



## PRE-QUALIFICATION OF ADVERTISING AGENCIES

Applications are invited from experienced & professionally qualified advertising agencies for pre-qualification on the Bank's panel. The agency should offer multiple services including designing & publishing of advertisements, conceptualization, and production of TV commercials and documentaries along with having the capability to effectively manage events, public relations, marketing and other media activities.

Interested advertising agencies, accredited with APNS & PBA with no default history with APNS & PBA, may apply and will be required to provide inter alia the following information/ particulars:

1. Profile of the company.
2. Business should be active for at least 10 years (Documentary evidence should be attached) along with list of clients and letters of satisfaction from clients (Banks and Group of Companies/ organizations) during last 5 years.
3. Proof of Sales Tax Registration, NTN, Certificate of firm, etc, and APNS/ PBA registration/ accreditation.
4. Bank Certificate/ Statement from **(01-01-2022 to 31-12-2022)** conforming credit turnover of at least **Rs. 5 Million**.
5. Affidavit on stamp paper of **Rs. 100/-** duly attested by the oath commissioner that the firm is not blacklisted and is not a tax defaulter etc.
6. This advertisement is also uploaded on websites of PPRA ([www.ppra.punjab.gov.pk](http://www.ppra.punjab.gov.pk)) and BOP ([www.bop.com.pk](http://www.bop.com.pk)).
7. Bank will not be responsible for any cost involved in submission of documents.
8. Incomplete/ conditional applications will not be accepted.
9. Agencies already working with the Bank will be required to apply afresh. Agencies working with BOP as Digital media agency are not eligible.

Firms fulfilling above criteria may obtain Pre-qualification Documents, containing all required information free of cost, on any working day (Monday to Friday) between **09:00 AM to 05:00 PM** till **06-02-2023** through email at [procurement@bop.com.pk](mailto:procurement@bop.com.pk). Pre-qualification documents are immediately available after the publication of this advertisement. The application complete in all respect, should reach Head Centralized Procurement Department and be dropped in the Bid box available/ placed for this purpose on 1st Floor, BOP Tower, Main Boulevard Gulberg-III, Lahore, by **07-02-2023** before **11:00 AM**.

**Head Centralized Procurement**

**The Bank of Punjab, Head Office, 1st Floor, BOP Tower,  
10-B, Block E/II, Main Boulevard, Gulberg III, Lahore**

**Ph: 042-35783930, 35783670**