



Tender Fee: Free of Cost

Bidding Document

**Tender for Hiring of Online Real Estate / Property Portal Services
for
HBFC Digital Marketing**

Bid No. HBFC/HOK/GSD/2021/1554



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Bid No. HBFC/HOK/GSD/2021/1554

June 04, 2021

Invitation for Bids (IFB)

Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC Digital Marketing

House Building Finance Company Limited (HBFC) is country's premier housing finance institution, providing affordable solutions, particularly to the low and middle income groups of the population. HBFC invites sealed bids from renowned real estate marketing companies to provide online property portal services for HBFC digital marketing.

Bids will be evaluated in terms of Rule 36 (b) of Public Procurement Rules-2004 i.e., "Single stage-two envelope procedure". Bidding documents containing detailed scope of work and evaluation criteria etc. can be downloaded from HBFC website i.e., www.hbfc.com.pk This IFB is also available at PPRA website www.ppra.org.pk.

Bids prepared in accordance with the instructions in the bidding documents containing Technical and Financial Proposals, must reach at address given below on or before **June 24, 2021 at 11:00 am**. Technical Proposals will be opened on same day at **11:30 am** in the presence of bidders, representatives (who choose to attend) at the address given below. Bidders will be required to submit Bid Security @5% along with their bid in shape of Pay Order / Demand Draft in favor of HBFC. Late/ incomplete/ conditional bids will not be entertained.

HBFC reserves the right to accept or reject any or all bids 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: 021-35641739/52



General

1. Scope of Bid

House Building Finance Company Limited (HBFC) is country's premier housing finance institution, providing affordable housing finance solutions, particularly to the low and middle income groups of the population. HBFC invites sealed bids from renowned real estate marketing companies to provide online property portal services for HBFC digital marketing. The bidding process is open to all bidders who meet the eligibility criteria. Scope of work is attached at **Annexure A**.

Bidder/Firm, who is black listed by any government organization will not be eligible to participate in the bidding/procurement process.

2. Cost of Bidding

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

Bidding Documents

3. Contents of Bidding Documents

Bidders are expected to examine all instructions, forms, terms, specifications, and other information in the bidding documents. Failure to furnish all information required by the Bidding Documents or submission of a bid not substantially responsive to the Bidding Documents in every respect will be at the Bidder's risk and may result in the rejection of its bid.

4. Amendment of Bidding Documents

i. At any time prior to the deadline for submission of bids, HBFC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, amend the Bidding Documents.

ii. Amendments will be provided in the form of Addenda to the bidding documents, which will be sent in writing to all prospective Bidders that received the bidding documents from the Company. Addenda will be binding on Bidders. Bidders are required to immediately acknowledge receipt of any such Addenda. It will be assumed that the Bidder in its bid will have taken the amendments contained in such Addenda into account.

iii. In order to offer prospective Bidders reasonable time to consider the amendment in preparing their bids, the Company may, at its discretion, extend the deadline for the submission of bids consistent with provision of Rule 27 of PPRA-2004.

Preparation of Bids

5. Bid Prices

The contract will be for providing real estate marketing and online property portal services for HBFC digital marketing to HBFC as per the Scope of Work. The firms / companies shall provide competitive quotes as prescribed in the Financial Proposal format, accordingly. All bids will be quoted in Pak Rupee. Bids in any other currency will be rejected. The price quoted would be inclusive of all taxes levied by the local Authority/ Provincial Government/ Federal Government at the time of submission of bids. Any subsequent change in applicable direct/ indirect taxes/ duties levied by the government will accordingly be adjusted.

Submission of Bids

6. Deadline for Submission of Bids

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

7. Late Bid

Any Bid received by the Company after the deadline will be returned unopened to the Bidder.

Bids Opening and Evaluation

8. Bid Opening

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

9. Correction of Errors

HBFC for any arithmetic errors will check bids determined to be substantially responsive. HBFC, on the following basis will rectify arithmetical errors:

If there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price will prevail, and the total price will be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail. The amount stated in the Bid will be adjusted by the Company in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, will be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount, the Bid will be rejected, and the Bid Security may be forfeited.

10. Evaluation and Selection of Bids

The bids will be evaluated in terms of Rule 36-(b) of PPRA Rules. i.e., Single Stage - Two Envelope procedure. Bids will be evaluated in detail as per **Annexure – C of Technical Proposal**. Bidders must ensure to comply all the fields given in **Annexure – C**. If a bidder is unable to comply in any of the given field, their proposal will be disqualified for further processing. The Financial Proposal of technically compliant firm will only be opened.

