

**Pre-qualification of Advertising Agencies**

**for**

**Digital Media Marketing Services**

**Proposal No. HBFC/HOK/GSD/2020/1336**

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## Invitation to Proposal

### **Pre-qualification of Advertising Agencies for ATL, BTL & Digital Media Marketing Services**

House Building Finance Company (HBFC), country's premier housing finance institution, providing affordable housing solutions to the low and middle income groups of the population invites proposals from interested advertising agencies for the following categories. Interested agencies may participate in any or both categories mentioned as follows:

Category	Description
Category 1	Pre-qualification of Advertising Agencies for Above the Line (ATL) & Below The Line (BTL) Advertising/Marketing Services
Category 2	Pre-qualification of Advertising Agencies for Digital Media Marketing Services

Separate proposal for both categories shall be submitted. Proposals will be evaluated separately as per Public Procurement Rules - 2004. Pre-qualification Document containing detailed scope of work and evaluation criteria etc. may be obtained (free of cost) from the office of undersigned upon submission of written request on company letter head or may also be downloaded from HBFC website i.e. [www.hbfc.com.pk](http://www.hbfc.com.pk)

Pre-qualification Documents along with profiles of interested advertising agencies prepared in accordance with the instructions given in document must reach at address given below on or before **September 15, 2020 at 11:00 am**. Proposals will be opened the same day at **11:30 am** in the presence of interested advertising agencies or their representatives (who choose to attend) at the address given below. Late/ incomplete/ conditional proposals will not be entertained.

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

**Head, General Services Department  
House Building Finance Company Limited  
3rd Floor, FTC Building, Shahrah-e-Faisal, Karachi  
Tel: 021-35641752**

## General Conditions

### 1. Scope of Bid

House Building Finance Company Limited (HBFC) requires the services of Advertising Agencies for ATL, BTL & Digital Media Marketing Services to create brand awareness, strengthen its corporate identity & employer brand and market its products and services. HBFC invites sealed proposal for Pre-qualification of Advertising Agencies in two separate categories. Interested agencies may participate in any or both categories. The evaluation will be carried out separately for each category. Interested advertising agencies are required to submit the form attached as **Annexure - A** and submit mandatory documents required as in **Annexure - B**.

### 2. Cost for preparation and submission of Proposal

The agency will bear all costs associated with the preparation and submission of its proposal and HBFC will in no case be responsible or liable for those costs.

## Proposal Documents

### 3. Contents of Proposal Documents

Agencies are expected to examine all instructions, forms, terms, specifications, and other information in the Proposal Documents. Failure to furnish all information required by the Proposal Documents or submission of a proposal not substantially responsive to the Proposal Documents in every respect will be at the agency risk and may result in the rejection of its proposal.

## Submission of Proposal

### 4. Deadline for Submission of Proposal

- i. Proposal must be received at the address specified in Data Sheet not later than the time and date specified there in.
- ii. HBFC may extend the deadline for submission of proposal by issuing an amendment, in which case all rights and obligations of the Company and the agencies previously subject to the original deadline will then be subject to the new deadline.

### 5. Late Proposal

Any Proposal received by the Company after the deadline will be returned unopened to the agency.

## Proposal Opening and Evaluation

### 6. Proposal Opening

HBFC will open all proposals, in public, in the presence of agencies' representatives who choose to attend, at the time, on the date and at the place specified in the Data Sheet. Agencies' representatives will sign an attendance sheet as proof of their attendance.

## Award Criteria

### 7. Award Criteria

Contract will be awarded to the qualified advertising agencies and a contract agreement will be signed between the agency/agencies and HBFC. Assignments will be given to the agencies based on assigned category. Decision taken by HBFC will be binding on all agencies.

### **8. Company's Right to Reject All the Proposals**

The Company reserves the right to annul the process and reject proposals at any time prior to award of contract as per PPRA Rules.

