

## **REQUEST FOR QUOTATION (RFQ) FOR CABLE TV ADVERTISEMENT IN LAHORE AND SARGODHA**

Punjab Industrial Estates Development and Management Company (PIEDMC) was established by The Govt. of Punjab with Public Private Partnership to facilitate industrial growth of Punjab. PIEDMC is engaged in developing Industrial Estates all across Punjab. PIEDMC is planning to release Cable TV advertisement in below mentioned cities for which quotations are required from eligible media houses.

### **Scope of Work:**

1. Ad will be released in Lahore on following cable networks:
  - a. Areeb 2
  - b. KBC
  - c. Tri Star Cable
  - d. Max-2
  - e. Wateen Multimedia Pvt. Ltd.
2. Ad will be released in Sargodha on following cable networks:
  - a. Ikram Brothers Cable
  - b. Garrison Cable
  - c. SS Cable
3. Cable TV ad be released on 2 CD channel + scroll.
4. Duration: 01 Month.
5. RODP Spots: 24 Spots Per Day
6. Wateen Multimedia Pvt. Ltd. & Areeb 2 RODP Spots: 12 Spots Per Day
7. Advertisement length: 01 min
8. Advertisement length for Wateen Multimedia Pvt. Ltd & Areeb 2: 30 Seconds

### **Terms and Conditions:**

1. Mode of Payment (Payments will be made through cross cheque):
  - a. 100% on Completion
2. Tax Deduction etc.:
  - a. As per prevailing tax laws.
3. Completion Time:
  - a. Immediately after the date of work order.

### **Evaluation & Award of Contract:**

1. Evaluation will be carried out on Least Cost Method as per PPRA Rules.
  - a. Media House / Advertising Companies should be an active tax payer.
  - b. Media House / Advertising Companies should be in business for not less than 3 years.
  - c. Media House / Advertising Companies should be registered with the income tax / sale tax departments.
  - d. Documentary evidence is mandatory without which your firm are liable to disqualification.
2. The Quotation in prescribed manner should reach the undersigned not later **19th June 2020** at **10:30am** and quotations will be opened on same day at **11:00am**.

**Amina Faisal**  
General Manager (Business Development)