

BIDDING DOCUMENT / REQUEST FOR PROPOSAL (RFP)



Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations

STATION INDOOR AND OUTDOOR AREAS ARE EXCLUDED

Tender / RFP No.: PMA-BD-NFR-RFP-PMBS-PRS-2026/01



PUNJAB MASSTRANSIT AUTHORITY (PMA)

Government of the Punjab

5th Floor, Arfa Software Technology Park, Main Ferozepur Road, Lahore, Pakistan

Website: www.pma.punjab.gov.pk

October 2026

DISCLAIMER

This Bidding Document has been prepared by Punjab Mass Transit Authority (PMA) for inviting sealed bids for Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations. The station premises, including indoor and outdoor station areas, are expressly excluded from this RFP.

This document is intended solely for the bidding process described herein. Information contained in it is provided to enable prospective bidders to prepare responsive bids. Each bidder is responsible for conducting its own due diligence, site assessment and verification before submission of its bid.

Submission of a bid shall be deemed to constitute full understanding and acceptance of the terms, conditions, scope, commercial mechanism and contractual obligations contained in this document, subject only to written clarifications and addenda formally issued by PMA.

PMA shall not be responsible for any cost or expense incurred by a prospective bidder in connection with preparation, submission, presentation, clarification or negotiation of its bid, regardless of the outcome of the bidding process.

PMA may amend this Bidding Document before the submission deadline through a formal corrigendum / addendum. Any such amendment shall form an integral part of the Bidding Document.

The Punjab Procurement Rules, 2014 are being followed for procedural guidance to the extent stated in this document. Nothing in this document shall be construed as limiting any lawful power of PMA or the competent authority in relation to leasing / renting of non-fare revenue assets.

Mere submission of a bid shall not create any right in favor of a bidder. Award shall be made only after completion of the prescribed evaluation, approval by the competent authority, issuance of the Letter of Acceptance / Award, provision of the required Performance Guarantee, and execution of the Contract.



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KEY BID DATA AT A GLANCE

Item	Requirement
Lessor / Authority	Punjab Masstransit Authority (PMA)
Assignment	Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations
Excluded Areas	All indoor and outdoor areas of the named Metrobus stations are excluded unless specifically added through a written amendment approved by PMA.
Reserve Rate	PKR 55 per sq. ft. per month (exclusive of applicable taxes). The bidder's quoted rate shall not be lower than this reserve rate.
Commercial Bid Variables	Quoted rate per sq. ft. per month (R) and Year-1 Minimum Guaranteed Monthly Amount (G).
Evaluation Basis	Highest evaluated responsive bid, with financial ranking based on the Year-1 Minimum Guaranteed Monthly Amount (G), subject to all mandatory requirements and the reserve rate.
Initial Lease / Commercial Term	Three (03) years, after the mobilization period, extendable up to two (02) years subject to mutual consent, satisfactory performance, competent authority approval and applicable requirements.
Mobilization Period	Up to ninety (90) days from Contract signing / site handover. During mobilization, payment is based on actual approved area installed / utilized at the quoted rate. The guaranteed commercial term commences thereafter.
Annual Escalation	10% increase each Contract Year in both G and the quoted per sq. ft. rate.
Bid Security	PKR 250,000 for the complete package, in CDR / Pay Order / Demand Draft issued by a scheduled bank in favor of "MASSTRANSIT AUTHORITY NON-FARE REVENUE (NFR) FUND ACCOUNT".
Bid Validity	180 days from the date of bid opening.
Performance Guarantee	6% of the Total Minimum Guaranteed Contract Value for the initial three-year commercial term. The three-year guaranteed value = 39.72 x G.
Bidding Procedure	Single Stage - Two Envelope procedure: separate Technical Proposal and Financial Proposal enclosed in one outer envelope.
Monthly Payment Due	In advance on or before the 5th day of each month during the commercial term.



Item	Requirement
Pre-bid Meeting	20th October, 2026 at 11:00 AM
Bid Submission / Opening	29th October, 2026 at 2:00 PM / bid shall be opened publicly thirty (30) minutes after the bid submission deadline.



SECTION-1 INVITATION TO BIDDERS

Punjab Masstransit Authority (PMA) invites sealed bids from eligible, technically and financially sound firms / organizations for Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations

Bidding is open to eligible entities registered / established in Pakistan having valid tax registrations and Active Taxpayer status, applicable PRA registration, the prescribed financial capacity, and fulfilling all other mandatory requirements of the RFP.

Sr. No.	Description	Reserve Rate	Remarks
1	Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations station indoor and outdoor areas are excluded.	PKR 55/- per sq. ft. per month	Reserve rate is exclusive of all applicable taxes

1. The complete Bidding Document / RFP may be downloaded from PMA's official website: (<https://pma.punjab.gov.pk/tenders/active>).
2. A pre-bid clarification meeting will be held on **20th October, 2026 at 11:00 AM** at PMA Office, 5th Floor, Arfa Software Technology Park, Main Ferozepur Road, Lahore, Pakistan, or at another venue formally notified by PMA.
3. All bids must be accompanied by a Bid Security of PKR 250,000/- in the form of CDR / Demand Draft / Pay Order issued from a scheduled bank regulated by State Bank of Pakistan in the name of:
"MASSTRANSIT AUTHORITY NON-FARE REVENUE(NFR) FUND ACCOUNT"
4. Bids must be delivered to the address given below on or before **29th October 2026 at 2:00 PM**.
5. Bids received later than **29th October 2026 at 2:00 PM** shall not qualify not be considered.
6. Technical Proposals shall be opened publicly thirty (30) minutes after the bid submission deadline at PMA Office, in the presence of bidder representatives who choose to attend.
7. If the scheduled submission / opening date is declared an official holiday, the next working day shall be treated as the submission / opening date at the same time, unless otherwise notified by PMA.
8. PMA will not be responsible for any cost or expense incurred by prospective bidders in connection with the preparation or delivery of bids.
9. PMA reserves the right to cancel the bidding process at any time/stage prior to the acceptance of a proposal.

DIRECTOR PROCUREMENT

Punjab Masstransit Authority, 5th Floor, Arfa Software Technology Park (ASTP), 346-B, Main Ferozepur Road, Lahore, Pakistan.

TEL: +92 (42) 99028000 Fax: +92 (42) 99232541

Email: Dir.Procurement@pma.punjab.gov.pk



SECTION 2: INSTRUCTIONS TO BIDDERS

2.1 Scope of the Assignment

PMA intends to grant the successful bidder the contractual right to install, manage, operate, maintain and commercially utilize approved advertising / marketing media at designated locations of PMBS premises. The right is limited strictly to locations approved in writing by PMA. Station indoor and outdoor premises are outside the scope of this RFP.

The successful bidder shall undertake all design, engineering, fabrication, installation, operation, content management, maintenance, utilities, safety, insurance, statutory approvals, removal and restoration obligations at its own cost and risk, except to the extent expressly stated otherwise in the Contract.

The commercial mechanism is a hybrid minimum-guarantee and area-based rent model. During the commercial term, the monthly amount payable to PMA shall be the higher of the applicable Minimum Guaranteed Monthly Amount or the amount calculated on actual approved advertising area utilized at the applicable quoted rate per square foot per month.