11. Client References

The bidder must mention the names and contact details of at least two (2) client references on prescribed format at Annexure D who shall be able to provide information about services rendered by the firm.

12. Bid Security

Bidders will be required to submit Bid Security @5% along with their bid in shape of Pay Order / Demand Draft in favor of HBFC. No bid will be considered as valid unless the Bid Security accompanies it. No interest will be payable by the HBFC on this deposit. Bid Security will be refundable on completion of bidding process or the award of contract to the successful bidder.



Award Criteria

13. Award Criteria

The contract will be awarded to the most advantageous bidder whose bid has been found technically compliant and financially lowest as per PPRA rules.

14. Company's Right to Reject All the Bids

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

15. Payment

Payments will be made by HBFC on quarterly basis upon submission of invoice(s) with applicable tax breakup along with quarterly performance analysis. No Advance Payment / Mobilization Advance will be paid before the completion of the project(s).

16. Code of Conduct

It is the Company's policy to require that Consultant/ Service Providers, Suppliers, and Contractor under Company-financed contracts, observe the highest standard of ethics during the procurement and execution of such contracts. Under Rule 19 of PPRA-2004, the Company can blacklist bidders found to be indulging in corrupt or fraudulent practices. Such barring action will be duly publicized and communicated to the PPRA.

17. Integrity Pact

Pursuant to Rule 7 of PPRA-2004, bidders will be required to sign an Integrity Pact in accordance with prescribed format attached at **Annexure - E**.

18. Overriding Effect of PPRA-2004

Wherever, in conflict with these documents the stipulation of PPRA-2004 will prevail.

Bid Data Sheet

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

Instructions to Bidders (ITB)	
S#	Details
1.	Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC Digital Marketing Ref No. HBFC/HOK/GSD/2021/1554
2.	<p><u>Contact Information and Communication</u> The contact detail for all correspondence in relation to this bid is as follows:</p> <p>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 & Trade Centre, Shahrah-e-Faisal, Karachi. Phone: +92 21 35641752, +92 21 35641711-15, Ext: 752</p> <p>Name: Syeda Zauwia Riaz Designation: Manager Corporate Communication Business & Operations Group Email: zauwia.riaz@hbfc.com.pk Address: House Building Finance Company Limited, Head Office, 3rd Floor, Finance & Trade Centre, Shahrah-e-Faisal, Karachi. Phone: +92 21 35631748, +92 21 35641711-15, Ext: 778</p>
3.	Bidder/Firm, who is black listed by any government organization will not be eligible to participate in the bidding/procurement process.
4.	The bids will be evaluated in terms of Rule 36-(b) of PPRA Rules. i.e., Single Stage - Two Envelope procedure. Bids will be evaluated in detail as per Annexure – C of Technical Proposal . Bidders must ensure to comply all the fields given in Annexure – A and Annexure – C . If a Bidder is unable to comply in any of the given field, the proposal will be disqualified for further processing. The financial proposal of technically compliant firm will only be opened.
5.	The period of Bid validity will be 90 (Ninety) days after opening of the Bids.
6.	Bidders will be required to submit Bid Security @5% along with their bid in shape of Pay Order / Demand Draft in favor of HBFC. No bid will be considered as valid unless the Bid Security accompanies it. No interest will be payable by the HBFC on this deposit. Bid Security will be refundable on completion of bidding process or the award of contract to the successful bidder.
7.	<p>The Company's address for the purpose of bid submission is:</p> <p style="text-align: center;">Head - General Services Department, House Building Finance Company Limited, 3rd Floor, Finance and Trade Centre, Shahrah-e-Faisal, Karachi, Pakistan Telephone No: 021- 35641739/52</p>



House Building Finance Company

8	<p>The deadline for submission of bids will be June 24, 2021 at 11:00 am. Technical Proposals will be opened on same day at 11:30 am at the following address:</p> <p>House Building Finance Company Limited, 3rd. Floor, Finance and Trade Centre, Shahrah-e-Faisal, Karachi -Pakistan.</p>
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Scope of Work

**Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC
Digital Marketing**

The Firm shall be required to provide Online Property Portal services for digital marketing of HBFC products. The need of requirement(s) may change as the case may be on the discretion of HBFC. Initially, contract will be awarded for one (01) year and after successful performance of the firm, contract may be extended further up to two (02) years with an increase @10% per annum.

