

# REQUEST FOR EXPRESSION OF INTEREST FOR PROCUREMENT OF PR SERVICES

National Bank of Pakistan one of the largest commercial banks, invites accredited Pakistan based PR Agencies registered with Federal/Provincial Income Tax and Sales Tax Departments and who are on the active taxpayers list of FBR to submit Expression of Interest (EOI), for procurement of services for media management, damage control, public relations and image building through editorial and content development.

The Scope and Objective of services required are as follows:

The PR Agency should have the general and specific experience and resources for the following:

- Media Management
- Arranging NBP Presence in interviews, TV Shows, News
- Damage Control
- Content Development

Interested agencies may include following particulars in EOI and may apply with the following documents:

- 1- Incorporated as a Private / Public Limited company / proprietorship & provide a copy of valid NTN/STN and Active Tax Payer Certificate. Certificate of incorporation or registration as PR Agency must be at least five (05) years old.
- 2- Accredited with APNS / PBA / relevant regulatory bodies as PR Agency, and file an affidavit that the interested PR agency is not suspended / blacklisted by any Government / Regulatory body or any financial institution nor its contract rescinded in past for non-fulfillment of contractual obligations.
- 3- Provide documentary evidence (i.e. copy of agreement/ work order and services provided) for at least three (03) clients current / previous working as PR Agency.
- 4- Provide audited financial statements for the last three (03) years (2015/2016/2017).
- 5- Company Profile including organization structure, date of establishment, copy of certificate of incorporation or registration, registered address, telephone / fax numbers, website and email addresses.
- 6- Details of technical staff with qualifications and experience and Branch addresses in other cities.
- 7- List of clients, must have currently at least two clients on its panel and six clients served in last five years (provide documentary evidence).
- 8- Details of affiliates, sister concerns and/or other related offerings (if any) for logistical and operational soundness.
- 9- Any other information.

## **INELIGIBILITY:**

NBP shall not allow any consortium to execute this project.

## **GUIDELINES FOR SUBMISSION OF EOI:**

In order to qualify for the RFP stage, the PR Agency must meet the above stated eligibility criteria. Interested agencies are requested to submit their Expression of Interest (EOI), along with supporting documentation. EOIs/ Sealed bids completed in all aspects, duly signed and stamped by the authorized person, should be dropped in the Tender Box placed Conference Room of the Divisional Head, Property & Procurement Division, 3<sup>rd</sup> Floor, Logistic Support Group, National Bank of Pakistan, Head Office, Karachi on Tender opening date i.e. **20<sup>th</sup> June 2018 at 3:30 pm** and EOIs will be opened on the same day at 4:00 pm in the presence of the bidding parties. The method of selection will be based on "quality and cost" as per PPRA rules. RFPs will be given to shortlisted bidders only. The advertisement is also available on NBP and PPRA websites.

For more details please contact the under-signed on following address / telephone number. No complaint(s) / query will be entertained after close of business day of **19<sup>th</sup> June 2018**.

National Bank of Pakistan reserves the right to cancel this invitation at any stage as per PPRA Rule 33(1).

## **Divisional Head**

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Logistic Support Group,  
National Bank of Pakistan  
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