

## **PROPOSALS FOR PREQUALIFICATION**

### **Pre-qualification of ad-agencies for PIA Below The Line (BTL) advertising Projects** **(REF: GMCM/Brand/BTL Ad-agencies/02/22)**

Pakistan International Airlines Company Limited, the national flag carrier, invites proposals from advertising agencies & Vendors/firms / companies registered with Income Tax and Sales Tax Departments and who are on Active Taxpayers List of the Federal Board of Revenue for Pre-qualification of ad-agencies for PIA Below The Line (BTL) advertising Projects.

Prequalification documents, containing detailed terms and conditions are available at **www.piac.com.pk**. Price of the prequalification documents is **PKR 10,000** non-refundable (to be submitted through a pay order in the name of PIACL along with the proposal).

The proposals, prepared in accordance with the instructions provided in the prequalification documents, must reach at **Iftikhar M. Usmani, GM Contract Management, Supply Chain Management Department, PIA Head Office, Karachi** on or before **21-03-2022** at **1030 Hrs PST**. Proposals will be opened the same day at **1100 Hrs PST**. This advertisement is also available on PPRA website at **www.ppra.org.pk**.

PIACL reserves the right to reject any or all bids or cancel the tender process at any stage in line with PPRA rules.

GM Contract Management  
Supply Chain Management Department,  
PIA Head Office, Karachi.  
Ph: 021 9904 4216, 9904 3081  
E- mail: gm.cm@piac.aero,  
contract.administration@piac.aero

(REF: GMCM/Brand/BTL Ad-agencies/02/22)

## **PAKISTAN INTERNATIONAL AIRLINES**

**Prequalification of  
BTL (Below The Line)  
Advertising Agencies**

**2022-23**

**Prequalification of ad-agencies for PIA**  
**Below The Line (BTL) advertising Projects**

**A) Submission and preparation of proposal**

Pakistan International Airlines invites the proposals from advertising agencies for Below The Line (BTL) advertising projects.

1. The interested bidders/agencies may submit their profiles addressed to General Manager Contract Management, Supply Chain Management Building PIA Head Office JIAP, Karachi latest by **21-03-2022 till 10:30 Hrs.** The tenders may be dropped in the tender box marked as **“Tender Box Commercial Purchases”** placed at the entrance of the PIA Supply Chain Management latest by **10:30 hours** on the specified date. You may also send your tenders through registered A/D mail addressed to GM Contact Management, which must reach before the closing date and time mentioned above. Tenders will be opened at **11:00** hours on the same day in the presence of tenderers.
2. The proposal submitted shall comprise of a single envelop, marked as prequalification of BTL advertising agency 2022-2023.
3. All agencies are required to submit the profile of the company with documents as mentioned in prequalification form at the end of the document. Terms of reference (TORs) can be downloaded from PPRA & PIA website before the closing date and time mentioned above.
4. **All bidders/agencies are required to submit a Pay Order of Rs.10,000/- (Non-refundable) as tender fees along with the Proposal, in favor of M/S PAKISTAN INTERNATIONAL AIRLINES.**
5. Proposals received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays. The decision of General Manager Contract Management in this respect shall be final and binding. Documents sent by e-mail will not be accepted.
6. **Prequalification period will be for (02) two years.**
7. Prequalified agencies will work with PIA as per rules formulated by PPRA and PIA.

Yours truly,

**GM Contract Management**  
**Supply Chain Management**  
**PIA Head Office, Karachi**  
**Tel: 021 - 9904 3181, 9904 3081**  
**Email: gm.cm@piac.aero**  
**contract.administration@piac.aero**

**Introduction**

Pakistan International Airlines is required the services of NTN and Sales tax registered ad-agencies for marketing and advertising of PIA products and service at Below The Line Mediums like outdoor, malls, events management, sponsorships, direct marketing etc.