The successful firm/company shall provide the following services as and when required (but not limited to):

1. Offer country wide visibility of HBFC's products on its dedicated website.
2. Set up a dedicated Profile Page for HBFC containing all its products and their details.
3. Place HBFC's digital videos as part of YouTube Ad Campaign to engage targeted audience through this digital platform (*HBFC will provide the advertisement content*).
4. Generate potential online leads through traffic inflows on digital platforms i.e. Facebook and Firm's own website.
5. Place and publish HBFC advertisements on Firm's website for promotion as per HBFC's discretion.
6. Broadcast HBFC's latest happenings and highlights in monthly e-newspaper to its subscribers.
7. Set and initiate marketing campaigns on digital platforms like Facebook and Google (*Google display campaign and Facebook sponsored campaign*) specifically to targeted audience.
8. Build brand awareness and provide relevant information about HBFC to stakeholders through blog published on their dedicated property portal.
9. Offer national visibility to HBFC's products in different nationwide events held during the contract period.
10. Advertise HBFC Loan Calculator against property listings on their Website and Mobile Application(s)
11. Provide a performance analysis on quarterly basis.



Technical Proposal

**Tender for Hiring of Online Real Estate / Property Portal Services
for
HBFC Digital Marketing**

Bid No. HBFC/HOK/GSD/2021/1554



Bid Form

(To be printed on bidder's letterhead)

To:

Dated:

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

Technical Proposal

**Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC
Digital Marketing**

Dear Sir,

Having examined the bidding documents, the receipt of which is hereby duly acknowledged, we the undersigned, offer to supply and deliver the required item or services in conformity with the said bidding documents as may be ascertained in accordance with the Technical Proposal and Schedule of Prices attached herewith and made part of this Bid.

We undertake, if our Bid is accepted, to deliver the services in accordance with the schedule specified in the Technical Requirements and Specifications.

We agree to abide by this Bid for a period of 90 (Ninety Days) from the date fixed for Bid opening and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

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

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this _____ day of _____ 2021

[Seal & signature] [In the capacity of]
Duly authorized to sign Bid for and on behalf of _____

Compliance Based Evaluation / Eligibility Criteria

**Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC
Digital Marketing**

S. No.	Criteria	Compliance		Evidence Provided		Attach Evidences as Under
		Yes	No	Yes	No	
1.	Firm must be a registered Tax Payer for at least three (03) years and must appear on the Active Taxpayer List. Please provide valid / verifiable documentary proof.					Appendix - A
2.	Firm must be registered in Securities and Exchange Commission of Pakistan (SECP). Please provide verifiable evidence.					Appendix - B
3.	Firm must have completed at least three (03) projects of similar nature as provided in Scope of Work (Annexure - A) preferably for the banking & financial sector or with organizations of similar scale during last three (03) years. Please provide verifiable documentary proof along with contact details of clients and testimonials.					Appendix - C
4.	Firm must quote for entire Scope of Work as given in Annexure - A.					Appendix - D
5.	Firm must have a dedicated online property /real estate portal. Please provide verifiable evidence.					Appendix - E
6.	Firm must have an office in any of the major cities of Pakistan i.e., Karachi, Lahore or Islamabad. Please attach verifiable evidence.					Appendix - F
7.	Organization/bidder must submit an affidavit on a Rs.200/- stamp paper that they have not been blacklisted or debarred by any organization.					Appendix - G

Note:

- i. Bids will be evaluated in terms of Rule 36-(b) of PPRA Rules. i.e., Single Stage - Two Envelope procedure.
- ii. The Firm must ensure to comply all the fields given here above.
- iii. If, in any case, a Firm is unable to comply in any of the given fields in Scope of Work (Annexure – A) and Evaluation / Eligibility Criteria (Annexure – C), their proposal will not be considered for further processing.
- iv. The financial proposal of only technically compliant firm will be opened.
- v. The Firm must place their provided evidences as Appendix (clearly marked).
- vi. Contract will be awarded to the successful bidder for a period of one (01) year (can be extended further up to two (02) years as mentioned in Scope of Work at Annexure – A) whose bid has been found technically and financially compliant and emerged as the most advantageous bid.
- vii. During the evaluation no amendments by the bidder in the proposal will be permitted; however, HBFC may seek clarification.
- viii. The bid security of bids of unsuccessful bidders will be returned once the contract is awarded to the successful / most advantageous bidder.



- ix. A Contract Agreement shall be signed between HBFC and successful firm which may be extended further upto two (02) years upon mutual agreement as the case may be.



Client References

Reference One (1)	
Client Name	
Contact Person with email	
Address and Contact Number	
Industry	
Any Comments	
Reference Two (2)	
Client Name	
Contact Person with email	
Address and Contact Number	
Industry	
Any Comments	



Integrity Pact

Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC Digital Marketing

[Bidder Name] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoP) through any corrupt business practice.

