



Pakistan Railway Advisory & Consultancy Services Limited
(Subsidiary Company of Pakistan Railways)

INVITATION OF BIDS

(For Branding and Advertisement Opportunities on Pakistan Railways Specified Stations / Trains)

Pakistan Railway Advisory & Consultancy Services (PRACS) is offering a unique opportunity of branding and advertisement on different trains and stations as listed below (up to 30% of inside and outside passenger coaches and up to 30% of stations as per allocated sites on trains and at each station). This offer also includes the placement of LCDs in coaches. Pakistan Railways carries approximately 80 million passengers annually that hold a great marketing potential. PRACS intends to offer this opportunity to Individual Companies / Manufacturers and reputed Marketing / Advertisement Companies for branding of the identified spaces/sites of the specified Railway Stations / Trains as given below.

S. No.	Stations	S. No	Stations
1.	Karachi City	8.	Kot Lakhpat
2.	Karachi Cantt	9.	Lahore Cantt
3.	Landhi	10.	Lahore
4.	Hyderabad	11.	Rawalpindi
5.	Rohri	12.	Wazirabad
6.	Multan	13.	Peshawar
7.	Khanewal	14.	Quetta

S. No.	Trains
1.	Khyber Mail
2.	Tezgam
3.	Karachi Express
4.	Hazara Express
5.	Awam Express

- Complete detail of the identified spaces/sites of the specified stations and trains are attached with the bid documents.
- The interested firms / companies can obtain the Bid documents, at a cost of Rs. 2,000/- (non-refundable) for trains and stations separately. An amount of Rs. 500,000/- is to be deposited through pay order / Bank draft as security deposit in favor of M/S PRACS (Refundable), with Technical Bid envelope.
- Selection of firms shall be carried out as per PPRA rules. Competitive bidding will be conducted in accordance with the single stage: two envelopes bidding process.
- Sealed Technical proposals and Financial Bids in separate envelopes in a single package (already identified spaces/sites for stations Branding and Train Branding separately) must reach the below mentioned address latest by **1100 Hrs on 8th August, 2017**. Technical Proposals will be opened publicly in the office mentioned below **on same day at 1400 Hrs** in the presence of bidders or their representatives who may choose to be present.
- Financial Proposals will be opened following technical Proposals. Evaluation date & time will be conveyed in advance to bidders whose Technical Proposals are declared as responsive.
- PRACS reserves the rights to cancel the entire process at any stage.
- Further details/information of Tender notice are available on given websites: www.pracsltd.com, www.pakrail.com & www.ppra.org.com.

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