### **9. Disqualification**

Agency will be considered disqualified prior/during evaluation process or after award of the contract/agreement if the agency;

- a. Is blacklisted by HBFC or any other organization.
- b. At any stage, is found maligning the image of HBFC or any of its constituents.
- c. Previous performance is found unsatisfactory during verification process of the client list
- d. Is suspended by All Pakistan Newspaper Society (APNS), and/or Pakistan Broadcasters Association (PBA), and/or Associated Press of Pakistan and/or Pakistan Advertising Association (PAA) in the last 01 year. (Attach - APNS and PBA certificate for non-suspension) where applies.
- e. Has provided misleading information or forged documents at any stage of the process.

## Data Sheet

The following specific data for services to be acquired will complement, supplement or amend the provisions in the Instructions. Whenever there is a conflict, the provisions herein will prevail.

S#	Details
	<p>Pre-qualification of Advertising Agencies <b>HBFC/HOK/GSD/2020/1336</b></p>
	<p><b><u>Contact Information and Communication</u></b>            The contact detail for all correspondence in relation to this Pre-qualification is as follows:            Name: Asad Baber Khan            Designation: Manager Procurement - GSD            Email: asad.baber@hbfc.com.pk            Address: House Building Finance Company Limited, Head Office, 3rd Floor, Finance &amp; Trade Centre, Shahrah-e-Faisal, Karachi.            Phone: +92 21 35641752</p> <p><b><u>Technical Contact:</u></b>            Name: Syeda Zauwia Riaz            Designation: Manager - Corporate Communication, Business &amp; Operations Group            Email: zauwia.riaz@hbfc.com.pk            Address: House Building Finance Company Limited, Head Office, 3rd Floor, Finance &amp; Trade Centre, Shahrah-e-Faisal, Karachi.            Phone: +92 21 35631748   +92 21 35641711-15, Ext. 778</p>
	<p><b><u>Address for Submission of Proposals</u></b>            The Company's address for the purpose of proposal submission is:            Head of General Services Department,            House Building Finance Company Limited,            3rd Floor, Finance and Trade Centre,            Shahrah-e-Faisal, Karachi, Pakistan            Telephone No: 021- 35641752</p>
	<p><b><u>Deadline for Submission of Proposals</u></b>            The deadline for submission of Proposal / profiles will be <b>September 15, 2020 at 11:00am</b>. Proposals will be opened on <b>September 15, 2020 at 11:30 am</b> at the following address:            House Building Finance Company Limited,            3rd. Floor, Finance and Trade Centre,            Shahrah-e-Faisal, Karachi –Pakistan.</p>

**Proposal for Category 1**

**Pre-qualification of Advertising Agencies**

**for**

**Above the Line (ATL) & Below the Line (BTL) Advertising/Marketing  
Services**

**Proposal No. HBFC/HOK/GSD/2020/1336**



**Scope of Work**

**Above the Line (ATL) & Below the Line (BTL) Services**

The advertising agencies selected/empanelled shall provide the following services as required by HBFC as and when required:

1. To develop advertising strategies for enhancing corporate image of HBFC.
2. To provide media plans at electronic and print media.
3. To develop concepts/designing of artworks/production of videos, TVCs, radio ads and TV telops.
4. To complete production of TV commercials, and Audio (voiceover) for Radio and various campaigns.
5. To place HBFC advertisements at print and electronic media.
6. To Suggest and execute new ideas to enhance branch visibility.
7. To develop BTL marketing strategy and placement plan for HBFC.
8. To provide services of concept development & designing of artwork.
9. To develop ideas for effective marketing and branding of HBFC and its products.
10. To brand our existing and new products via designing attractive campaigns, point of sales (POS), including but not limited to banners, standees, backdrops, diaries, calendars, branded souvenirs/giveaways, and other branding and marketing material, as and when required, across HBFC network, tender notices, expression of interest (EOI), notices of hiring/job opportunity ads, and procuring goods, office equipment, supplies, spaces etc. and other office procurements.
11. To arrange designing and printing of material with artwork that will include Annual Reports/Quarterly Reports.
12. To maintain and manage PR of the company.
13. Any other assignments related to ATL and BTL mediums.

**Note:** Initial contract will be made for 02 years. However, if required, it will be extended / renewed up to maximum 3-6 months on mutual understanding and after obtaining NOC from Press Information Department (PID) on same terms and conditions.

