



PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY

Lease of Advertisement Rights for CBD Quaid District Outdoor  
Advertisement Mediums



Summary of Evaluation

Sr. No.	Marks Allocation (Total 100 Marks)	1	2	3	4
		M/s Omelet Advertising	M/s Hafiz Brothers Media Solutions Pvt. Ltd.	M/s Spectrum Lines	M/s Sign Pakistan
1	Existence:	5	4.6	5.00	4.3
2	Annual Turnover:	0	5	5	5
3	Assets:	0	15	15	15
4	Execution Plan	0	20	40	68
<b>Total Marks Attained</b>		<b>5</b>	<b>44.6</b>	<b>65.00</b>	<b>92</b>
<b>Remarks</b>		Technically Non-Compliant	Technically Non-Compliant	Technically Compliant	Technically Compliant

Passing Marks 65

Director Marketing, PCBDDA

Director Finance, PCBDDA

Director Procurement, PCBDDA



**PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY**  
**Lease of Advertisement Rights for CBD Quaid District Outdoor Advertisement Mediums**  
**Mandatory Criteria**



Sr. No.	Mandatory Requirements	M/s Omelet Advertising	M/s Hafiz Brothers Media Solutions Pvt. Ltd.	M/s Spectrum Lines	M/s Sign Pakistan
1	Original Bid Security with the proposal (PKR 2,000,000/-)	Attached	Attached	Attached	Attached
2	Registered with FBR for National Tax Number (NTN)	Registered NTN no. 2123060-9	Registered NTN no. 3355910-4	Registered NTN no. 2738205-2	Registered NTN no. 3705552-6
3	PRA Registration	Registered	Registered	Registered	Registered
4	Bidder must have at 05 (Five) years of existence. The existence shall be calculated from the date of incorporation / registration of the bidder.	20 Years	14 Years	17 Years	13 Years
5	Affidavit to the effect that:- •Bidder is neither blacklisted from any government department nor is any litigation pending in this regard. •The documents/photocopies provided with Bid are authentic. In case of any fake/bogus document found at any stage, the Bidder shall be blacklisted as per Law/ Rules. •The provided information is correct.	Attached	Attached	Attached	Attached
<b>Recommendation</b>		<b>Eligible</b>	<b>Eligible</b>	<b>Eligible</b>	<b>Eligible</b>

Director Marketing, PCBDDA

Director Finance, PCBDDA

Director Procurement, PCBDDA



**PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY**  
**Lease of Advertisement Rights for CBD Quaid District Outdoor Advertisement Mediums**  
**Evaluation Report**



Name of Bidder: **M/s Omelet Advertising**

Sr. #	Main Category	Total Category Marks	Description	Obtained Marks	Remarks
1	Existence:	5	The Advertiser having experience of 15 years shall be awarded full marks. Advertiser having existence less than 15 years shall be awarded marks on proportionate basis. Advertiser having existence less than 05 years shall be awarded zero "0" marks	5	20 Years of Existence
2	Annual Turnover:	5	Full Marks for Minimum Annual Turnover of PKR 50 million in the last completed financial year i.e., FY 2022-23. To be verified through Audited Financial Statement. Zero "0" for less than PKR 50 million annual turnover. To be verified through Audited Financial Statement	0	No Evidence Attached
3	Assets:	15	The Bidder must own 05 Outdoor Advertisement Assets in Pakistan like billboards, SMDs, Digital Streamers, Pylons etc. (Please provide proof of ownership) 05 Marks for each Asset	0	No Evidence Attached
4	Execution Plan	75	The advertiser shall propose phase wise advertising assets, along with rollout plan and execution plan along with the expected benefits & revenues etc, throughout the CBD Quaid District. The plan shall be evaluated by the CBD Evaluation Team and the advertiser proposing the most workable & feasible plan shall be awarded the marks accordingly out of total of 75 marks. The calculation should be submitted as proposed SQF.	0	No Execution Plan Attached
<b>Total Marks Obtained</b>				<b>5.00</b>	

Director Marketing, PCBDDA

Director Finance, PCBDDA

Director Procurement, PCBDDA



**PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY**  
**Lease of Advertisement Rights for CBD Quaid District Outdoor Advertisement Mediums**  
**Evaluation Report**



