



In vicinity of Shaheed Modaraba, Karachi Branch



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PREQUALIFICATION CRITERIA FOR SELECTION OF ADVERTISING AGENCIES FOR PRINT & ELECTRONIC MEDIA

1. REQUIREMENT:

Sindh Bank Limited, Sindh Insurance, Sindh Modaraba, Sindh Leasing & Sindh Microfinance Bank requires the services of Advertising Agencies for its Print & Electronic Media.

2. SCOPE OF WORK:

Scope of Work for Print Media and Electronic Media:

- a) The Agency selected for print and electronic media shall provide services, or any of such services as may be required by Sindh Bank Sindh Leasing, Sindh Modaraba, Sindh Insurance and Sindh Microfinance Bank Ltd from time to time.
- b) Contract/Agreement will be extended/renewed upto 3 years on mutual understanding on same terms and conditions and rates.
- c) Prepare advertising media plans on such lines and for such period as may be advised by the Bank, supported by field survey, with updated data showing effectiveness of media penetration.
- d) Nominate its representative to co-ordinate with the five Companies focal person for briefing and finalizing details of assignment.
- e) On the advice of the five Companies prepare and provide media plans and seek approval for executing such plans.
- f) Advise the 5 Companies of the latest research and development in the field of media advertisement, publicity trend and latest means of accepted and cost effective communication, as and when required.
- g) Present and project strategy, ideas, concept and creativity for communication methodology through mail advertisement, speech writing, publicity and public relation or any other popular mode, as and when required.
- h) Arrange designing and printing of material with art work that will include Annual Reports/ Quarterly Reports, also Point of Sales (POS) namely (banners/standees/backdrops/designing of credit /debit cards/take-ones etc.) (tender

notices, expressions of interest, notices of hiring services /job opportunity ads, and procuring goods, office equipment, supplies, spaces etc. and other office procurements.

- i) Place advertisements in print (Newspapers/Magazines). Prepare Media Plans by booking space in Newspapers and Magazines.
- j) Designing of outdoor Bill Boards/ hoardings.
- k) Cost of designing for Point of Sales (POS) (Banners, Standees, Backdrops, Flyers/Brochures, and Signboards etc. And Designing of Advertisements) will be free of cost.
- l) Airing of TV Commercials (TVC) in electronic media (TV Channels and Radio Stations).
- m) Prepare Media Plans by booking space in TV Channels and Radio Stations.
- n) Complete production of TVC and radio audio (voiceover).
- o) Advertising Agencies selected through the prequalification process will be signing the Integrity Pacts and Contract/Agreements between the Advertising Agencies and the five Companies' individually.
- p) Once the Contracts/ Agreements signed between the Prequalified Advertising Agencies and the five Companies individually, then work/assignments will be awarded to the Advertising Agencies as follows:
 - i. As and when work is required by any of the 5 Companies for print or electronic media, the Prequalified Advertising Agencies will be invited and will be given the required pitch/brief for the assignment.
 - ii. The Prequalified Advertising Agencies will prepare the assignment and present along with the financial proposal.
 - iii. The concerned five Companies representatives will evaluate /judge the assignment presented by the Prequalified Advertising Agencies and select the work as per the given criteria mentioned in the pitch/brief.
 - iv. Whichever Prequalified Advertising Agency is selected for its assignment, will be awarded with the assignment.

3. ELIGIBILITY CRITERIA:

Pre-Qualification criteria for selection of advertising agency for print & electronic are as under:-

