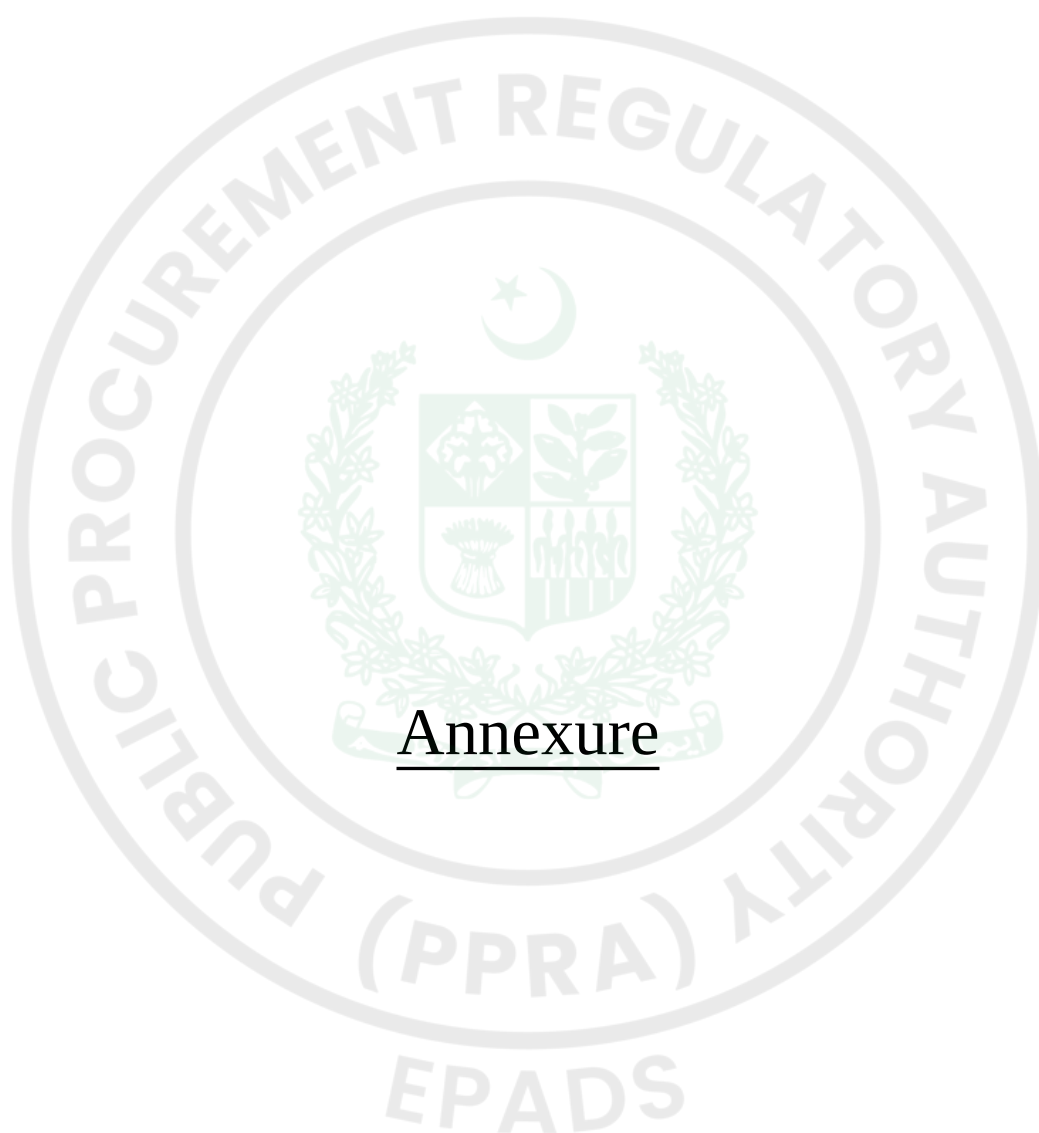
Documents to be Attached Online (EPADS) with proposal :

S. No.	Document	Yes	No	Remarks
- 16.1.	NTN and Active Income tax payer list document			
- 16.1.	PID registration certificate			
- 16.1.	APNS active member certificate			
- 16.1.	PBA active member certificate			
- 16.1.	Experience Letter (company letterhead)			
- 16.1.	Clientage list (on Company letterhead)			

- 21.1. 16.1.	Name and designation wise manpower detail (regular/permanent) on company's letterhead			
- 21.1.	Bank statement of Last Three years			
- 21.1.	Affidavit on Rs. 200 stamp paper that agency has no litigation or case against HBFC and PID in any court			
- 21.1.	Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government			
- 21.1.	Any Other Detail			

Same information is uploaded on Annexure I and II which needs to be submitted with the proposal.





Annexure

Technical evaluation details and scoring

Information (Read-Only)

See Form Under Additional Forms and Documents: **Technical evaluation details and scoring** (page number: 41)

Contact person

Information (Read-Only)

See Form Under Additional Forms and Documents: **Contact person** (page number: 44)

Annexure II - Checklist to be filled with sign and stamp

All the document as per attached Annexure-II must be submitted on EPADS for evaluation.

Technical Submission (Vendor)

Document Required

See Form Under Additional Forms and Documents: **Annexure II - Checklist to be filled with sign and stamp** (page number: 45)



Procurement Forms







Additional Forms and Documents

Annexure I**1. SELECTION CRITERIA**

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

- Phase – I (55 marks, minimum 35 required to qualify for Phase-II)
- Phase – II (45 marks)
- Minimum Aggregate Marks (Phase I + Phase II) required to Qualify
- The agencies securing highest marks will be considered for final selection.

2. 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)



(i) Phase-I Evaluation Criteria (55 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 allotted up to maximum 20 marks. Experience certificate mentioning the number of years on company's 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 of 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 Strength (Marks Allocated 10)

Bidder must provide audited statement of annual turnover for last three years.

Range of Annual Turnover	Scoring
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Between PKR 101 million to 200 million	2 marks

• Office Locations (Marks Allocated 05)

The agency having office in Karachi will secure 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 – Financial Inclusion Through Housing Finance		
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, Self Employed Businessmen & Self-Employed Professionals.	Max 22 marks A) Research (0-7 marks) (A) Concept (0-10 marks) (B) Media selection and placement (0-5)

Campaign II – Mortgage Solution That Take You Home		
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, Self Employed Businessmen & Self-Employed Professionals.	Max 23 marks B) Research (0-8 marks) (C) Concept (0-10 marks) (D) Media selection and placement (0-5)

Technical Contact

For technical scope queries related to pre-qualification contact:

Iqra Habib

Corporate Communication

secretary.513209@hbfc.com.pk

Phone no: 021-35641711-15 Ext: 735

Mobile no: 0307-2512865

For EPADS related queries contact:

Maryam Rasheed

Procurement Executive

procurement.8213@hbfc.com.pk

Phone no: 021-35641711-15 Ext: 755

Mobile no: 0303-7643944 / 0317-2772501

Annexure II

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 to be Attached Online (EPADS) with proposal :

S. No.	Document	Yes	No	Remarks
1.	NTN and Active Income tax payer list document			
2.	PID registration certificate			
3.	APNS active member certificate			
4.	PBA active member certificate			
5.	Experience Letter (company letterhead)			
6.	Clientage list (on Company letterhead)			
7.	Name and designation wise manpower detail (regular/permanent) on company's letterhead			
8.	Bank statement of Last Three years			
9.	Affidavit on Rs. 200 stamp paper that agency has no litigation or case against HBFC and PID in any court			
10.	Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government			
11.	Any Other Detail			