



Pakistan Gems and Jewellery Development Company



Ministry of Industries and Production
Government of Pakistan

Tender No.74

Tender Notice for Advertising Agency

Sealed quotations/offers are invited from reputed Advertising Agencies to plan and carry out marketing campaigns for the development of Gems and Jewellery Industry. The advertising agency must have a good portfolio and the relevant experience.

The interested advertising agencies are required to submit their proposals and rates along with the following information/documents:

Scope of Work:

- The Agency shall prepare the complete strategy and creatives including ATL and BTL activities.
- Concept design and production of ads
- Release of ads on different media including newspaper, television, etc.
- Brand Management services
- Outdoor Publicity/ BTL Activities
- Direct Marketing
- Designing and development of Company Newsletter and various promotional material including brochures, flyers, banners, etc.
- Development of Company Documentary
- Managing events from planning to execution

Terms and Conditions:

- Minimum experience of specified work must be five years.
- Proof of financial stability.
- List of clients and details of services provided.
- Undertaking on the company's letterhead that the company is not blacklisted by any firm or government department/agency.
- All taxes and GST must be mentioned separately.
- List of clients and details of services provided.
- Quotations must be valid for 60 days.
- A complete tariff list with specifications must be based on the above mentioned scope of work.

Company has the right to accept/reject/divide the order without assigning any reason thereof.

All Government taxes/levies will be deducted at the time of making payments. The tender must be submitted in sealed envelope clearly marked with "**Tender for Advertising Agency**" and shall be submitted to Management Associate-Marketing, PGJDC latest by 31st May 2010 by 14:00 hrs. Tender will be opened on 31st May 2010 at 14:30 hrs at the PGJDC office in the presence of bidder's representative(s).

PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY

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Karachi, Pakistan

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Website: www.pgjdc.org

Contact Person: Management Associate – Quality Assurance