### Scope of Services

- i. To develop BTL marketing strategy and placement plan
- ii. Services of concepts development and designing of artworks
- iii. Designing of classified/tender ads
- iv. To advertise and market PIA products and services at outdoor mediums like Out of Home (OOH), Billboards, airports areas, digital platforms and all relevant markets
- v. Developing strategy for trade marketing and branding including PIA travel agent
- vi. Conducting surveys and branding of PIA offices at all PIA network.
- vii. Managing PIA organized or sponsored events at different locations within or out of Pakistan.
- viii. Activation as advised by PIA Brand Team
- ix. Any other assignments related to BTL mediums

### Selection Procedure:

1. Application submission with all necessary documents
2. Technical evaluation as per the Evaluation Criteria
3. Meeting with applicants (if necessary)
4. Response to queries from bidders if any
5. Selection of successful vendors
6. Issuance of Pre-qualification letter
7. Signing of Formal Contract

### Requirement

8. Must be have NTN and sales tax number
9. Must have experience in BTL projects
10. Must have Multinational/local clients
11. Must have sufficient Human Resource
12. Must have sufficient funds
13. Must have no-litigation history

### Selection Criteria:

The Participants will be evaluated from 5 categories for total 50 evaluation marks. Each category has specific marks as mentioned below. A minimum of 33 total marks will be required to enlist as BTL agency of PIA (included 40% marks to be obtained in each category) .

All applications will be evaluated as per the Evaluation Criteria in following categories and phases:

- Company Experience (10 marks)
- Clientage details (10 marks)
- Human resource (10 marks)
- Financial health (10 marks)
- Litigation history (10 marks)

#### 1. Company Experience

**(Marks Allocated 10)**

Proven experience in the fields of below the line advertising mediums as mentioned in scope of work. 01 mark for each year will be allotted up to maximum 10 marks. Experience certificate mentioning the number of years will be provided by the participant at its letter head. The experience will be considered from the date of registration of NTN (National Tax Number).

**2. Personnel Experience Qualification****(Marks allocated 10)**

The participant agency should have minimum human resource to handle PIA BTL projects. Each employee of Managerial level for minimum 5 year BTL advertising experience will get 01 mark up to maximum 10 marks (up to 10 employees Maximum). Participant will provide a certificate of List of employs with type/no. of year experience on company letter head. Further service and NIC card of each employee must be submitted with letter.

**3. Clientage Details****(Marks allocated 10)**

All bidders will have to provide their portfolio of multinational or local clients in last 10 years maximum. 01 Marks will be allocated to each client upto 07 marks. 01 mark will be allocated for one airline client upto maximum 03 participating agency will provide the list of its clients on company letterhead and also provide the letter/contract/Pos from each client.

**4. Financial Health****(Marks allocated 10)**

01 Mark will be allocated to and up to one million turnover (for last one year) up to maximum 10 marks. Bidder must provide statement of annual turnover for last one year (June 01, 2020 to June 01, 2021) along with certificate of filing of income tax and sales. Bidder will have to submit the bank statement from 01 June 2020 to 01 June 2021.

**5. Litigation History****(Marks allocated 10)**

Agency will be evaluated with its litigation history with any Firm/Airline current & pending on similar service. One mark will be deducted upto maximum five marks for any current or historical case with any firm/airline (vice versa). Agency is required to submit the case history at its letter head. Otherwise PIA has right to disqualify or terminate the contract if PIA finds any litigation case of the agency, during or later on at any stage.

**Other Terms and conditions**

- Agencies will have to submit the prequalification form given at the end of the document.
- All agencies will have to submit the document as mentioned in prequalification form.
- Agencies with incomplete documents will not be considered for further prequalification process.
- Ad-agency failing to provide the required information will be disregarded. PIA has complete right to disqualify any applicant at any stage if it is being found as blacklisted, delayed application submission, false information and in any other activity against the corporation.
- Vendors who qualify in the above pre-qualification process shall work through email process for further BTL projects.

**Prequalification Form for BTL Agency**

Agency Name : \_\_\_\_\_

Sr.No	Criteria	Total	Remarks
1	Total company experience		
2	Number of clients		
3	Total Personnel and their working experience of each employee		
4	Total Financial turnover from last one year (PKR).		
5	Total Litigation History/Cases		

**Documents attached:**

Sr.No	Document	Yes	No	Remarks
1	Prequalification Form			
2	Pay order PKR 10,000 as tender fee			
3	NTN and Sales Tax certificate			
4	Experience Letter (company letter head )			
5	CNICs of the company head and employees (copies)			
6	Human resource details (Company letterhead)			
7	Annual Turnover for last one year.			
8	Bank statement for last 1 year			
9	Litigation history (Company letterhead)			

Any other Detail: \_\_\_\_\_

Name in full \_\_\_\_\_ Designation \_\_\_\_\_

CNIC \_\_\_\_\_ Phone / Fax # \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Email: \_\_\_\_\_ Mob. \_\_\_\_\_