2.2 Eligible Bidders

- A company, firm, association of persons, sole proprietor, joint venture (JV), consortium or association legally registered / established in Pakistan and authorized to undertake the relevant business.
- The bidder shall be registered and active with the Federal Board of Revenue (FBR) and, where applicable, the Securities and Exchange Commission of Pakistan (SECP) / Registrar of Firms and Punjab Revenue Authority (PRA).
- The bidder shall not be blacklisted / debarred by PMA or any Federal / Provincial Government department, agency, authority or public sector organization.
- The bidder shall have the financial capability prescribed in Section 3. Average annual turnover for the last three financial years shall not be less than PKR 10 million.
- A JV / consortium may have a maximum of three (03) members. All members shall be jointly and severally liable. One member shall be nominated as Lead Member through a valid power of attorney. A member of one JV shall not participate independently or as a member of another JV in the same bidding process.
- The bidder shall disclose any actual or potential conflict of interest. Any bidder with a conflict of interest that may materially affect fair competition or PMA's evaluation may be disqualified.
- The bidder must submit one bid only in the same bidding process, whether individually or through a JV / consortium.

2.3 Operating Framework

The bidding and contractual process shall be governed by the terms of this Bidding Document, the Letter of Acceptance / Award, the executed Contract, written clarifications and addenda issued by PMA, and the laws applicable in Pakistan and Punjab. The Punjab Procurement Rules, 2014 are referenced for procedural guidance where expressly stated in this document.

2.4 Publication and Availability of Bidding Documents

The tender / RFP may be published through PMA's website and such other publication channels as approved by the competent authority. Prospective bidders are responsible for checking PMA's official website for clarifications, corrigenda and addenda until the submission deadline.

2.5 Bidding Procedure

The procurement / lease competition shall be conducted through a Single Stage - Two Envelope procedure. Each bidder shall submit a Technical Proposal and a Financial Proposal in separately sealed inner envelopes, both enclosed in one sealed outer envelope.

2.5.1 The Technical Proposal shall be opened first and evaluated without reference to the financial offer.

2.5.2 The Financial Proposal of a technically non-responsive bidder shall remain unopened and shall be returned after completion of the applicable grievance process or otherwise as permitted by PMA.

2.5.3 The Financial Proposals of technically responsive bidders shall be opened publicly on the date and time notified by PMA.



- 2.5.4 No amendment to the substance of a Technical Proposal or Financial Proposal shall be permitted after the submission deadline except clarification requested by PMA that does not alter the substance or price of the bid.

2.6 Pre-bid Meeting and Site Visit

PMA may conduct a pre-bid meeting and facilitate a site visit to the relevant sections. Attendance may be optional unless expressly made mandatory in the Invitation to Bidders. Minutes / clarifications formally issued by PMA shall form part of the Bidding Document. Bidders are strongly advised to inspect the relevant sections, access conditions, operational constraints, installation windows and likely advertising opportunities before bidding.

2.7 Contents of the Bidding Document

- i. Invitation to Bidders
- ii. Instructions to Bidders
- iii. Technical / Eligibility Evaluation Criteria
- iv. Financial Proposal Forms
- v. Draft Contract Agreement
- vi. Form of Performance Guarantee / Bank Guarantee
- vii. Terms of Reference / Scope and Technical Requirements
- viii. Standard Bid Forms and Checklist

The bidder shall examine the entire Bidding Document. Failure to furnish information or documents required by the Bidding Document may render the bid non-responsive.

2.8 Clarification of Bidding Documents

A prospective bidder requiring clarification may submit a written request to the Secretary, Punjab Masstransit Authority, at the address stated in this document. Requests should be received no later than the commencement of the pre-bid clarification meeting or such earlier deadline as PMA may notify. PMA may circulate its response to all prospective bidders without identifying the source of the query.

2.9 Amendment of Bidding Documents

At any time before the submission deadline, PMA may amend the Bidding Document through an addendum / corrigendum. Any addendum shall be binding on bidders. PMA may extend the submission deadline to allow reasonable time for bidders to take an amendment into account.

2.10 Cost of Bidding

The bidder shall bear all costs associated with preparing, submitting and presenting its bid, conducting site surveys, obtaining information, and executing pre-award requirements. PMA shall have no liability for such costs regardless of the conduct or outcome of the bidding process.

2.11 Language of Bid

The bid and all correspondence between the bidder and PMA shall be in English. Supporting documents in another language shall be accompanied by an English translation. For interpretation, the English version shall prevail.



2.12 Documents Comprising the Technical Proposal

Sr. No.	Document
1	Technical Proposal Submission Form (Form T-1)
2	Bidder / Company Information Form (Form T-2)
3	JV / Consortium Information and Agreement, where applicable (Form T-3)
4	Company profile and organization chart
5	Valid registration documents: FBR / NTN, SECP or Registrar of Firms, PRA as applicable
6	Audited financial statements or income tax returns supporting the required turnover for the last three financial years
7	Original Bid Security
8	Technical Compliance and Implementation Plan (Form T-4)
9	Affidavit / undertaking on correctness of information, non-blacklisting, authenticity of documents and absence of PMA contractual default (Form T-5)
10	Technical Form Checklist (T-6)
11	Undertaking to obtain required insurance and structural stability certification before operation
12	Complete Bidding Document signed / initialed and stamped as evidence of acceptance, where required by PMA

2.13 Documents Comprising the Financial Proposal

- Financial Proposal Submission Form (FIN-1).
- Financial / Commercial Price Schedule (FIN-2), duly completed, signed and stamped.

No price, amount, rate, minimum guarantee or other financial information shall be included in the Technical Proposal.

2.14 Bid Currency

All prices, rates, guarantees and financial amounts shall be quoted in Pakistan Rupees (PKR).

2.15 Bid Security

Each bidder shall furnish Bid Security of PKR 250,000 for the complete package in the form of CDR / Pay Order / Demand Draft issued by a scheduled bank regulated by the State Bank of Pakistan, in favour of **“MASSTRANSIT AUTHORITY NON-FARE REVENUE (NFR) FUND ACCOUNT”**.

A bid not accompanied by the required Bid Security may be treated as non-responsive. The Bid Security may be forfeited if a bidder withdraws its bid during the validity period, refuses arithmetic correction where required, fails to sign the Contract after award, fails to furnish the Performance Guarantee, or becomes liable to forfeiture under the terms of this Bidding Document and applicable law.

2.16 Bid Validity

Bids shall remain valid for 180 days from the date of bid opening. PMA may request an extension of bid validity in writing. A bidder may refuse such request without forfeiture of its Bid Security. A bidder agreeing to the extension shall extend the validity of its Bid Security, if required, without modifying the substance or price of its bid.

2.17 Format and Signing of Bid

- 2.17.1 The bidder shall submit one Original and one Copy of the Technical Proposal and one Original and one Copy of the Financial Proposal unless otherwise notified by PMA.
- 2.17.2 The bid shall be typed or written in indelible ink and signed by an authorized person. Written authorization / power of attorney shall be attached.
- 2.17.3 All pages containing entries, corrections or amendments shall be initialed by the authorized signatory. No erasure or overwriting shall be accepted unless duly initialed.



- 2.17.4 Amounts shall be stated in figures and, where the form requires, in words. In case of discrepancy, the amount in words shall prevail, subject to the arithmetic correction provisions.

2.18 Sealing and Marking of Bids

The bidder shall seal the Technical Proposal and Financial Proposal in separate inner envelopes clearly marked "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL". Both inner envelopes shall be enclosed in one outer envelope marked with the tender title, tender number, bidder name and address, and the instruction "DO NOT OPEN BEFORE THE NOTIFIED BID OPENING TIME".

The outer envelope shall be addressed to: Secretary, Punjab Masstransit Authority (PMA), 5th Floor, Arfa Software Technology Park, Main Ferozepur Road, Lahore, Pakistan.

2.19 Submission Deadline, Late Bids, Modification and Withdrawal

- 2.19.1 Bids must be received by PMA no later than the date and time stated in the Invitation to Bidders or subsequent addendum.
- 2.19.2 Any bid received after the deadline shall be treated as late and rejected / returned unopened.
- 2.19.3 A bidder may modify, substitute or withdraw its bid through a written, duly authorized notice received before the submission deadline.
- 2.19.4 No bid may be modified after the deadline. Withdrawal after the deadline and before expiry of bid validity may lead to forfeiture of Bid Security.

