



Tender Notice No. 478/2025

Installation of 02 Nos. Outdoor Digital Advertisement Screens on Public-Private Partnership Revenue Sharing Basis

Issue Date: **24-12-2025**

Closing Date: **20-01-2026 (11:00 AM)**

Pakistan Industrial Technical Assistance Centre (PITAC), under the Ministry of Industries and Production, invites sealed bids from experienced firms/consortia for a Public-Private Partnership (PPP) to Design, Supply, Install, Operate, and Maintain Two High-Resolution SMD LED Digital Advertisement Screens at PITAC Headquarters, 234- Ferozpur Road, Lahore. The project leverages high-traffic locations (Ferozpur Road: >100,000 daily commuters; Canal Road: >50,000 viewers) to promote industrial initiatives and generate sustainable revenue, following the Single Stage – Two Envelope Procedure (Rule 36(b), PPRA Rules, 2004).

1. Pay order/bank draft/banker's cheque of amount **Rs.2000/- (non-refundable)** in the name of Director General PITAC, Lahore, must be submitted along with bid as Tender participation Fee.
2. Bids may be submitted as per conditions set out in bidding documents electronically through federal PPRA EPADS web portal <http://eprocure.gov.pk> before closing time & date. Manual bids shall not be accepted. The bids shall be opened on the same day at 11:30 AM.
3. Scanned copy of **Bid Security @ 2% of the total bid incl. all taxes (refundable)** in the shape of deposit at call or a bank guarantee issued by a scheduled bank in the name of Director General PITAC, Lahore be sent through EPADS, while the original Bid Security alongwith supporting documents (if any) must be dispatched to the undersigned. Bids, without Tender participation Fee (Rs. 2000) and earnest money will be rejected. Bid validity period is 90 days from the date of opening of financial bid.
4. **Project Scope**
 - Locations & Sizes:
 - Ferozpur Road: 20 ft x 40 ft (~800 sq ft)
 - Canal Road: 20 ft x 40 ft (~800 sq ft)
 - Key Tasks:
 - Install ground-mounted, full-color SMD LED screens (≤ 6mm pixel pitch, ≥ 6,000 nits brightness, IP65 weatherproof).
 - Ensure compliance with LDA, PHA, PEMRA, WASA, EPA, and LESCO regulations.
 - Operate screens with ≥ 99.7% uptime using a secure, cloud-based Content Management System (CMS).
 - Pay fixed monthly rentals, with optional revenue-sharing (e.g., 10–15% of ad revenue).
 - Contract Duration: 3 years, extendable to 5 years based on performance.
5. **Eligibility**
 - Registered with SECP, FBR (Active Taxpayers List), and PPRA's E-PADS.
 - ≥ 3 years experience in outdoor digital media with ≥ 2 completed projects (screens ≥ 20 ft x 10 ft).
 - Annual turnover ≥ PKR 50 million (2023-24, 2024-25).
 - Not blacklisted by any government/autonomous body.
 - Detailed Criteria laid down in tender documents.
6. **Evaluation Process:** Technical Bids will be evaluated as per criteria mentioned in Tender Notice/Documents and PPRA Rules 2004, and financial bids of technically qualified bidders will be opened later on. PITAC reserves the right to reject all Bids as per rule 33 PPRA 2004.
7. **Submission Deadline:** Technical and Financial Bids will be submitted through Federal PPRA EPADS before the closing date & time. Technical Bids will be opened on the same day at 11:30 AM in the presence of bidders or their representatives. **Please send the hard copy of supporting documents (if any) to the undersigned.**

Deputy Director (Coord/Purchase)

Pakistan Industrial Technical Assistance Centre (PITAC)

234-Ferozpur Road, Lahore Ph: 042-99230601,99230702,99230699 Fax: 042-99230589

Email: purchase@pitac.gov.pk, Website: www.pitac.gov.pk