



THE BANK OF PUNJAB

PRE-QUALIFICATION FOR MARKETING RESEARCH AGENCIES FOR MYSTERY SHOPPING PROGRAM (MSP), CUSTOMER SATISFACTION SURVEYS (CSS) & OTHER MARKETING RESEARCH.

The Bank of Punjab requires to prequalify the firms to improve effectiveness and efficiency of its Recruiting function in line with best practices as defined in prequalification documents. Applications are invited from well reputed and credible firms for their pre-qualification in sealed envelopes.

Interested firms are required to submit their applications along with the following documents showing their credentials, expertise and financial strength: -

1. Firm must have minimum of 5 years' recent relevant experience. Company profile must clearly show year of establishment. (Documentary evidence should be attached)
2. Detail of capability/ capacity with respect to personnel.
3. Detail of similar type of projects completed in Banks & other organization for MSP & CSS (in separate list) during the last (5) years with documentary evidences. (Experience of providing services to 02 banks is mandatory)
4. Proof of Sales Tax Registration and NTN Certificate
5. Affidavit on stamp paper of **Rs. 100/-** signed by the authorized signatory of the firm to the effect that the firm is not black listed and not indulged in litigation with any Government Department/ Private Organization and is not a tax defaulter.
6. The firms already pre-qualified with the Bank not required to apply afresh.
7. This ad is also uploaded on websites of PPRA (www.ppra.punjab.gov.pk) and BOP (www.bop.com.pk).
8. The bank reserves the right to reject all applications as per relevant provision of PPRA rules 2014.
9. Bank will not be responsible for any cost incurred in submission of prequalification documents.

Documents are immediately available after publication of this advertisement. Firms fulfilling above criteria may obtain prequalification documents, containing all required information free of cost, on any working day (Monday to Friday) between **09:00 AM** to **05:00 PM** up to **15-11-2021** through formal request. Complete applications in all respect should reach on the address given below, in sealed envelopes not later than **11:00 AM** on **16-11-2021** and be dropped in a Bid Box available/ placed for the purpose. Incomplete/ conditional documents will not be considered. Applicants will be informed in due course about the results of the evaluation of applications.

Head Centralized Procurement

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