

**REQUEST FOR QUOTATION (RFQ) FOR CABLE TV AD IN VEHARI,  
KHANEWAL, MAILSI AND BUREWALA**

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 various cities of Punjab for which quotations are required from eligible media houses.

**Scope of Work:**

1. Ad will be released in following cities of Punjab:
2. Vehari (Zeep Cable, Nordic Cable)
3. Burewala (Ali City Cable)
4. Mailsi (Khan Cable)
5. Khanewal (New Star Cable, B4U Cable, Star Cable)
  
6. Cable TV ad be released on 2 CD channel
7. Duration: 01 Month.
8. RODP Spots: 24 Spots Per Day
9. Advertisement length: 01 min

**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 than **19th November 2020 at 1200 hrs** and quotations will be opened on same day at **1230 hrs**.

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