Name of Bidder: **M/s Hafiz Brothers Media Solutions Pvt. Ltd.**

Sr. #	Main Category	Total Category Marks	Description	Obtained Marks	Remarks
1	Existence:	5	The Advertiser having experience of 15 years shall be awarded full marks. Advertiser having existence less than 15 years shall be awarded marks on proportionate basis. Advertiser having existence less than 05 years shall be awarded zero "0" marks	4.6	14 Years of Existence
2	Annual Turnover:	5	Full Marks for Minimum Annual Turnover of PKR 50 million in the last completed financial year i.e., FY 2022-23. To be verified through Audited Financial Statement. Zero "0" for less than PKR 50 million annual turnover. To be verified through Audited Financial Statement	5	2023. PKR 400,762,428/-
3	Assets:	15	The Bidder must own 05 Outdoor Advertisement Assets in Pakistan like billboards, SMDs, Digital Streamers, Pylons etc. (Please provide proof of ownership) 03 Marks for each Asset	15	Evidence of 07 Sites Attached
4	Execution Plan	75	The advertiser shall propose phase wise advertising assets, along with rollout plan and execution plan along with the expected benefits & revenues etc, throughout the CBD Quaid District. The plan shall be evaluated by the CBD Evaluation Team and the advertiser proposing the most workable & feasible plan shall be awarded the marks accordingly out of total of 75 marks. The calculation should be submitted as proposed SQF.	20	No Execution Plan Attached
<b>Total Marks Obtained</b>				<b>44.60</b>	

Director Marketing, PCBDDA

Director Finance, PCBDDA

Director Procurement, PCBDDA



**PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY**  
**Lease of Advertisement Rights for CBD Quaid District Outdoor Advertisement Mediums**  
**Evaluation Report**



Name of Bidder:

M/s Spectrum Lines

Sr. #	Main Category	Total Category Marks	Description	Obtained Marks	Remarks
1	Existence:	5	The Advertiser having experience of 15 years shall be awarded full marks. Advertiser having existence less than 15 years shall be awarded marks on proportionate basis. Advertiser having existence less than 05 years shall be awarded zero "0" marks	5	17 Years of Existence
2	Annual Turnover:	5	Full Marks for Minimum Annual Turnover of PKR 50 million in the last completed financial year i.e., FY 2022-23. To be verified through Audited Financial Statement. Zero "0" for less than PKR 50 million annual turnover. To be verified through Audited Financial Statement	5	2023 PKR 656,966,375/-
3	Assets:	15	The Bidder must own 05 Outdoor Advertisement Assets in Pakistan like billboards, SMDs, Digital Streamers, Pylons etc. (Please provide proof of ownership) 03 Marks for each Asset	15	Evidence of more than 05 Sites Attached
4	Execution Plan	75	The advertiser shall propose phase wise advertising assets, along with rollout plan and execution plan along with the expected benefits & revenues etc, throughout the CBD Quaid District. The plan shall be evaluated by the CBD Evaluation Team and the advertiser proposing the most workable & feasible plan shall be awarded the marks accordingly out of total of 75 marks. The calculation should be submitted as proposed SQF.	40	No Execution Plan Attached
<b>Total Marks Obtained</b>				<b>65.00</b>	

Director Marketing, PCBDDA

Director Finance, PCBDDA

Director Procurement, PCBDDA

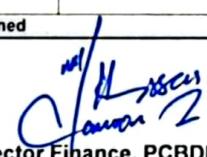
**PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY**  
**Lease of Advertisement Rights for CBD Quaid District Outdoor Advertisement Mediums**  
**Evaluation Report**

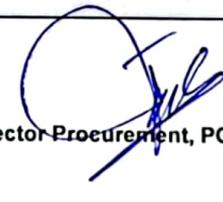


Name of Bidder: **M/s Sign Pakistan**

Sr. #	Main Category	Total Category Marks	Description	Obtained Marks	Remarks
1	Existence:	5	The Advertiser having experience of 15 years shall be awarded full marks. Advertiser having existence less than 15 years shall be awarded marks on proportionate basis. Advertiser having existence less than 05 years shall be awarded zero "0" marks	4.3	13 Years of Existence
2	Annual Turnover:	5	Full Marks for Minimum Annual Turnover of PKR 50 million in the last completed financial year i.e., FY 2022-23. To be verified through Audited Financial Statement. Zero "0" for less than PKR 50 million annual turnover. To be verified through Audited Financial Statement	5	2023.PKR 137,642,355/-
3	Assets:	15	The Bidder must own 05 Outdoor Advertisement Assets in Pakistan like billboards, SMDs, Digital Streamers, Pylons etc. (Please provide proof of ownership) 03 Marks for each Asset	15	Evidence of more than 05 Sites Attached
4	Execution Plan	75	The advertiser shall propose phase wise advertising assets, along with rollout plan and execution plan along with the expected benefits & revenues etc, throughout the CBD Quaid District. The plan shall be evaluated by the CBD Evaluation Team and the advertiser proposing the most workable & feasible plan shall be awarded the marks accordingly out of total of 75 marks. The calculation should be submitted as proposed SQF.	68	No Execution Plan Attached
<b>Total Marks Obtained</b>				<b>92.30</b>	

