

**PROCUREMENT OF MARKETING FIRM FOR LEASING OF CORRIDOR SPACES,
INFRASTRUCTURE AND BUSES FOR NON-FARE REVENUE GENERATION FOR
METROBUS SYSTEM AND FEEDER ROUTES IN LAHORE- ERRATUM NO. 4**

The following erratum is issued to fix minor printing mistakes in Annexure B Technical Evaluation Criteria at Page Nos. 55: -

“Annexure-B: Technical Evaluation Criteria”

1. The bidders in order to qualify the Technical Evaluation Criteria must score at least 15 points in category A, 12 points in category B & 14 points in category C and at least total of 70 points “out of 96”.
2. In case of JV, marks shall be evaluated jointly for all members unless stated otherwise.
3. The requirement of documents for evidence as indicated in the table below, is applicable to all members of JV unless specified otherwise.
4. Evaluation parameters including percentages shall be rounded to the nearest one decimal place for the purpose of scoring.

“TABLE B1”

	Evaluation Parameter	Total Pts	Points Criteria	Evidence Required
A. Quality	Registration with : a) Parks and Horticulture Authority (PHA) b) EOBI and/or PESSI c) Pakistan Advertising Association d) Valid Digital Signature & Company Seal from NIFT	6	Two Points for each Registration subject to the maximum of 6.	Registration Certificate(s)
	Number of listed clients, local or foreign OR clients with revenue for at least PKR 1 billion per annum OR clients which are members of Pakistan Advertising Society (PAS)	15	One (1) point for each client which satisfies any of the criteria: i.e, it is: • Listed OR • Member of PAS OR Has Revenue of PKR 1B	Documentary Evidence / Enlistment Letter
	International affiliation	4	Yes = 4 No = 0	Affiliation/MoU
	Number of MBAs (Marketing) or any equivalent degree with more than 5 years of Leasing Experience	10	Less than 3 0 Points 3 to 5 6 Points More than 5 to 6 8 Points More than 6 10 Points	CVs of Key Staff and other Marketing Staff and also filled perform in Table B2
	Subtotal A	35		

B. Financial Capabilit y	Income Tax Payer since (Years)	6	Less than 3Years 3 to 5 Years More than 5 to 7 Years More than 7 to 10 Years	Ineligible 2 Points 3 Points 6 Points	Income Tax Returns for quoted number of years (In case of JV, applicable to member with maximum number of years) 1. Financial Statements for the Fiscal years 2015-2016, 2016- 2017, 2017-2018 Annex D
	Net Worth of Marketing Business in Last year in Millions (Total Assets - Total Liabilities)	12	Less than 5 More than 5 to 10 More than 10 to 20 More than 20 to 30 More than 30	0 Points 3 Points 6 Points 9 Points 12 Points	
	Average Annual Turnover of Marketing / Leasing business in last three years in Millions	12	Less than 50 More than 50 to 70 More than 70 to 90 More than 90 to 110 More than 110	0 Points 3 Points 6 Points 9 Points 12 Points	
Subtotal B		30			
C. Reputation	No. of Years of experience as Marketing Firm including Leasing spaces for advertisement, shops, Kiosk, etc.	10	Two points will be awarded for each year of experience.		Documentary Evidence showing experience / work certificates / Contract Documents
	Years since registered with SECP	5	Not Registered less than 5 yrs >5- 8 yrs >8- 10 yrs More than 10 yrs	ineligible 2 Points 3 Points 4 Points 5 Points	Documentary Evidence / Registration Certificate (In case of JV, at least one member must meet the requirement and points earned by member with maximum number of years)
	Number of advertising campaigns handled in a month	12	Less than 12 13 to 20 21 to 40 More Than 40	3 Points 5 Points 7 points 8 points	Filled Performa provided as Table B3
	Percentage of Government Organizations as Employer	4	(No. of Govt. Employers / No. of Total Employers) x 4		Contract Document Pages OR Documentary Evidences showing name of parties and contract value of all Employer names provided in Table B3
Subtotal C		36 31			
TOTAL		100 96			

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