**Eligibility Criteria for Category 1**

**(ATL & BTL Services)**

Selection process comprises of three phases:

**Phase I - Initial Screening:**

The agency must qualify Initial Screening (Phase – I) to proceed to next phases. Agencies are required to fulfill mandatory requirements and provide hard copies of required list of documents cited in **Annexure – A**. Furthermore, agencies are also required to provide information in Pre-qualification Form i.e., **Annexure - B**

**Phase II - Eligibility Criteria Rating Mark Sheet: (25 marks):**

The agency must qualify in Eligibility Criteria Rating Mark Sheet by securing at least 15 marks out of 25 to proceed to Phase III. Eligibility Criteria for qualifying Phase II of the process is attached at Annexure - C.

Note: All agencies will be required to provide their portfolio of multinational or local clients in last 5-10 years for ATL & BTL (Annexure C). Provide the required information on company letter head and also provide the copy of contract agreement and point of contact of each client.

**Phase III – Presentation: (75 marks):**

Advertising agencies qualifying in Phase II will be required to deliver a 30-min. presentation. Presentations will be evaluated by a selection committee, which includes three panelists:

- Panelist 1 - HBFC representative (25 marks)
- Panelist 2 - PID representative (25 marks)
- Panelist 3 - Independent Media Expert (25 marks)

Agency must qualify in the presentation phase by securing at least 45 marks out of 75 marks.

**Presentation Guidelines**

Presentations should include the following:

- Brief Introduction of the Agency:** Each agency should provide a brief introduction of itself including; name, official address, operations across the country, number of current clients, and expertise of notable team members, preferably in a tabular format.
- Previous Campaigns:** Each agency will be required to quote at least 3 campaigns along with samples of artwork, TVC, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions) other than HBFC, in their presentations. Additionally agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.
- Marketing & Communications Plan:** Each agency will be required to present annual Marketing & Communications Plan to enhance HBFC's corporate image/brand equity, developed specifically keeping in consideration HBFC's target market and products. Marketing & Communications plan should include a comprehensive ATL, BTL plan for HBFC.

Note: Presentations need to be submitted in hard and soft copies. Hard copies need to be submitted a day before the presentation date and soft copies need to be submitted on the day of presentation.

Maximum 02 advertising agencies with highest marks (not less than 60 marks out of 100) in both phases (II & Phase III) will be selected as qualified ad-agencies for ATL, BTL Services on HBFC panel. The number of agencies may vary as per requirement of HBFC and PID.

**Mandatory Requirements/List of Documents to be attached**

Agencies meeting the below mentioned requirements will qualify for Phase - II of evaluation. Non-compliance to any of the given field(s) will result in disqualification of the agency for further processing for Phase - II.

S. #	Particulars	Evidence Attached		Evidence Attached at Appendix
		Yes	No	
1.	Profile Document of Agency			
2.	GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents			
3.	Copy of accreditation certificate from All Pakistan Newspaper Society (APNS) for ATL Services.			
4.	Copy of Non-suspension certificate from All Pakistan Newspaper Society (APNS) and Pakistan Broadcast Association (PBA) for ATL Services.			
5.	Registration of All Pakistan Newspapers Society (APNS), Pakistan Broadcast Association (PBA) and Pakistan Advertising Association (PAA)			
6.	Certificate to the effect that the agency is not involved in litigation with any department.			
7.	Copy of Registration Certificate with SECP			
8.	Affidavit on Stamp paper of Rs.200/- stating that agency/service provider is not Blacklisted/Defaulter by any organization			
9.	Financial Soundness Proof (Bank Reference or Bank Statement or Audited Report / Accounts)			

**Prequalification Form  
Phase - I**

General Information							
Domain Applied For (Please Tick): <input type="checkbox"/> ATL & BTL Services							
Name of Agency							
Abbreviated Name				Company's Date of Formation			
National Tax Number				Sales Tax Registration Number			
Number of Employees (Experienced Professionals Statements)				Number of Registered Offices			
<b>Legal Status</b>	Private Limited		Sole Proprietor		Joint Venture		Partnership
Head Office Address							
City				Phone			
Email Address				Website			
Regional Office Address							
City				Phone			
Fax Number							
Financial Worth of the Agency							
Net Worth (2019)							
Turnover (2019)							
Last 3 Years of Company's Profit/Loss (Please provide 3 years Audited)	2019						
	2018						
	2017						

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	
Fax		Other details	

Note: all the fields are mandatory. Incomplete information may lead to rejection of proposal.