2.20 Opening of Bids

Technical Proposals shall be opened publicly at the notified place, date and time. The names of bidders and presence / absence of required Bid Security may be announced and recorded. Financial Proposals shall remain in PMA custody until technical evaluation is completed. PMA shall notify technically responsive bidders of the financial opening.

2.21 Confidentiality and Clarification of Bids

Information relating to examination, clarification, evaluation and comparison of bids shall not be disclosed to bidders or persons not officially concerned with the process until the relevant evaluation report is made public or otherwise disclosed as required. PMA may request written clarification from a bidder. Clarification shall not change the price or substance of the bid.

2.22 Determination of Responsiveness

A substantially responsive bid is one that conforms to the material requirements of the Bidding Document without material deviation, reservation or omission. Material deviations include, without limitation, failure to submit Bid Security, failure to meet mandatory registration / financial requirements, qualification of the commercial payment mechanism, quoted rate below the reserve rate, material alteration of contract obligations, or failure to submit a valid Financial Proposal.

A materially non-responsive bid shall be rejected and shall not subsequently be made responsive through correction of the material deviation. PMA may waive a minor informality that does not affect substance, competition, ranking or fairness, subject to applicable authority.

2.23 Technical Evaluation

Technical evaluation shall be conducted on a Pass / Fail basis against Section 3. Financial Proposals of bidders that fail any mandatory criterion shall not be opened.

2.24 Financial Evaluation and Award Basis

Financial evaluation shall be carried out only for technically responsive bids. The quoted advertisement / branding rate per sq. ft. per month shall not be less than PKR 55. Each bidder shall quote a Year-1 Minimum Guaranteed Monthly Amount (G).

The financial ranking shall be based on the highest Year-1 Minimum Guaranteed Monthly Amount (G) among responsive bids, provided the bidder meets the reserve rate and all other requirements. PMA shall award the Contract to the highest evaluated responsive bidder, subject to approval of the competent authority and completion of post-qualification.

If PMA identifies a material ambiguity, abnormality or inconsistency in the Financial Proposal, PMA may seek clarification to the extent permitted without allowing the bidder to revise its commercial offer.



2.25 Arithmetic Corrections

- 2.25.1 Where there is a discrepancy between a unit rate and a total obtained by multiplying the unit rate by quantity, the unit rate shall prevail and the total shall be corrected, unless the decimal point is obviously misplaced.
- 2.25.2 Where there is a discrepancy between a total and the sum of subtotals, the subtotals shall prevail and the total shall be corrected.
- 2.25.3 Where there is a discrepancy between figures and words, the amount in words shall prevail.
- 2.25.4 The bidder shall be bound by arithmetic corrections made in accordance with this clause. Refusal to accept a valid correction may result in rejection and forfeiture of Bid Security.

2.26 Grievance Redressal

A bidder may submit a grievance in writing in accordance with the timelines and mechanism applicable to the bidding process. Complaints shall be handled by the competent Grievance Redressal Committee / forum constituted by PMA. Lodging of a grievance shall not automatically suspend the bidding process unless so ordered by the competent authority.

2.27 Notification of Award

Before expiry of bid validity, PMA shall notify the successful bidder in writing through a Letter of Acceptance / Award (LOA). The LOA, together with the successful bid and this Bidding Document, shall bind the successful bidder pending execution of the formal Contract.

2.28 Performance Guarantee

Within ten (10) days of receipt of the LOA, the successful bidder shall furnish a Performance Guarantee equal to 6% of the Total Minimum Guaranteed Contract Value for the initial three-year commercial term. The guaranteed value for the three years shall be calculated as $39.72 \times G$, where G is the Year-1 Minimum Guaranteed Monthly Amount.

The Performance Guarantee may be furnished in the form of CDR / Pay Order / Demand Draft / unconditional irrevocable Bank Guarantee issued by a scheduled bank acceptable to PMA. It shall remain valid throughout the applicable contract obligations and shall be extended / renewed where required for any approved extension.

2.29 Signing of Contract and Commencement

The successful bidder shall sign the Contract within (10) working days of receipt of the formal Contract for signature, or within such period approved by PMA. Failure to furnish the Performance Guarantee or sign the Contract may result in annulment of the award, forfeiture of Bid Security and other remedies available to PMA.

2.30 Taxes, Duties and Statutory Charges

The bidder / Lessee shall be entirely responsible for all taxes, duties, levies, regulatory charges, license fees, municipal / local authority fees, electricity charges and other statutory payments applicable to its activities and the advertising media. All quoted rents are exclusive of such taxes and charges unless expressly stated otherwise.

2.31 Corrupt, Fraudulent, Collusive, Coercive and Obstructive Practices

Bidders and the successful Lessee shall observe the highest standards of ethics. PMA may reject a bid, terminate a Contract, encash securities, initiate blacklisting / debarment proceedings or take other lawful action if corrupt, fraudulent, collusive, coercive or obstructive practices are established in accordance with applicable rules and law.

2.32 Blacklisting / Debarment

A bidder / Lessee may be subject to blacklisting / debarment for material contractual default, submission of false or forged documents, corrupt or fraudulent practice, persistent non-performance, or other grounds recognized by applicable law and PMA procedures, after observance of due process.



SECTION 3: TECHNICAL / ELIGIBILITY EVALUATION CRITERIA

Technical evaluation shall be carried out on a mandatory Pass / Fail basis. A bidder must satisfy every mandatory criterion listed below. Documentary evidence must be verifiable and valid on the bid submission date, except where the document itself specifies a different reference period.

Sr. No.	Criterion	Required Evidence / Requirement	Result
1	Legal status / registration	Company / firm / sole proprietor / JV legally registered or established in Pakistan. SECP / Registrar of Firms documentation as applicable.	Must Pass
2	FBR / NTN status	Valid NTN / income tax registration and active tax status, as applicable.	Must Pass
3	Punjab Revenue Authority	Valid PRA registration where applicable to the bidder's business and proposed activities.	Must Pass
4	Financial capacity	Average annual turnover for the last three financial years not less than PKR 10 million, supported by audited financial statements and/or income tax returns acceptable to PMA.	Must Pass
5	Bid Security	Original Bid Security of PKR 250,000 in the prescribed form and account title.	Must Pass
6	Affidavit / undertaking	Affidavit confirming non-blacklisting, authenticity of documents, correctness of information and no failure to perform a PMA contract due to bidder default.	Must Pass
7	Technical compliance	Signed Technical Compliance / Implementation Plan confirming acceptance of site approval, safety, maintenance, utilities, content approval, installation windows and removal / restoration obligations.	Must Pass
8	Insurance undertaking	Undertaking to obtain and maintain adequate third-party / public liability and property-damage insurance before commercial operation, in a form acceptable to PMA.	Must Pass
9	Structural safety undertaking	Undertaking that structural designs / installations requiring engineering certification shall be verified by a Pakistan Engineering Council registered professional / engineer and stability certificates shall be furnished before operation.	Must Pass
10	JV compliance	If bidding as a JV / consortium: maximum three members, lead member authorization, JV agreement, joint and several liability, and required registrations / affidavits for members.	Must Pass
11	Acceptance of commercial mechanism	Unqualified acceptance of the reserve rate, Minimum Guaranteed Monthly Amount mechanism, 10% annual escalation, payment due dates and other core commercial terms.	Must Pass

3.1 Post-Qualification

PMA may verify any registration, tax status, financial statement, affidavit, authorization, reference, or other information submitted by the highest evaluated bidder before award. A materially false or unverifiable submission may result in rejection and other action under the Bidding Document and applicable law.



