

PREQUALIFICATION FOR APPOINTMENT OF ADVERTISING AGENCIES

National Investment Trust (NIT) intends to appoint Advertising Agencies to promote its corporate Image, Products and for other advertising needs. The Agencies should have a complete advertising setup (Creative / Client Service / Media) in major cities of the country. At least five years of experience in launching of multimedia advertising campaigns for big clients is required.

Interested advertising agencies accredited with All Pakistan Newspapers Society (APNS), Pakistan Broadcasting Association (PBA) and acknowledged by PID may apply with the following information:

1. Agency profile including name, registered address, telephone, fax numbers, email addresses of head office and branch offices and year of establishment should also be mentioned.
2. Registration certificate with SECP, APNS, PBA and PAA.
3. Particulars of the permanent technical staff, their qualifications, experience and the available facilities.
4. Year of APNS and PBA accreditation.
5. Certificate to the effect that the Agency is not black listed/suspended by APNS, PBA, PTV, Radio Pakistan and other channels.
6. FBR Income Tax/GST payment certificate.
7. SRB Certificate.
8. Bank certificate of financial stability.
9. List of clients including at least five multinational or local clients and the details of the services offered to them.
10. List of top 10 clients.
11. Global affiliation with a reputed and recognized international advertising firm.(if any)
12. Participating agencies should provide a certificate that they have made payment of all dues against them relating to NIT to all newspapers and other media, payment of which has been released to them by NIT.

The bidding documents which entail detailed method of pre-qualification process may be downloaded from the website: www.nit.com.pk free of cost. The bids must reach National Investment Trust Limited, 6th Floor, NBP Building, I. I. Chundrigar Road, Karachi latest by 10:00 a.m. on January 13, 2022. Bids will be opened at 10:30 a.m. same day i.e. January 13, 2022.

NOTE:

- No compensation or payment for the presentation or for the production of material etc, will be given to the participating agencies.
- Conditional entries will not be entertained.
- National Investment Trust reserves the right to accept or reject any application without assigning any reason there at.
- The applications should reach the undersigned within 17 days of the publication of this advertisement.
- Only the short listed advertising agencies will later be invited to attend the briefing session.

Send all the relevant material to our AVP Marketing.

National Investment Trust Limited
NBP Building, 6th Floor, I.I. Chundrigar Road,
Karachi - 74000.
Tel: 32412056-9 | Fax: 32417827 / 32422719
UAN: 111-648-648
Website: www.nit.com.pk



NATIONAL INVESTMENT TRUST LIMITED
MARKETING DEPARTMENT

REQUEST FOR PROPOSAL (RFP)

FOR

**PREQUALIFICATION OF ADVERTISING AGENCIES FOR CREATIVE /
CLIENT / MEDIA SERVICES TO NATIONAL INVESTMENT TRUST
LIMITED, NBP BUILDING, I.I CHUNDRIGAR ROAD, KARACHI
(PHONE # 021-32422117 & 021-32425101)**

NATIONAL INVESTMENT TRUST LIMITED

MARKETING DEPARTMENT

TABLE OF CONTENTS

	page #
1. INVITATION	3
2. INTRODUCTION	4
3. SCOPE OF WORK	4
4. OBJECTIVES	5
5. ELIGIBILITY TO PARTICIPATE IN PREQUALIFICATION PROCESS	6
6. PROCEDURE OF PREQUALIFICATION OF ADVERTISING AGENCIES	6
7. INSTRUCTIONS TO PARTICIPANTS	7
8. GENERAL TERMS AND CONDITIONS	7
9. PREQUALIFICATION CRITERIA	7
10. EVALUATION OF PROPOSALS	8
11. CLARIFICATIONS	8
12. ATTACHMENT	8

ATTACHMENT

FORMAT: Text of Proposal Submission Letter

NATIONAL INVESTMENT TRUST LIMITED **PREQUALIFICATION FOR APPOINTMENT OF ADVERTISING AGENCIES**

Interested advertising agencies accredited with Securities Exchange Commission of Pakistan (SECP), All Pakistan Newspapers Society (APNS), Pakistan Broadcasting Association (PBA) and acknowledged by PID (registered with Sales Tax and National Tax Authorities & Sindh Revenue Board) are invited to submit proposal in closed / sealed envelope duly marked "Prequalification of Advertising Agencies".

