



PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY



Ministry of Industries and Production,
Government of Pakistan

Tender No: 75

Tender Notice for Public Relations Company

Sealed quotations/offers are invited from reputed Public Relations Companies for the public relation services on retainer-ship basis. The public relation company must have a good portfolio and the relevant experience.

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

Scope of Work:

- Press Release and media coverage of the events, activities, initiatives and achievements of PGJDC.
- Media Campaigns and Coordination whenever required.
- Media Consultancy for image building and publicity and also to counter issues affecting the company's image
- Media Promotion (Interviews, Talk shows, special coverage, etc.)
- Media management for exhibitions, events, activities organized by the company.
- Media management for press conferences, seminars, training programs and workshops.
- Content writing and article placements.
- Media Monitoring.

Terms and Conditions:

- 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 must be mentioned separately.
- Quotations must be valid for 60 days.
- A complete proposal with specifications and quotes must be based on the above mentioned scope of work.
- All Government taxes/levies will be deducted at the time of making payments.
- Company has the right to accept/reject/divide the order without assigning any reason thereof.

The tender must be submitted in sealed envelope clearly marked with “**Tender for Public Relation Company**” and shall be submitted to Management Associate-Marketing, PGJDC till 8th June 2010 latest by 14:00 hrs. Tender will be opened on 8th June 2010 at 14:30 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 & Convention Centre

Shahrah-e-Faisal, Karachi, Pakistan

Tel: 021-35631395-7 Fax: 021-35631398

Website: www.pgjdc.org

Contact Person: Management Associate - Marketing