SECTION 4: FINANCIAL PROPOSAL - STANDARD FORMS

FORM FIN-1 - FINANCIAL PROPOSAL SUBMISSION FORM

[To be reproduced on the bidder's letterhead, signed and stamped, and placed in the Financial Proposal envelope.]

Date: _____

To
The Chairman, Bid Evaluation Committee
Punjab Masstransit Authority (PMA)
Lahore

**Subject: Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS)
(Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations**

Dear Sir,

We, the undersigned, having examined and fully understood the Bidding Document and all addenda issued by PMA, hereby submit our Financial Proposal for the above assignment. We confirm that our quoted rate per square foot per month is not below the prescribed reserve rate and that our Year-1 Minimum Guaranteed Monthly Amount (G) is stated in Form FIN-2.

We understand that the monthly amount payable during the commercial term shall be the higher of (i) the applicable Minimum Guaranteed Monthly Amount, or (ii) the actual approved advertising / branding area utilized during the month multiplied by the applicable quoted rate per square foot per month, subject to the terms of the Contract.

We further confirm that the quoted amounts are exclusive of all applicable taxes, duties, levies, utility charges and statutory fees payable by us, and that the financial offer shall remain valid for the bid validity period.

Authorized Signature: _____

Name / Designation: _____

Name of Bidder: _____

Stamp: _____

Date: _____

**FORM FIN-2 - FINANCIAL BID / PRICE SCHEDULE**

[To be reproduced on the bidder's letterhead, signed and stamped, and placed in the Financial Proposal envelope.]

Name of Bidder: _____

Sr. No.	Description	Formula / Unit	Bidder Quoted / Calculated Amount
1	Advertisement / Branding Rate (R)	Per Sq. Ft. / Month	Rs. _____ per Sq. Ft.
2	Minimum Guaranteed Monthly Amount - Year 1 (G)	Per Month	Rs. _____
3	Minimum Guaranteed Monthly Amount - Year 2	1.10 x G	Rs. _____
4	Minimum Guaranteed Monthly Amount - Year 3	1.21 x G	Rs. _____
5	Total Minimum Guaranteed Amount for Initial 3-Year Commercial Term	39.72 x G	Rs. _____
6	Performance Guarantee Amount	6% x (39.72 x G)	Rs. _____

PAYMENT MECHANISM

During the commercial term: Monthly Payable Amount = MAX [Applicable Minimum Guaranteed Monthly Amount, Actual Approved Area Utilized (Sq. Ft.) x Applicable Rate per Sq. Ft. per Month].

During the mobilization period (maximum 90 days): payment shall be based on actual approved area installed / utilized x the quoted Year-1 rate per sq. ft. per month. The guaranteed three-year commercial term and the 39.72G calculation commence after the mobilization period.

Year-1 Minimum Guaranteed Monthly Amount (G) in figures: PKR _____

G in words: Pakistan Rupees _____ only.

Quoted Year-1 Rate (R) in figures: PKR _____ per Sq. Ft. per Month (not less than PKR 55).

Quoted Year-1 Rate (R) in words: Pakistan Rupees _____ per Sq. Ft. per Month.

Note:

- Both G and R shall increase by 10% at the start of each subsequent Contract Year.
- For any approved extension: Year 4 = 1.331 x Year-1 amount / rate; Year 5 = 1.4641 x Year-1 amount / rate, unless otherwise lawfully agreed by written amendment.
- Only advertising / branding area approved and measured by PMA shall count toward the actual utilized area calculation.
- All amounts are exclusive of applicable taxes, duties, levies, utility charges and statutory fees.
- In case of discrepancy between figures and words, the amount in words shall prevail.
- Financial ranking shall be based on G, subject to technical responsiveness and compliance with the reserve rate.

Authorized Signature & Stamp: _____

Date: _____



SECTION 5: DRAFT CONTRACT AGREEMENT

ADVERTISEMENT / MARKETING RIGHTS CONTRACT

This Advertisement / Marketing Rights Contract ("Contract") is made at Lahore on this ____ day of _____ 20__ ("Signing Date").

BETWEEN

Punjab Masstransit Authority (PMA), Government of the Punjab, having its office at 5th Floor, Arfa Software Technology Park, Main Ferozepur Road, Lahore, Pakistan, through its duly authorized representative (hereinafter referred to as the "Authority" or "Lessor", which expression shall, where the context permits, include its successors and permitted assigns), of the FIRST PART;

AND

[Name of Successful Bidder], a [company / firm / JV] having its registered office at [address], through its duly authorized representative [name / CNIC] (hereinafter referred to as the "Advertiser" or "Lessee", which expression shall, where the context permits, include its successors and permitted assigns), of the SECOND PART.

The Authority and the Lessee are collectively referred to as the "Parties" and individually as a "Party".

WHEREAS the Authority invited bids for Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations with station indoor and outdoor areas excluded;

AND WHEREAS the Lessee participated in the bidding process and was declared the highest evaluated responsive bidder;

AND WHEREAS the Authority issued Letter of Acceptance / Award No. _____ dated _____ accepting the Lessee's financial offer comprising the quoted Year-1 rate per sq. ft. per month (R) and Year-1 Minimum Guaranteed Monthly Amount (G);

NOW THEREFORE, in consideration of the mutual covenants contained herein, the Parties agree as follows:

1. RECITALS, CONTRACT DOCUMENTS AND PRECEDENCE

- 1.1 The recitals form an integral part of this Contract.
- 1.2 The following documents shall be read as part of this Contract: (a) this Contract and Schedules; (b) Letter of Acceptance / Award; (c) addenda and written clarifications issued by PMA; (d) the Bidding Document; (e) the Lessee's Technical Proposal; and (f) the Lessee's Financial Proposal.
- 1.3 In case of inconsistency, the order of precedence shall be: this Contract and Schedules; Letter of Acceptance / Award; addenda / clarifications; Bidding Document; accepted Technical Proposal; accepted Financial Proposal, except that the accepted financial amounts shall govern the commercial consideration.

2. DEFINITIONS

- 2.1 "Approved Area" means the advertising / branding area in square feet at a location specifically approved and measured by PMA.
- 2.2 "Commercial Term" means the initial three-year period commencing after expiry / completion of the Mobilization Period, unless PMA declares an earlier commercial commencement for the relevant rights.
- 2.3 "G" means the Year-1 Minimum Guaranteed Monthly Amount quoted by the Lessee and accepted by PMA.
- 2.4 "R" means the Year-1 quoted rent per square foot per month, which shall not be less than PKR 55.
- 2.5 "Mobilization Period" means a maximum period of ninety (90) days from the Signing Date / site handover during which the Lessee may survey, obtain approvals and install approved media. Payment during this period is area-based as stated in Clause 6.
- 2.6 "Advertising Rights" means the contractual right to install, manage, operate, maintain and commercially use approved advertising / marketing media at approved locations, subject to this Contract.



2.7 “Station Premises” means all indoor and outdoor areas of the Kachehri, PIMS, Stock Exchange, 7th Avenue and Shaheed-e-Millat Metrobus stations. Station Premises are excluded from the Advertising Rights.

3. EFFECTIVENESS, MOBILIZATION AND TERM

- 3.1 This Contract shall become effective on the Signing Date, subject to furnishing of the Performance Guarantee and completion of conditions specified in the Letter of Acceptance / Award.
- 3.2 The Lessee shall have up to ninety (90) days as a Mobilization Period. The Lessee may commence installation only after written site / design approval from PMA.
- 3.3 The initial Commercial Term shall be three (03) years following the Mobilization Period. The Contract may be extended for up to two (02) years only through a written amendment based on mutual consent, satisfactory performance, approval of the competent authority and applicable requirements. No automatic renewal shall arise.
- 3.4 If the Lessee begins commercial use of an approved location during the Mobilization Period, area-based rent for that location shall become payable from the date of commercial use.