  
 Director Marketing, PCBDDA

  
 Director Finance, PCBDDA

  
 Director Procurement, PCBDDA

**LEASE OF ADVERTISEMENT RIGHTS FOR CBD QUAID DISTRICT OUTDOOR ADVERTISEMENT MEDIUMS -  
EXECUTION PLAN REPORT**

Sr. No	Proposed Assets	Asset	Size	No. of Assets	Marks / 75	
<b>Sign Pakistan</b>						
<b>PHASE-1</b>						
1	Liberty facing kalma Chowk	Billboard	120x40	1	68	
2	Liberty Side Main Boulevard	Round Shape SMD		1		
3	CBD Boulevard Entrance	Ground Mounted 3D SMD	40x20	1		
4	CBD Green Belt			1		
5	CBD Boulevard Bridge Site	Billboard	120x40	1		
6	CBD Bridge site facing IT Tower	Billboard	120x40	1		
<b>PHASE-2</b>						
7	Bridge Site for Traffic facing Main Boulevard Gulberg	Billboard	120x40	1	68	
8	Various Locations	Gantry	180x15	1		
9	Mega Site Parallel to CBD Boulevard	Billboard	180x30	1		
10	Mega Site Parallel to CBD Boulevard	Billboard	180x30	1		
11	Main Boulevard Gulberg	Billboard	30x90	1		
12	Facing Main Boulevard Gulberg	Billboard	30x40	1		
13	Load Bearing Structures	Wall Panels	30x40	1		
14	CBD Boulevard Entrance Facing Main Boulevard			1		
<b>PHASE-3</b>						
15	CBD Boulevard Parking Plaza	SMDs & Backlit		1		68
16	CBD Boulevard Parking Plaza	Mega Building Wrap		1		
17	CBD Boulevard Parking Plaza	Side View		1		
18	CBD Main Boulevard	Pole Signs		200		
19	Underpass	Vinyl Pasting		1		
20	CBD Main Boulevard - Various Locations	Pylons & Mopies		1		
<b>PHASE-4</b>						
21	CBD Green Belts & Roundabouts	Additional Assets		1	68	
22	CBD Green Belts & Roundabouts	Short Term Recreational Activities		1		
23	Various locations for public facilitation	Bus Shelters		1		
<b>Spectrum Lines</b>						
1	CBD Quaid District	Billboard	180x30	1	40	
2	CBD Quaid District	Billboard	90x30	10		
3	CBD Quaid District	Billboard	80x40	2		
4	CBD Quaid District	Digital Streamers	6x3	200		
<b>Omelette Advertising</b>						
Execution Plan not provided in the bid					0	
<b>Hafiz Brothers</b>						
1	Entrance -1 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	40x30	1	20	
2	Entrance -2 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	40x30	1		
3	Entrance -3 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	40x30	1		
4	Entrance -4 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	40x30	1		
5	Entrance -5 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	40x30	1		
6	Entrance -6 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	60x20	1		
7	Entrance -7 Facing Gulberg & Kalma Chowk at Khayban-e-Iqbal & DHA	Billboard	60x20	1		
8	Exit -2 Facing Gulberg & Kalma Chowk to Khayaban-e-Iqbal & DHA	Billboard	40x30	1		
9	Exit -3 Facing Gulberg & Kalma Chowk to Khayaban-e-Iqbal & DHA	Billboard	40x30	1		
10	Exit -4 Facing Gulberg & Kalma Chowk to Khayaban-e-Iqbal & DHA	Billboard	40x30	1		

  
Deputy Director Media

  
Director Marketing



**Punjab Central Business District  
Development Authority**  
Government of The Punjab



**MINUTES OF THE MEETING**  
**OPENING OF FINANCIAL BIDS – LEASE OF ADVERTISEMENT RIGHTS FOR CBD QAID DISTRICT**  
**OUTDOOR ADVERTISEMENT MEDIUMS**

