



# PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY



Ministry of Industries and Production  
Government of Pakistan  
A subsidiary of Pakistan Industrial Development Corporation  
A company set up under section 42 of the Companies Ordinance, 1984

**Tender No: 68**

## **Tender Notice for Public Relations Company for a Special PR Campaign**

Pakistan Gems and Jewellery Development Company has been established as a Public/Private partnership to develop the value chain from mine to market. The company aims to enhance the exports through facilitation, technology upgradation, skill development, and Marketing/Branding.

Sealed quotations/offers are invited from reputed companies for Public Relations services for a special PR campaign of 4 – 6 weeks which includes;

1. Press and media coverage.
2. Press interviews
3. Talk shows
4. TV interviews
5. Other related media activities.
6. Liaison with the Government agencies and the Gems & Jewellery trade with the perspective of media management.

A detailed proposal will be required keeping the above scope of work.

### **Requirements:**

1. Public Relations Company must have good portfolio as Public Relations Company besides that hand on brand image utilizing all mediums e.g. Print, Electronic, etc.
2. The interested parties are required to submit their proposals and rates along with the following information/documents:
  - a) Name and address of the firm with name(s) of director(s)/Proprietor(s)/Partner(s), their qualification, address, CNIC and contact numbers.
  - b) Latest bank statement from a scheduled bank for the last (06) six months.
  - c) Copy of Income tax registration and General Sales tax registration certificates.
  - d) Undertaking on the company's letterhead that the company is not blacklisted by any firm or government department/agency.
  - e) Proof of financial stability.
  - f) List of clients and details of services provided.
  - g) All taxes must be mentioned separately.
  - h) Quotations must be valid for 30 days.
  - i) Any other document which the interested parties might want to supply in their favor.



## PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY



All Government taxes/levies will be deducted at the time of making payments. The quotations must be submitted in sealed envelope clearly marked with “**Tender for Special PR Campaign**” and shall be submitted to Manager Marketing, PGJDC by latest 29 March 2010 by 1500 hrs. Tender will be opened on 29 March 2010 at 1530 hrs at the PGJDC office in the presence of bidder’s representative(s).

### PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY

M-3, Mezzanine Floor, Regent Plaza Hotel and Convention Centre, Shahrah-e-Faisal,  
Karachi, Pakistan

Tel No: +92-21-35631395-7, Fax No: +92-21-35631398

E-mail: [info@pgjdc.org](mailto:info@pgjdc.org) Website: [www.pgjdc.org](http://www.pgjdc.org)

Contact Person: Manager Marketing