4. GRANT AND LIMITS OF ADVERTISING RIGHTS

- 4.1 PMA grants the Lessee the right to use only those locations specifically approved in writing and recorded in Schedule A or subsequent written approvals.
- 4.2 The grant is exclusive only with respect to the specific approved locations allocated to the Lessee during their approved use. It does not create any right over Station Premises, unapproved structures, future assets, operational areas, or other PMA property.
- 4.3 The Lessee may market advertising inventory to third-party advertisers; however, no third-party arrangement shall create privity with PMA or reduce the Lessee's obligations under this Contract.
- 4.4 The Lessee shall not assign, transfer, mortgage or otherwise dispose of this Contract or the Advertising Rights without PMA's prior written approval. Subcontracting of fabrication, installation or maintenance shall not relieve the Lessee of liability.

5. SITE, DESIGN AND CONTENT APPROVALS

- 5.1 No advertisement medium, frame, board, LED, LCD, digital screen, fixture, cable, support, panel, wrap, branding material or other installation shall be placed without prior written approval of PMA for location, size, design, material, mounting method and quantity.
- 5.2 Where engineering design is required, the Lessee shall submit drawings / calculations and shall obtain structural certification from a Pakistan Engineering Council registered professional / engineer as required by PMA.
- 5.3 Each advertising campaign / content item shall be subject to PMA approval before display. PMA may require immediate removal of content that is unlawful, unsafe, indecent, obscene, offensive, sectarian, contrary to public order, against the State or religion, misleading, or otherwise inconsistent with applicable standards and PMA policy.
- 5.4 The Lessee shall obtain all other approvals, NOCs, permits and permissions required from relevant authorities at its own cost.

6. RENT, PAYMENT MECHANISM AND ESCALATION

- 6.1 During the Mobilization Period, the Lessee shall pay for the actual Approved Area installed / utilized, calculated at the Year-1 rate R on a pro-rata monthly basis where necessary.
- 6.2 During the Commercial Term, the monthly amount payable to PMA shall be the higher of: (a) the applicable Minimum Guaranteed Monthly Amount; or (b) Actual Approved Area utilized during the month x applicable rate per square foot per month.

6.3 **Year 1:** G and R. **Year 2:** 1.10G and 1.10R. **Year 3:** 1.21G and 1.21R.

For approved extensions, the amounts shall continue to increase by 10% annually unless a lawful written amendment provides otherwise.

- 6.4 Monthly rent shall be paid in advance on or before the 5th day of each month into “MASSTRANSIT AUTHORITY NON-FARE REVENUE (NFR) FUND ACCOUNT” or such other designated account as PMA formally notifies.



6.5 All taxes, duties, levies, fees, utility charges and statutory payments are additional to the rent and shall be borne by the Lessee.

6.6 PMA's measurement / verification of Approved Area shall be final for invoicing purposes, subject to correction of demonstrable clerical or measurement error.

7. PERFORMANCE GUARANTEE

7.1 The Lessee shall furnish a Performance Guarantee equal to 6% of the Total Minimum Guaranteed Contract Value for the initial three-year Commercial Term.

7.2 The Total Minimum Guaranteed Contract Value shall be $39.72 \times G$. The Performance Guarantee amount shall therefore be $6\% \times 39.72 \times G$.

7.3 The Performance Guarantee shall be unconditional / irrevocable where issued as a bank guarantee and shall remain valid for the contractual period required by PMA, including any claim period. The Lessee shall renew or replace it before expiry when required.

7.4 PMA may encash or appropriate the Performance Guarantee, in whole or in part, for material default, unpaid dues, failure to perform contractual obligations, damage recovery or other grounds stated in this Contract, without prejudice to other remedies.

8. INSTALLATION, ACCESS AND OPERATING HOURS

8.1 Installation / removal work shall ordinarily be carried out outside passenger operating hours, between 11:30 PM and 5:00 AM, or at such other times specifically permitted by PMA.

8.2 The Lessee shall ensure that its staff and contractors enter PMA premises / careas only with valid permission / access cards where required and comply with all safety and security instructions.

8.3 The Lessee shall not obstruct Metrobus operations, passenger movement, emergency access, traffic control, visibility, road signs, utilities, surveillance equipment or any PMA asset.

8.4 The Lessee shall maintain good housekeeping before, during and after installation / removal and shall clear all debris, waste, rust, cables and temporary works.

9. MAINTENANCE, UTILITIES AND SECURITY

9.1 The Lessee shall maintain all media, structures, frames, screens, panels, fixtures, cables, switches, networking equipment, computer systems, sub-meters and accessories in safe, clean, serviceable and aesthetically acceptable condition.

9.2 Electricity and backup power shall be the Lessee's responsibility. If PMA permits use of a PMA power source, the Lessee shall install an approved sub-meter and associated infrastructure at its cost and pay actual electricity charges.

9.3 The Lessee shall be responsible for the security of its equipment and installations and may deploy security personnel at its own cost subject to PMA approval and access requirements.

9.4 If PMA identifies a maintenance deficiency, the Lessee shall rectify it within the period specified in PMA's notice, ordinarily not exceeding fifteen (15) days. Unsafe conditions shall be rectified immediately.

10. PUBLIC SAFETY, INSURANCE AND STRUCTURAL STABILITY

10.1 The Lessee shall design, install and operate all advertising media in a manner that protects passengers, road users, employees, third parties and PMA property.

10.2 Before commercial operation of any structural medium for which certification is required, the Lessee shall provide an appropriate structural stability / safety certificate from a Pakistan Engineering Council registered professional / engineer.

10.3 The Lessee shall obtain and maintain, at its own expense, adequate insurance coverage for public liability, property damage, and any other risks associated with its operations under this Contract.

10.4 The Lessee shall provide the Authority with proof of insurance coverage upon request and ensure that the insurance policies remain valid and in force throughout the term of this Contract. Failure to maintain adequate insurance coverage shall constitute a material breach of this Contract.



- 10.5 The Lessee agrees to indemnify, defend, and hold harmless the Authority, its officers, agents, and employees from and against any and all claims, demands, liabilities, damages, losses, costs, and expenses (including attorney's fees) arising out of or resulting from any negligent acts, errors, or omissions of the Advertiser, its agents, employees, or subcontractors in the performance of this Contract
- 10.6 The indemnity obligations of the Lessee shall include, but not be limited to, claims related to bodily injury, death, property damage, or any violation of local, state, or federal laws, regulations, or ordinances by the Advertiser in connection with the installation, maintenance, or operation of the advertisement structures.
- 10.7 The Authority shall not be liable for any indirect, incidental, consequential, special, or punitive damages arising out of or in connection with this Contract, including but not limited to loss of profits, revenue, or business opportunities, even if such damages were foreseeable or the Authority was advised of the possibility of such damages.
- 10.8 The A Lessee shall obtain and maintain, at its own expense, adequate insurance coverage for public liability, property damage, and any other risks associated with its operations under this Contract. The insurance policy shall name the Authority as an additional insured and provide coverage limits satisfactory to the Authority.
- 10.9 The Lessee shall provide the Authority with proof of insurance coverage upon request and ensure that the insurance policies remain valid and in force throughout the term of this Contract. Failure to maintain adequate insurance coverage shall constitute a material breach of this Contract.

11. INDEMNITY

- 11.1 The Lessee shall indemnify, defend and hold harmless PMA, its officers, employees and agents from claims, losses, liabilities, damages, costs and expenses arising from the Lessee's breach, negligence, unlawful content, intellectual property infringement, tax / regulatory non-compliance, personal injury, death or property damage associated with the Lessee's activities.
- 11.2 The indemnity shall survive expiry or termination to the extent of liabilities arising during the Contract.