**Prior experience of working with HBFC:**

Yes  NO  (Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed:

Name:

For and on behalf of  
(Name of Applicant Firm)

**Eligibility Criteria (Phase- II)**  
**For Category 1 (ATL & BTL Services)**

S.No.	Descriptions	Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attach Evidence as Appendix
1.	Company has been in existence since years	6		6 marks for above 10 years	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	
				3 marks for 5-10 years		
				2 marks for less than 5 years		
2.	Number of Financial Institutions worked with	6		6 marks for above 3	Attach client list and documentary evidence	
				3 marks for 1-3 years		
				0 marks for No Experience		
3.	Expertise of ATL & BTL Campaigns (Years)	7		7 marks for above 10 years	Attach certificate/photographs and any other documentary evidence	
				5 marks for 5-10 years		
				3 marks for 1-5 years		
4.	Client Details/ Portfolio	6		6 marks for above 10 Clients	Provide portfolio of clients. Complete Details of Campaigns need to be provided including samples of artwork, TVC's, print ads etc.	
				4 marks for 5-10 Clients		
				2 marks for less than 5 Clients		
<b>Total Marks</b>		<b>25</b>	<b>0</b>	<b>Qualified/Disqualified</b>		

**Affidavit / Declaration**

(As Required by the State Bank of Pakistan through BPRD Circular No.13, Dated December, 11, 2014)  
(To be printed on Rs.200/- Stamp Paper)

I, \_\_\_\_\_ S/o \_\_\_\_\_, \_\_\_\_\_ Proprietor/Authorized Representative/Partner/Director of M/s \_\_\_\_\_, having NTN # \_\_\_\_\_, holding CNIC # \_\_\_\_\_, hereby state on solemn affirmation as under:

1. That the above named firm/company has not been adjudged an insolvent from any Court of law.
2. That no execution of decree or order of any Court remains unsatisfied against the firm/company.
3. That the above named firm/company has not been compounded with its creditors.
4. That my/our firm/company has not been convicted of a financial crime.

That whatever stated above is true and correct as to the best of my knowledge and belief.

City:  
Dated:

DEPONENT

**(PROPRIETOR / REPRESENTATIVE)/DIRECTOR**

I solemnly affirmed and stated by the above named deponent, personally, before me, on this Day of \_\_\_\_\_, 2020 who has been identified as per his/her CNIC.

**COMMISSIONER FOR TAKING AFFIDAVIT**



**Submission Form**  
(To be printed on bidder's letterhead)

To

Date: \_\_\_\_\_

The Head General Services Department,  
House Building Finance Company Limited,  
3rd Floor, Finance & Trade Centre,  
Shahrah-e-Faisal,  
Karachi, Pakistan.

Dear Sir,

Having examined the pre-qualification document, the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide advertising services and deliver the required item or services in conformity with the said document as may be ascertained in accordance with the pre-qualification proposal.

We undertake, if our proposal is accepted, to deliver the services in accordance with the scope of work specified in this document.

If the proposal is accepted then until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award of contract shall constitute a binding contract between us.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2020\_\_.

[Seal & signature]      [In the capacity of]

**Proposal for Category 2**

**Pre-qualification of Advertising Agencies**

**for**

**Digital Media Marketing Services**

**Proposal No. HBFC/HOK/GSD/2020/1336**

**Scope of Work**  
**Digital Media Marketing Services**

The advertising agencies selected/empanelled shall provide the following services as required by HBFC as and when required:

1. Manage, monitor and moderate HBFC's social media platforms and to further uplift the image and brand of HBFC through community building on social media. Social media platforms include Facebook, Twitter, YouTube, Instagram and LinkedIn, which will follow a social media strategy developed and mutually agreed upon by HBFC and the Agency.
2. Social media marketing to promote HBFC employer brand, products and Services through creative content (original and sourced), videos, in line with the housing finance industry practices and trends.
3. Community building and social marketing by maintaining positive image of HBFC through active promotion of the corporate brand, culture, CSR activities, achievements, and stories of/from HBFC, and regular engagement on all social media platforms.
4. Digital PR and Crises Communications to manage the digital community through posts, responses, online press releases, blogs, digital placements, media monitoring and event activations (in consultation with HBFC).
5. Monthly reporting of data analytics of each of the social media platforms to note trends, popular content and performance in general.
6. Agency will develop a monthly work plan for a period of two years in consultation with HBFC to be approved and implemented for each month, based on the scope of work and deliverables (to be defined and agreed upon by both parties post pre-qualification).
7. Any other assignment related to digital marketing.

**Note:** Initial contract will remain for 02 years. However, if required, it will be extended / renewed up to maximum 3-6 months on mutual understanding and after obtaining NOC from Press Information Department (PID) on same terms and conditions.

**Eligibility Criteria for Category 2**  
**(Digital Media Marketing Services)**

Selection process comprises of three phases:

**Phase I - Initial Screening**

The agency must qualify Initial Screening (Phase – I) to proceed to next phases. Agencies are required to fulfill mandatory requirements and provide hard copies of required list of documents cited in **Annexure – A**. Furthermore, agencies are also required to provide information in Pre-qualification Form i.e., **Annexure - B**

**Phase II - Eligibility Criteria Rating Mark Sheet: (25 marks)**

The agency must qualify in Eligibility Criteria Rating Mark Sheet by securing at least 15 marks out of 25 to proceed to Phase III. Eligibility Criteria for qualifying Phase II of the process is attached at Annexure - C.

Note: All agencies will be required to provide their portfolio of multinational or local clients in last 5-10 years for Digital Media Marketing Services (Annexure C). Provide the required information on company letter head and also provide the copy of contract agreement and point of contact of each client.

**Phase III – Presentation: (75 marks)**

The agency qualifying in Phase II will be required to deliver a 30-min. presentation. Presentations will be evaluated by a selection committee, which includes three panelists:

- Panelist 1 - HBFC representative (25 marks)
- Panelist 2 - PID representative (25 marks)
- Panelist 3 - Independent Media Expert (25 marks)

Agency must qualify in the presentation phase by securing at least 45 marks out of 75 marks.

**Presentation Guidelines**

Presentations should include the following:

- a. **Brief Introduction of the Agency:** Each agency should provide a brief introduction of itself including; name, official address, operations across the country, number of current clients, and expertise of notable team members, preferably in a tabular format.
- b. **Previous Campaigns:** Each agency will be required to quote at least 3 campaigns along with samples of artwork, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions) other than HBFC, in their presentations. Additionally agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.

- c. **Marketing & Communications Plan:** Each agency will be required to present annual Marketing & Communications Plan to enhance HBFC's corporate image/brand equity, developed specifically keeping in consideration HBFC's target market and products. Marketing & Communications plan should include a comprehensive Digital Media Marketing plan for HBFC.

Note: Presentations need to be submitted in hard and soft copies. Hard copies need to be submitted a day before the presentation date and soft copies need to be submitted on the day of presentation.

Maximum 02 advertising agencies with highest marks (not less than 60 marks out of 100) in both phases (II & Phase III) will be selected as qualified ad-agencies for Digital Media Marketing Services on HBFC panel. The number of agencies may vary as per requirement of HBFC and PID.

**Mandatory Requirements/List of Documents to be attached**

Agencies meeting the below mentioned requirements will qualify for Phase - II of evaluation. Non-compliance to any of the given field(s) will result in disqualification of the agency for further processing for Phase - II.