Without limiting the generality of the foregoing, [Bidder Name] represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

[Bidder Name] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty. [Bidder Name] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, [Bidder Name] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by [the Bidder] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

For and On Behalf Of

Signature: _____

Name: _____



Non-Disclosure Agreement

Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC Digital Marketing

1. This Non-Disclosure Agreement exists between [Bidder] (hereinafter referred to as “RECIPIENT”) and House Building Finance Company Limited (HBFC).
2. This agreement serves to protect confidential information develop and owned by HBFC which will be used by the bidder from the Work order till during the contract/SLA period under the following terms.
3. "Confidential Information" means any information directly or indirectly concerning, or related to the: Information about the activities of the HBFC.
4. Information about the above mentioned categories in Project by HBFC, including but not limited to: Policies, Procedures, Business, Rules, Validation, Checks, all project related information Process followed etc.
5. Information about HBFC, above-mentioned categories in project as per RFP.
6. Any other information the recipient having obtained from HBFC deliberately or otherwise during the course if this exercise.
7. Confidential Information and Intellectual Property may be Oral, written, electronic or other machine-readable form.
8. Translated from the original, modified, updated, or altered Originated or obtained by HBFC.
9. Recipient shall protect the disclosed Confidential Information by using the same degree of care to prevent the unauthorized use, dissemination or publication of the Confidential Information as the recipient uses to protect its own Confidential Information of a similar nature.
10. Recipient must ensure the secure custody of the Confidential Information and must take all reasonable precautions to prevent the access, use or disclosure of this information by third parties.
11. Recipient shall not disclose or attempt to disclose any Confidential Information to any person or entity other than its consultants and legal advisors who need access to such Confidential Information, and shall assure that all such persons treat the Confidential Information in accordance with all of the terms hereof.
12. Recipient shall not make or take any copies of Confidential Information, unless previously approved by Disclosure.
13. Recipient shall not use or attempt to use any of the Confidential Information for his/her own benefit or for the benefit if any other person or entity.
14. Recipient shall not be authorized to use or process the Confidential Information upon the date that his/her services to HBFC are completed or terminated.
15. Recipient shall promptly return the Confidential Information, or certify in writing to the complete destruction thereof, as directed by HBFC in writing.
16. The laws of Pakistan shall govern the interpretation and enforcement of this Agreement.
17. Recipient shall be bound by conditions until released in writing by HBFC.

Agreed to and Accepted by

House Building Finance Company

(Signature of “Authorized Representative)

(Signature of HBFC Authorized Officer)



Financial Proposal

**Tender for Hiring of Online Real Estate / Property Portal Services
for
HBFC Digital Marketing**

Bid No. HBFC/HOK/GSD/2021/1554



Bid Form

(To be printed on bidder's letterhead)

To:

Dated:

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

Financial Proposal

**Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC
Digital Marketing**

Dear Sir,

Having examined the bidding documents, the receipt of which is hereby duly acknowledged, we the undersigned, offer to supply and deliver the required item or services in conformity with the said bidding documents as may be ascertained in accordance with the Technical Proposal and Schedule of Prices attached herewith and made part of this Bid.

We undertake, if our Bid is accepted, to deliver the services in accordance with the schedule specified in the Technical Requirements and Specifications.

We agree to abide by this Bid for a period of 90 (Ninety Days) from the date fixed for Bid opening and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

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

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this _____ day of _____ 2021

[Seal & signature] [In the capacity of]
Duly authorized to sign Bid for and on behalf of _____

Financial Proposal

Tender for Hiring of Online Real Estate Marketing Company / Property Portal Services for HBFC Digital Marketing

Description	Total Amount (Rs.) (Inclusive of all applicable taxes)
Quotation for Project as per Scope of Work provided in Annexure – A for one (01) year. <i>(provide breakup on company's letter head along with applicable taxes)</i>	Rs. _____

Total Amount in Words: _____

Bid Security @5% of Total Amount (Inclusive of all applicable taxes): _____

Note:

1. Contract will be awarded to the Successful firm who are technically compliant and offering lowest cost and emerge as the most responsive bidder.
2. Initially, contract will be awarded for one (01) year and after successful performance of the firm, contract may be extended up to two (02) years with an increase @10% per annum.
3. Required services will be provided by the successful firm in accordance with the time schedule prescribed by HBFC in the contract agreement which will be awarded to the successful bidder.
4. Quoted rates should be inclusive of all applicable taxes either Federal & Provincial Govt. or local bodies and will be deducted from the invoice accordingly. Invoices must be submitted with tax breakup.
5. The quoted rates once offered by the bidder will not be changed during the contract period.