S.NO	Descriptions	Total Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attached Evidence as
1	Years in relevant business experience	10		For 05 Years or more	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	Ann "A"
		05		For 03Years or more		
2	Banks & Financial Institutions (FI) handled in last 3 years	10		3 & Above	Attach client list and documentary evidence	Ann "B"
		07		2 & Above		
		03		1 & Above		
3	List of awards received in the last 5 years from Pakistan Advertisers Society (PAS)	10		2 and above	Attach list along with certificate/ photographs	Ann "C"
		05		Less than 2		
4	Number of TVC's produced in the last 3 years along with the details(please attach sample of works e.g. portfolios and show reel)	25			Attach copies of letters of confirmation or letters of appreciation by the clients	Ann "D"
5	Cumulative Turn Over for Last 03 Years (Year wise)	10		300 million & above	Audit Report/ Tax Return	Ann "E"
		08		200 million & above		
		05		100 million & above		
6	Details of affiliates, sister concerns and/or other related offering (if any) for logistical and operational soundness	05			Attach letter of affiliation	Ann "F"
7	Number of Print campaigns run in the last 3 years along with the details (please include sample of works e.g. print ads and newspaper cuttings)	25			Attach copies of letters of confirmation or letters of appreciation by the clients	Ann "G"
8	Number of Offices in major cities (Karachi/Lahore/Islamabad)	05		3 and above	Attach list of complete address along with their landline numbers & email address	Ann "H"
		03		2 and above		
Total Marks		100		Qualified/Disqualified		

Note: Marks at serial no 4 and 7 will be evaluated by the banks nominated committee.

ELIGIBILITY CRITERIA NOTE:

1. There can be subsequent clarification to this specific tender for which it is advised to keep yourself abreast with the notification being hoisted on Sindh Bank Ltd & SPPRA websites regularly.
2. Attachment of relevant evidence in eligibility criteria is mandatory. In case of non-provision of evidence in any of the requisite, no marks will be awarded.
3. Acquiring of 70% marks are mandatory for enlisting in to panel of “**Pre-Qualified Advertising Agency for Print & Electronic Media for Sindh Bank, Sindh Leasing, Sindh Insurance, Sindh Modaraba, and Sindh Microfinance Bank.**”

4. MANDATORY:

1. GST/Income Tax Registration/ Copy of Registration Certificate with Sindh Revenue Board
2. Attachment of Affidavit (specimen attached as Annexure “A”) on stamp paper from the owner of the company.
3. Writing of tender reference as given in the Prequalification Ad on the envelope, carrying tender document is must or the bank will not be responsible if the documents are not received by the Procurement Committee at the time of opening of bids.
4. The representative present at the time of opening of tender shall be in possession of an authority letter on the Advertising Agencies letter head, duly signed by the concerned authority.
5. Registration of All Pakistan Newspapers Society (APNS), Pakistan Broadcasters Association (PBA) and Pakistan Advertising Association of (PAA) is mandatory otherwise agencies will be disqualified from the very onset.
(Registered letters/Certificates are mandatory and must be enclosed)
6. No suspension with All Pakistan Newspaper Society (APNS) and Pakistan Broadcaster Association (PBA).

5. DISQUALIFICATION:

The bidder will be considered disqualified prior/during technical evaluation process or after award contract if:

1. Blacklisted by SPPRA, Sindh Bank, Sindh Leasing, Sindh Insurance, Sindh Modaraba and Sindh Microfinance Bank.
2. Issued with two (2) warning letters/emails by Sindh Bank, Sindh Leasing, Sindh Insurance, Sindh Modaraba and Sindh Microfinance Bank in the past to the bidder for unsatisfactory performances.
3. Not GST/Income Tax Registered.
4. The tender is deposited without tender Fee.
5. If during verification process of the client list the response by any of the bank is unsatisfactory on account of previous performance.
6. In the past, the company agreement has been prematurely terminated after due qualification in any of the category of the tender.
7. The advertising agency will be disqualified from the very outset, if it is suspended by All Pakistan Newspaper Society (APNS), Pakistan Broadcasters Association (PBA) and Pakistan Advertising Association (PAA) in the last 01 year. (Attached - APNS and PBA certificate for non-suspension)
8. Attached affidavit that the Advertising Agencies have never been blacklisted in any organization.

9. Any false documents submitted by the Advertising Agencies will be blacklisted and disqualified.

AFFIDAVIT / DECLARATION

**(AS REQUIRED BY THE STATE BANK OF PAKISTAN THROUGH
BPRD CIRCULAR NO.13, DATED DECEMBER, 11, 2014)**

I, _____ S/o _____, Proprietor/Authorized
Representative/Partner/Director of M/s _____, having NTN # _____,
holding CNIC # _____, do 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

Solemnly affirmed and stated by the above named deponent, personally, before me, on this
_____ day of _____ 201 , who has been identified as per his CNIC.

COMMISSIONER FOR TAKING AFFIDAVIT