Prequalification documents may be collected from Administration Department, NIT Head Office, NBP Building, 6" Floor, I. I. Chundrigar Road, Karachi, free of cost. Agencies will submit proposals by January 13, 2022 upto 10:00 a.m. The proposals will be opened on January 13, 2022 at 10:30 a.m in presence of authorized representatives of agencies at NIT Head Office.

Thanking you,

Yours faithfully

(ABDUL MAJID)
ASSTT: VICE PRESIDENT-MARKETING

NATIONAL INVESTMENT TRUST LIMITED

MARKETING DEPARTMENT

1. INTRODUCTION

National Investment Trust Limited (NITL) is the first Asset Management Company of Pakistan, formed in 1962, having Funds under management of approximately Rs.93.58 billion, with around 54,115 unit holders as on September 30, 2021. NIT's distribution network comprises of 24 Branches, 03 Sales Counters, Investors' Facilitation Centre at Karachi and various Authorized Bank Branches all over Pakistan.

2. SCOPE OF WORK

NIT seeks Creative / Client / Media services in major cities of the country:-

Strategic Planning

- Market Research
- Creative Development
- Media Planning & Buying
- Creative Designing Artworks/Adverts
- Electronic Media Planning & TVC Formation
- Radio Adverts
- Sponsorship / Banners
- Website Upgradation, Design and Programming
- Web Portal Mobile Apps
- Push / Pull SMS Functions
- Corporate Brochure/Flyer/Poster
- Branding
- Branch Designing
- Etc.

Campaigns

- TVC Shoot Based
- Print
- Digital
- Hoardings
- Radio Concepts
- Social Media
- Magazines (Print Adverts)
- Etc.

Events

- Exhibitions
- Event Backdrop
- Venue Branding Panels
- Kiosks
- Seminars
- Etc.

Brand Activation

- Branch Design
- Pana Flex
- T-Shirts
- Caps
- Keychains
- Pens
- Stickers
- Etc.

Miscellaneous

- Annual Report
- Half Yearly Report
- Quarterly Report
- Calendar
- Diary
- Standees
- Banners
- Booklets
- Etc.

3. OBJECTIVES

The agencies who will meet the criteria of prequalification will be declared qualified advertising agencies for providing creative / client / media services to NIT. Only such qualified advertising agencies will be allowed to participate and submit proposals for creative / client / media services.

4. ELIGIBILITY TO PARTICIPATE IN PREQUALIFICATION PROCESS

Agencies, that meet the following eligibility criteria and produce evidences thereof, will be eligible to take part in the prequalification process:-

- i) Registration with the Sales Tax and Income Tax authorities.
- ii) Accreditation with Securities and Exchange Commission of Pakistan (SECP) All Pakistan Newspapers Society (APNS), Pakistan Broadcasting Association (PBA) and acknowledged by PID.
- iii) Certificate to the effect that the Agency is not black listed /suspended by APNS, PBA, PTV, Radio Pakistan and other channels.
- iv) Certificate to the effect that the Agency will make payment of all dues relating to NIT to all newspapers and other media, payment of which will be released to them by NIT, if any.
- v) FBR Income Tax / CGT payment certificate.
- vi) SRB Certificate.
- vii) Minimum five years of agency experience.
- viii) Agency should have dealing experience with financial institutions.