12. INTELLECTUAL PROPERTY AND ADVERTISING CONTENT

- 12.1 Advertising content supplied by third-party advertisers or created by the Lessee shall remain the responsibility of the Lessee and relevant rights holders. The Lessee warrants that it has necessary rights and permissions to display such content.
- 12.2 The Lessee shall not use PMA's name, logo, trademarks or official identity in commercial advertising or publicity without prior written consent.
- 12.3 PMA may direct display of Government / public service / official messages at approved locations. The Lessee shall design, prepare, install, operate, maintain and remove such material as directed by PMA at its own cost and without claim for reimbursement, compensation or adjustment, consistent with the Bidding Document.

13. MONITORING, INSPECTION AND RECORDS

- 13.1 PMA may inspect any approved location, installation, record, sub-meter, approval, insurance policy, structural certificate or content at any reasonable time and, where safety or compliance requires, without prior notice.
- 13.2 The Lessee shall cooperate fully and provide access to records and personnel. The Lessee shall submit periodic reports on installed area, campaign inventory, maintenance, utilities and safety when requested.
- 13.3 The Lessee shall maintain accurate records of Approved Area and installations sufficient for PMA to verify monthly rent.

14. PMA RIGHTS AND OPERATIONAL REQUIREMENTS

- 14.1 PMA may direct immediate removal or suspension of any installation / content that PMA considers unsafe, unlawful, operationally obstructive, offensive or non-compliant.



14.2 PMA may permanently withdraw an approved site for operational, infrastructure, public safety, public interest, Government direction, road widening, development works or other bona fide operational reason. Where such withdrawal materially affects the contracted rights and is not attributable to the Lessee, any equitable rent adjustment shall be determined by PMA based on the affected Approved Area, quoted rate and remaining period and shall be recorded by written amendment / competent authority decision.

14.3 PMA shall use reasonable efforts to process approvals, issue access permission and facilitate coordination, but shall not be responsible for theft, vandalism, third-party damage, force majeure or loss of advertising revenue except as expressly provided in the Contract.

15. OWNERSHIP, REMOVAL AND RESTORATION

15.1 Unless otherwise agreed in writing, advertising structures and equipment installed and paid for by the Lessee shall remain the Lessee's property during the Contract.

15.2 Upon expiry or termination, the Lessee shall remove its structures, materials and equipment and restore the affected locations to their prior condition within fifteen (15) days or such shorter period required for safety / operations.

15.3 If the Lessee fails to remove / restore within the required period, PMA may carry out the work at the Lessee's risk and cost and recover the expense from outstanding amounts, securities or other lawful means.

16. PENALTIES, DAMAGES AND RECOVERY

16.1 Delay in monthly rent payment: penalty of 1% of the overdue monthly amount for each completed week or part thereof, without prejudice to recovery of principal dues.

16.2 If rent remains unpaid for eight (08) consecutive weeks, PMA may initiate termination for default and encash the Performance Guarantee, subject to the Contract.

16.3 Delay in payment of utility bills payable to PMA: penalty of 2% of the overdue utility bill for each completed week or part thereof.

16.4 Damage to PMA property shall be repaired / restored immediately at the Lessee's cost. PMA may recover actual repair cost and documented operational / revenue loss attributable to the damage.

16.5 Unauthorized access, theft, abuse of access rights, illegal installation or material interference with PMA operations may result in removal, recovery of losses, suspension of access, termination and/or legal proceedings as appropriate.

17. DEFAULT AND TERMINATION

17.1 PMA may issue a written default notice if the Lessee fails or delays in performing a material obligation, violates the Contract, fails to pay dues, operates unauthorized media, engages in unlawful activity, or commits another material breach.

17.2 Except for urgent safety, illegality, fraud, insolvency or non-curable breach, PMA may allow up to twenty-one (21) working days to cure the default or such other period specified in the notice.

17.3 If the default is not cured within the allowed period, PMA may terminate the Contract in whole or in part, encash securities, recover dues / damages and reallocate the rights, without prejudice to other remedies.

17.4 PMA may terminate the Contract for convenience / public interest by written notice. The notice shall specify the effective date and extent of termination. Adjustment of advance payments, if any, shall be made after deducting lawful dues and costs.

17.5 PMA may terminate for insolvency / bankruptcy of the Lessee without compensation, subject to applicable law.

18. FORCE MAJEURE

18.1 Force Majeure means an event beyond the reasonable control of the affected Party, not caused by its fault or negligence, which materially prevents performance and could not reasonably have been avoided or overcome.

18.2 Force Majeure may include war, terrorism, civil disturbance, fire, flood, earthquake, epidemic, quarantine restriction, government action or similar events, to the extent they satisfy Clause 18.1.



18.3 The affected Party shall notify the other Party promptly in writing, provide reasonable evidence, mitigate the effects and continue performance to the extent reasonably possible.

18.4 If a Force Majeure event materially prevents performance for more than ninety (90) consecutive days, the Parties shall meet to determine continuation, suspension, adjustment or termination in accordance with law and competent authority approval.

19. CONFIDENTIALITY

19.1 Each Party shall protect confidential information received from the other Party and shall use it only for purposes of the Contract, except where disclosure is required by law, audit, court order or competent public authority.

19.2 This clause shall not restrict disclosure of information that is public, lawfully received from a third party, independently developed, or required to be disclosed under applicable transparency / audit requirements.

20. NOTICES

20.1 Notices shall be in writing and delivered by hand, recognized courier, registered post or official email to the addresses notified by the Parties. A notice shall take effect when received, or on its stated effective date if later.

20.2 PMA notice address: Secretary, Punjab Masstransit Authority, 5th Floor, Arfa Software Technology Park, Main Ferozepur Road, Lahore, Pakistan. Lessee notice address: [insert].

21. GOVERNING LAW AND DISPUTE RESOLUTION

21.1 Delay in rent payment shall not be considered as dispute, so it could not be referred to dispute resolution forum/committee. However, if any other dispute arises during the tenancy period, could be resolved as:

21.2 Mutual negotiations through authorized representative(s), within 15 days

21.3 Mediation by a neutral third party mutually agreed upon, the length of the period of mediation will be decided solely by the PMA

21.4 If unresolved, the matter will be referred to arbitration under the Arbitration Act, 1940. The decision of the arbitrator(s) shall be final and binding on both parties.

Note: The payment of the rent will not be stopped during the period of dispute.

22. MISCELLANEOUS

22.1 No waiver is effective unless in writing. Failure or delay to exercise a right shall not constitute waiver.

22.2 No amendment to this Contract shall be valid unless made in writing and approved / signed by the authorized representatives of the Parties.

22.3 If any provision is held invalid or unenforceable, the remaining provisions shall continue in effect to the fullest extent permitted by law.

22.4 Nothing in this Contract creates a partnership, employment relationship or agency between the Parties.

22.5 The Contract may be executed in counterparts, each of which shall be treated as an original.



SIGNATURES

For Punjab Masstransit Authority (PMA)	For the Lessee / Advertiser
Name: _____	Name: _____
Designation: _____	Designation: _____
Signature: _____	Signature: _____
Date: _____	Date: _____
Official Stamp: _____	Official Stamp: _____

WITNESSES

Witness 1	Witness 2
Name: _____	Name: _____
CNIC: _____	CNIC: _____
Address: _____	Address: _____
Signature: _____	Signature: _____



SECTION 6: FORM OF PERFORMANCE GUARANTEE / BANK GUARANTEE

Issuing Authority:

Date of Issuance:

Date of Expiry:

Claim Lodgment Date:

WHEREAS [Name and Address of the Contractor] (hereinafter called "the Service Provider") has agreed to supply the Services and render the Services against the Bid Name (hereinafter called "the Contract") for the Contract Value of PKR (in figures _____) (in words _____).