Agenda				Decision																	
<p>Meeting of the Procurement Evaluation Committee constituted vide Office Order No. PCBDDA/PRO/CEO/A/265 dated January 18, 2024, was held on <b>July 11, 2024, at 11:00 AM</b> for the opening of financial bids of technical qualified bidders, regarding Lease of Advertisement Rights for CBD Quaid District Outdoor Advertisement Mediums. The following attended the meeting:</p> <p><b>PCBDDA:</b></p> <ul style="list-style-type: none"><li>• Muhammad Jawad Ahmed, Director Procurement</li><li>• Waseem Siddiq, Director Marketing</li><li>• Mansoor Saeed, Director Finance</li></ul> <p><b>Bidders:</b></p> <ul style="list-style-type: none"><li>• M/s Sign Pakistan</li><li>• M/s Spectrum Lines</li></ul> <p>Director Procurement announced the Technical Score attained by the Bidders. Further, the Committee proceeded to sign the sealed envelope. After Bid Opening, Director Procurement announced the quoted rates whose summary is as under (Financial Evaluation attached as <b>Annex-A</b>):</p>				<p>The Committee recommended to award the work at the mentioned rates to M/s Sign Pakistan after approval of Competent Authority.</p>																	
<table border="1"><thead><tr><th rowspan="2">Printer</th><th rowspan="2">UOM</th><th colspan="2">M/s Spectrum Lines</th><th colspan="2">M/s Sign Pakistan</th></tr><tr><th>Monthly Rent Offered</th><th>Total Yearly Rent Offered</th><th>Monthly Rent Offered</th><th>Total Yearly Rent Offered</th></tr></thead><tbody><tr><td>Outdoor Advertisement Assets</td><td>Sq. Ft.</td><td>5,085,000</td><td>61,020,000</td><td>14,961,667</td><td>179,540,000</td></tr></tbody></table>						Printer	UOM	M/s Spectrum Lines		M/s Sign Pakistan		Monthly Rent Offered	Total Yearly Rent Offered	Monthly Rent Offered	Total Yearly Rent Offered	Outdoor Advertisement Assets	Sq. Ft.	5,085,000	61,020,000	14,961,667	179,540,000
Printer	UOM	M/s Spectrum Lines		M/s Sign Pakistan																	
		Monthly Rent Offered	Total Yearly Rent Offered	Monthly Rent Offered	Total Yearly Rent Offered																
Outdoor Advertisement Assets	Sq. Ft.	5,085,000	61,020,000	14,961,667	179,540,000																
<p>In further discussions Director Marketing clarified that, the quoted rates are the rental payable to PCBDDA which are exclusive of all applicable taxes (FBR, PRA etc) and any air tax charged by PHA, Walton Cantonment Board shall be paid by Advertiser and if not collected by Walton or PHA then this shall be collected by PCBDDA as per the applicable bylaws.</p>																					

  
Director Finance, PCBDDA

  
Director Marketing, PCBDDA

  
Director Procurement, PCBDDA



**Punjab Central Business District Development Authority**  
Government of The Punjab



Sr. No.	Description	UOM	M/s Spectrum Lines		M/s Sign Pakistan	
			Monthly Rent Offered	Total Yearly Rent Offered	Monthly Rent Offered	Total Yearly Rent Offered
1	Outdoor Advertisement Assests	Sq. Ft.	5,085,000	61,020,000	14,961,667	179,540,000

  
Director Finance, PCBDDA

  
Director Marketing, PCBDDA

  
Director Procurement, PCBDDA





**Financial Evaluation Report**

Sr. No.	Outdoor Medium	UOM	Total Sq. Ft.	M/s Spectrum Lines	
				Per Sq. Ft. Rate Offered	Monthly Rent Offered
<b>Billboards</b>					
1	180x30	Sq. Ft.	5400	155	837,000
2	90x30	Sq. Ft.	2700	140	378,000
3	80x40	Sq. Ft.	3200	125	400,000
4	90x30	Sq. Ft.	2700	100	270,000
5	90x30	Sq. Ft.	2700	100	270,000
6	90x30	Sq. Ft.	2700	100	270,000
7	90x30	Sq. Ft.	2700	100	270,000
8	90x30	Sq. Ft.	2700	100	270,000
9	90x30	Sq. Ft.	2700	100	270,000
10	90x30	Sq. Ft.	2700	100	270,000
11	90x30	Sq. Ft.	2700	100	270,000
12	90x30	Sq. Ft.	2700	100	270,000
13	90x30	Sq. Ft.	2700	100	270,000
14	80x40	Sq. Ft.	3200	100	320,000
<b>Digital Streamers</b>					
15	6x3 Qty. 200	Sq. Ft.	3600	125	450,000
<b>Total Monthly Rate Offered (Rs)</b>				<b>5,085,000</b>	
<b>Total Annual Rate Offered (Rs)</b>				<b>61,020,000</b>	

Note: Total after arithmetic correction

Director Finance, PCBDDA

Director Marketing, PCBDDA

Director Procurement, PCBDDA



Financial Evaluation Report

Sr. No.	Outdoor Medium	UOM	Total Sq. Ft.	M/s Sign Pakistan	
				Monthly Per Sq. Ft. Rate Offered	Monthly Rent Offered
1	Wrap	Sq. Ft.	90,000	17	1,500,000
2	Pole Sign	Sq. Ft.	32,400	67	2,160,000
3	Hoarding / SMD	Sq. Ft.	121,520	83	10,126,667
4	Pylons / Bus Shelters	Sq. Ft.	14,100	83	1,175,000
Total Monthly Rate Offered (Rs)				14,961,667	
Total Annual Rate Offered (Rs)				179,540,000	

Note: Total after arithmetic correction

  
Director Finance, PCBDDA

  
Director Marketing, PCBDDA

  
Director Procurement, PCBDDA