5. PROCEDURE OF PREQUALIFICATION OF ADVERTISING AGENCIES

- i) Single Stage - One Envelop Procedure shall be adopted. Envelope should have the name, address and contact number of the participating agency.
- ii) Agencies meeting the eligibility criteria are requested to submit / post the envelope containing information / documents at / to National Investment Trust Limited, Administration Department, NBP Building, 6th Floor, I.I.Chundrigar Road, Karachi up to 10:00 a.m on January 13, 2022.
- iii) Envelops will be opened on the same day at 10:30 a.m in the presence of the agencies / authorized representatives. Number of pages and set of information (to be received) will be counted and noted on cover page with signature of committee member.
- iv) Results of prequalification as per criteria will be intimated to all participating agencies.
- v) If any issue arises during qualification process which requires consultation of the participants, it will be done so in writing allowing equal opportunity with ample time frame to submit response.

6. INSTRUCTIONS TO PARTICIPANTS

- I. All participants will ensure that they submit all information / documents / evidences sought for prequalification exercise.
- II. Agency profile including name, registered address, telephone, fax numbers, email addresses of head office and branch offices and year of establishment will be submitted.
- III. Detail information of Contact Person like name, designation phone number, fax number, cell number E-mail address, etc will be provided with the documents.
- IV. No compensation or payment for the presentation or for the production of material etc. will be given to the participating agency.

7. GENERAL TERMS AND CONDITIONS

- i) NIT reserves the right to accept / reject wholly or partially any Tender at any stage of the Tender process. Reasons shall only be provided on written request.
- ii) The decision of NIT will be binding on all concerned and will in no case be challengeable at any forum or any court of law.
- iii) Bids are liable to be rejected if; they are not conforming to the terms and conditions of prequalification documents.
- iv) During the prequalification process as per criteria, NIT at its sole discretion may ask them for clarifications of any aspect. However, no change shall be made in prequalification criteria without bringing the same to all the participants / allowing equal opportunity & level playing field.
- v) If any evidence of misstatement or concealment of fact is found against any agency, NIT has the right to disqualify the agency even after announcement of qualification of the agency.
- vi) Incomplete and conditional proposals will not be entertained.
- vii) For this prequalification process, all updates / changes shall be communicated through email or by courier to NIT.
- viii) Information / documents for prequalification submitted via email or fax will not be entertained.

8. PREQUALIFICATION CRITERIA

Agencies on the basis of the following information / experience / strength will be ranked:-

- a) Years of experience in launching of multimedia advertising campaigns.

- b) Particulars of permanent technical Staff, their qualifications, experience and available facilities.
- c) Years of APNS and PBA accreditation.
- d) Bank Certificate of financial stability.
- e) List of clients including at least five multinational or local clients and the details of the services offered to them:
- f) List of top 10 clients
- g) Global affiliation with a reputed and recognized international advertising firm.

9. EVALUATION OF PROPOSALS

Agencies possessing the best strength / experience (falling under ranking 1 to 3) will be declared qualified advertising agencies.

10. CLARIFICATIONS

For any query, please contact:-

Abdul Majid
AVP Marketing
PABX Ph: 021-32412056-9 (Ext: 240)
Fax No: 32422719

11. ATTACHMENT

FORMAT: Text of Proposal Submission Letter

Abdul Majid
AVP Marketing

Ref: _____

Date _____

**Forma A: Proposal Submission Form
(On company letter head)**

The AVP Marketing,
NIT Head Office,
Karachi.

SUBJECT: PREQUALIFICATION OF ADVERTISING AGENCIES

Sir,

We have studied the scope, objectives, procedure, general terms and conditions, criteria for qualification of advertising agencies from your prequalification documents (7 pages) on the subject as aforementioned. Please find submission herewith, one closed envelop containing required information / documents duly marked "Prequalification of Advertising Agencies".

We hereby agree that NIT will not be liable for any possible loss or damage suffered by us in course of participating in the above 'Prequalification process'.

Thanking you,

Yours Sincerely,

Authorized Signature : _____

Name and Title of Signatory : _____

Name of the Firm : _____

Address : _____