S. #	Particulars	Evidence Attached		Evidence Attached at Appendix
		Yes	No	
1.	Profile Document of Agency			
2.	GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents			
3.	Copy of Registration Certificate with SECP			
4.	Affidavit on Stamp paper of Rs.200/- stating that agency/service provider is not Blacklisted/Defaulter by any organization			
5.	Financial Soundness Proof (Bank Reference or Bank Statement or Audited Report / Accounts)			

**Prequalification Form  
Phase - I**

General Information							
Domain Applied For (Please Tick): <input type="checkbox"/> Digital Media Marketing Services							
Name of Agency							
Abbreviated Name		Company's Date of Formation					
National Tax Number		Sales Tax Registration Number					
Number of Employees (Experienced Professionals Statements)		Number of Registered Offices					
<b>Legal Status</b>	Private Limited		Sole Proprietor		Joint Venture		Partnership
Head Office Address							
City		Phone					
Email Address		Website					
Regional Office Address							
City		Phone					
Fax Number							
Financial Worth of the Agency							
Net Worth (2019)							
Turnover (2019)							
Last 3 Years of Company's Profit/Loss (Please provide 3 years Audited)	2019						
	2018						
	2017						

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	
Fax		Other details	

Note: all the fields are mandatory. Incomplete information may lead to rejection of proposal.

**Prior experience of working with HBFC:**

Yes

NO

(Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed:

Name:

For and on behalf of  
(Name of Applicant Firm)



**Eligibility Criteria (Phase- II)**  
**For Category 2 (Digital Media Marketing Services)**

S. No.	Descriptions	Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attach Evidence as Appendix
1.	Company has been in existence since years	6		6 marks for above 10 years	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	
				3 marks for 5-10 years		
				2 marks for less than 5 years		
2.	Number of Financial Institutions worked with	6		6 marks for above 3 years	Attach client list and documentary evidence	
				3 marks for 1-3 years		
				0 marks for No Experience		
3.	Expertise of Digital Marketing Campaigns (Years)	7		7 marks for above 10 years	Attach certificate/photographs and any other documentary evidence	
				5 marks for 5-10 years		
				3 marks for 1-5 years		
4.	Client Details/ Portfolio	6		6 marks for above 10 Clients	Provide portfolio of clients. Complete Details of Campaigns need to be provided including samples of artwork, TVC's, print ads etc.	
				4 marks for 5-10 Clients		
				2 marks for less than 5 Clients		
<b>Total Marks</b>		<b>25</b>	<b>0</b>	<b>Qualified/Disqualified</b>		

**Affidavit / Declaration**

(As Required by the State Bank of Pakistan through BPRD Circular No.13, Dated December, 11, 2014)  
(To be printed on Rs.200/- Stamp Paper)

I, \_\_\_\_\_ S/o \_\_\_\_\_, \_\_\_\_\_ Proprietor/Authorized Representative/Partner/Director of M/s \_\_\_\_\_, having NTN # \_\_\_\_\_, holding CNIC # \_\_\_\_\_, hereby state on solemn affirmation as under:

1. That the above named firm/company has not been adjudged an insolvent from any Court of law.
2. That no execution of decree or order of any Court remains unsatisfied against the firm/company.
3. That the above named firm/company has not been compounded with its creditors.
4. That my/our firm/company has not been convicted of a financial crime.

That whatever stated above is true and correct as to the best of my knowledge and belief.

City:  
Dated:

DEPONENT

**(PROPRIETOR / REPRESENTATIVE)/DIRECTOR**

I solemnly affirmed and stated by the above named deponent, personally, before me, on this Day of \_\_\_\_\_, 2020 who has been identified as per his/her CNIC.

**COMMISSIONER FOR TAKING AFFIDAVIT**

**Submission Form**  
(To be printed on bidder's letterhead)

To

Date: \_\_\_\_\_

The Head General Services Department,  
House Building Finance Company Limited,  
3rd Floor, Finance & Trade Centre,  
Shahrah-e-Faisal,  
Karachi, Pakistan.

Dear Sir,

Having examined the pre-qualification document, the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide advertising services and deliver the required item or services in conformity with the said document as may be ascertained in accordance with the pre-qualification proposal.

We undertake, if our proposal is accepted, to deliver the services in accordance with the scope of work specified in this document.

If the proposal is accepted then until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award of contract shall constitute a binding contract between us.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2020\_\_.

[Seal & signature]      [In the capacity of]