AND WHEREAS it has been stipulated in the Bid Document that the successful Bidder shall furnish Performance Guarantee, within ten (10) working days or more as per Client's approval, of the receipt of the Acceptance Letter from the Client, in the form of a Bank Guarantee, issued by a scheduled bank operating in Pakistan, as per the format provided in the Tender Document or in another form acceptable to the Client, valid from the date of issue until all obligations have been fulfilled in accordance with the Contract;

AND WHEREAS [Name of the Bank] having registered office at [Address of the Bank] (hereinafter called "the Guarantor") has agreed to give the Service Provider a Guarantee; THEREFORE the Guarantor hereby affirms to bind himself, his successors and his assigns to the Client, for the sum of PKR (in figures _____) (in words _____) and undertakes to pay to the Client, upon receipt of his written demand(s), any sum(s) as specified by him, not exceeding the above limit in aggregate, without cavil / argument and without the Client having to substantiate / prove or to show grounds / reasons for such claim(s), on the occurrence of any / all of the following conditions:

1. If the Service Provider commits a default under the Contract;
2. If the Service Provider fails to fulfill any of the obligations under the Contract;
3. If the Service Provider violates any of the provisions of the Contract.

Provided that the Client shall specify the occurred condition(s) owing to which the said sum is due to him.

And further provided that any demand(s) / claim(s) from the Client shall reach the Guarantor within thirty working days after the expiry of the Guarantee.

This guarantee shall remain valid up to _____ or until expiry of warranties or all obligations have been fulfilled in accordance with the Contract, whichever is later.

Date this _____ day of 20__.

GUARANTOR

Signature _____

CNIC # _____

Name _____



SECTION 7: TERMS OF REFERENCE (TORs) / SCOPE AND TECHNICAL REQUIREMENTS

7.1 Background - Pakistan Metrobus System (PMBS)

- 7.1.1 The Pakistan Metrobus System corridor from Saddar to Pak Secretariat is approximately 22.5 km in length.
- 7.1.2 The system comprises 24 stations with an average inter-station distance of approximately 1 km. Each station has a single platform with docking bays on both sides.
- 7.1.3 The system includes elevated, at-grade and underground sections, and its bridges / underpasses support station access and road crossing.
- 7.1.4 Bus operating hours are generally planned from approximately 6:00 AM to 11:00 PM and may be changed by PMA.
- 7.1.5 The PMBS serves substantial daily passenger volumes, making approved advertising locations commercially significant.

7.2 PMBS Premises Package

Sr. No.	Section / Reference	Scope	Station Premises
1	Kachehri	Approved advertising / marketing locations only	Excluded
2	PIMS		
3	Stock Exchange		
4	7th Avenue		
5	Shaheed-e-Millat		

No bidder shall assume any right to a particular structure, surface, total square footage or medium merely because it lies within the geographic. Only locations expressly approved by PMA may be utilized.

7.3 General Responsibilities of the Lessee

- 7.3.1 Use only locations approved by PMA and keep all installations within the approved footprint / dimensions.
- 7.3.2 Keep spaces, body paint, finishes, glass panels, civil surfaces and surrounding areas clean and in their original condition except for approved work.
- 7.3.3 Provide aesthetically appropriate frames / supports and ensure consistency with the surrounding architecture and operational environment.
- 7.3.4 Obtain prior PMA approval for each medium and each advertising / branding content item.
- 7.3.5 Plan installation / removal outside operational hours or as otherwise permitted by PMA.
- 7.3.6 Provide, install, operate and maintain all boards, LEDs, LCDs, displays, frames, cables, switches, networking, computers, fixtures, sub-meters and other accessories at its own cost.
- 7.3.7 Arrange electricity and backup power; where PMA power is approved, install a sub-meter and pay actual charges.
- 7.3.8 Protect passenger and public safety and ensure installations do not interfere with PMA operations, traffic management, signage, surveillance or emergency arrangements.
- 7.3.9 Compensate PMA for damage attributable to the Lessee, its staff, contractors, materials or installations.
- 7.3.10 Comply with PMA directions, inspection requirements and reasonable safety / operational instructions.
- 7.3.11 Obtain all permits and approvals required under applicable laws and bear all related costs
- 7.3.12 Ensure staff conduct and access discipline and prevent unauthorized entry into stations, corridors, trains, buses or restricted areas.
- 7.3.13 Remove unauthorized material from contracted locations and prevent unauthorized use of the approved sites.
- 7.3.14 Remove installations at expiry / termination and restore the sites within the prescribed period.



7.4 Advertising Content Standards

- 7.4.1 No content shall be displayed before PMA approval.
- 7.4.2 Content shall comply with applicable laws, advertising standards, public order, safety requirements and social / cultural norms.
- 7.4.3 Content that is obscene, vulgar, sectarian, hateful, misleading, unlawful, defamatory, against the State or religion, or likely to create ethnic, political or sectarian conflict is prohibited.
- 7.4.4 PMA may require immediate removal / suspension of any content or medium it considers inappropriate, unsafe or non-compliant.
- 7.4.5 Government / public service / PMA messages shall be displayed when directed under the Contract without monetary or time compensation.

7.5 Structural, Electrical and Fire Safety

- 7.5.1 All structures shall be designed and installed using sound engineering practice and suitable materials.
- 7.5.2 Structural stability certification by an appropriately registered Pakistan Engineering Council professional / engineer shall be provided where required.
- 7.5.3 Electrical systems shall use properly rated cables, protection devices, earthing, weather protection and safe routing. Exposed / loose wiring is prohibited.
- 7.5.4 Digital media shall be installed so that brightness, glare, animation and content transitions do not create a safety hazard or obstruct traffic / operational visibility.
- 7.5.5 Any fire-safety, emergency access or operational restriction communicated by PMA shall be complied with immediately.

7.6 Maintenance and Housekeeping

The Lessee shall inspect and maintain all installations throughout the Contract. Damaged, faded, loose, corroded, unstable, non-functional or unsafe components shall be repaired / replaced promptly. PMA may issue a notice requiring rectification; unsafe conditions may be directed for immediate removal.

7.7 Measurement of Advertising Area

For revenue calculation, only the display / branding area approved by PMA shall be measured. The measurement basis for each medium shall be recorded in the site approval / inventory. PMA may verify measurements physically. Where a medium has multiple billable faces, each approved display face shall be measured unless PMA specifies otherwise in the site approval.

7.8 Reporting

- 7.8.1 Monthly statement of approved media installed / operational and corresponding square footage.
- 7.8.2 Record of campaigns / advertisers displayed, when requested for verification or compliance.
- 7.8.3 Maintenance and incident log.
- 7.8.4 Electricity / utility payment records where PMA utilities are used.
- 7.8.5 Insurance, structural safety and statutory approval records as requested.

7.9 PMA Responsibilities

- 7.9.1 Process site / design / content approvals within reasonable time, subject to operational and safety review.
- 7.9.2 Issue access cards / permissions for approved personnel where necessary.
- 7.9.3 Coordinate with relevant PMA operational units for approved installations.
- 7.9.4 Inspect and monitor compliance and communicate required corrective action.
- 7.9.5 Retain the right to withdraw a site for bona fide operational / public-interest reasons in accordance with the Contract.



7.10 Commercial Terms and Payment Schedule

Period	Payment Basis	Due Date / Notes
Mobilization Period - up to 90 days	Actual Approved Area utilized x Year-1 Rate R	Area-based rent from actual commercial use / installation; no Minimum Guaranteed Monthly Amount floor during the mobilization period.
Commercial Year 1	Higher of G or Actual Approved Area x R	Monthly in advance by the 5th day of each month.
Commercial Year 2	Higher of 1.10G or Actual Approved Area x 1.10R	
Commercial Year 3	Higher of 1.21G or Actual Approved Area x 1.21R	

7.11 Penalties / Compliance Matrix

Non-Compliance	Consequence / Remedy
Late monthly rent	1% of overdue monthly amount per completed week or part thereof; persistent delay may lead to default / termination.
Rent unpaid for 8 consecutive weeks	PMA may terminate for default, recover dues and encash Performance Guarantee subject to Contract.
Late utility payment to PMA	2% of overdue utility bill per completed week or part thereof.
Damage to PMA property	Immediate repair / restoration at Lessee cost plus recovery of actual loss and documented operational / revenue impact where attributable.
Unsafe / unauthorized installation	Immediate suspension / removal as directed; costs and resulting losses recoverable from Lessee.
Unauthorized access / abuse of access	Suspension of access and such contractual / legal action as circumstances warrant.
Failure to maintain / clean	Rectification within notice period; PMA may remove / rectify at Lessee risk and cost if not corrected.
Non-compliant content	Immediate removal / replacement as directed; repeated / material breach may lead to termination.



SECTION 8: STANDARD BID FORMS AND CHECKLISTS

FORM T-1 - TECHNICAL PROPOSAL SUBMISSION FORM

[To be reproduced on bidder letterhead, signed and stamped.]

Date: _____

To,

The Chairman, Bid Evaluation Committee,
Punjab Masstransit Authority,
Lahore.

Subject: Technical Proposal Renting Out Premises for Advertising / Marketing of Pakistan Metro Bus System (PMBS) (Rawalpindi-Islamabad) from Kachehri Station till Shaheed-e-Millat Stations

We, the undersigned, are duly authorized to represent [name of bidder] and submit this Technical Proposal after examining and fully understanding the Bidding Document. We accept the scope, technical obligations, commercial mechanism and draft Contract without material reservation, except clarifications expressly accepted by PMA in writing.

We certify that the information and documents submitted are true and authentic; that we are not currently blacklisted / debarred as declared in our affidavit; and that we shall promptly notify PMA of any material change affecting our eligibility during the bid validity period.

Authorized Signature: _____

Name / Designation: _____

CNIC: _____

Bidder Stamp: _____



FORM T-2 - BIDDER PROFILE

[To be signed & stamped by the Bidder and reproduced on the letter head. To be attached with Technical Bid]

Sr. No.	Particular	Bidder Response
1	Legal Name of Bidder	
2	Legal Status (Company / Firm / Sole Proprietor / JV)	
3	Registered Office Address	
4	Contact Person / Focal Person	
5	Telephone / Mobile	
6	Email	
7	NTN / FBR Registration No.	
8	PRA Registration No.	
9	SECP / Registrar of Firms No.	
10	Date of Formation / Registration	
11	Number of Employees	
12	Website (if any)	

Please attach copies of NTN, PRA, SECP/ Registrar of Firms,

**FORM T-3 - JV / CONSORTIUM MEMBER INFORMATION**

{To be reproduced and signed & stamped by the lead partner and all JV members on their letter Pad, to be attached with Technical Bid in addition to the JV agreement}

{The Tenant / Lessee shall fill in this Form in accordance with the instructions indicated below. The following table shall be filled in for the Tenant / Lessee and for each member of a Joint Venture}.

Date: [insert date (as day, month, and year) of Bid submission]

RFB No.: [insert number of RFB process]

Alternative No.: [insert identification No if this is a Bid for an alternative]

Page _____ of _____ pages

1. Bidder's Name: [insert Bidder's legal name]
2. Bidder's JV Member's name: [insert JV's Member legal name]
3. Bidder's JV Member's country of registration: [insert JV's Member country of registration]
4. Bidder's JV Member's year of registration: [insert JV's Member year of registration]
5. Bidder's JV Member's legal address in country of registration: [insert JV's Member legal address in country of registration]
6. Bidder's JV Member's authorized representative information Name: [insert name of JV's Member authorized representative] Address: [insert address of JV's Member authorized representative] Telephone/Fax numbers: [insert telephone/fax numbers of JV's Member authorized representative] Email Address: [insert email address of JV's Member authorized representative]
7. Attached are copies of original documents of [check the box(es) of the attached original documents] ☐ Articles of Incorporation (or equivalent documents of constitution or association), and/or registration documents of the legal entity named above. ☐ In case of a state-owned enterprise or institution, documents establishing legal and financial autonomy, operation in accordance with commercial law, and that they are not under the supervision of the Tenant / Lessee.
8. Included are the organizational chart, a list of Board of Directors, and the beneficial Lessor ship.



FORM T-4 - TECHNICAL COMPLIANCE / IMPLEMENTATION PLAN

[To be signed & stamped by the Bidder and reproduced on the letter head. To be attached with Technical Bid]

Sr. No.	Requirement	Bidder Compliance / Methodology
3	Design and structural safety	Confirm engineering review and stability certification where required.
4	Installation methodology	Confirm work during PMA-approved hours and protection of operations / passengers.
5	Electrical / utility plan	Describe independent supply / backup or sub-meter arrangements if PMA power is approved.
6	Maintenance and cleaning	Describe routine inspection, preventive maintenance and response mechanism.
7	Content approval process	Confirm no content will be displayed before PMA approval.
8	Public liability / insurance	Confirm insurance will be obtained and maintained before operation.
9	Monthly area reporting	Confirm submission of installed / utilized Approved Area records.
10	End-of-term removal and restoration	Confirm removal within 15 days or period directed by PMA and restoration of sites.



FORM T-5 - AFFIDAVIT / UNDERTAKING

[To be printed on PKR 100 Stamp Paper, duly attested by oath commissioner]

Name: _____ (Applicant)

I, the undersigned, do hereby certify that all the statements made in the Bidding document and in the supporting documents are true, correct and valid to the best of my knowledge and belief and may be verified by Lessor if The Lessor, at any time, deems it necessary. The undersigned hereby authorize and request the bank, person, company or corporation to furnish any additional information requested by the [name of Lessor] of the Punjab deemed necessary to verify this statement regarding my (our) competence and general reputation.

The undersigned understands and agrees that further qualifying information may be requested and agrees to furnish any such information at the request of the [name of Lessor]. The undersigned further affirms on behalf of the firm that:

- (i) The firm is not currently blacklisted by The Lessor.
- (ii) The documents/photocopies provided with Bid are authentic. In case any fake/bogus document was found at any stage, the firm shall be blacklisted as per Law/ Rules.
- (iii) Affidavit for correctness of information.
- (iv) Failure to perform the contract or any obligation thereunder with PMA should not have occurred as a result of default by the bidder (In case of JV - applicable to all partners).

[Name of the Contractor/ Bidder/ Tenant / Lessee] undertakes to treat all information provided as confidential.

Signed by an authorized Officer of the company.

Deponent / Authorized Signatory: _____

CNIC: _____

Designation: _____

Company / Firm: _____

Date: _____



FORM T-6 - TECHNICAL BID CHECKLIST

Sr. No.	Document / Requirement	Attached (Yes/No)
1	Technical Proposal Submission Form T-1	
2	Bidder Profile T-2	
3	JV Form and JV Agreement (if applicable) T-3	
4	Technical Compliance / Implementation Plan T-4	
5	Affidavit T-5	
6	Company Profile / Organization Chart	
7	FBR / NTN Registration / Active Status Evidence	
8	SECP / Registrar of Firms Registration	
9	PRA Registration (if applicable)	
10	Financial Statements / Tax Returns for Turnover	
11	Original Bid Security PKR 250,000	
13	Signed / Stamped Bidding Document (if required)	
14	Insurance Undertaking	
15	Structural Safety Undertaking	