



# PAKISTAN ORDNANCE FACTORIES Wah Cantt

## EXPRESSION OF INTEREST

- 1- Pakistan Ordnance Factories Wah Cantt, intends to hold an open competition for the appointment of advertisement agencies for handling of its publicity assignments for a period of two years.
- 2- All PID enlisted advertising agencies are requested to submit their profiles, designs, art pulls and artwork for print/ electronic/ digital media related to the following:
  - i. **Corporate Ads**
  - ii. **Special Occasions Designing**
  - iii. **Calenders**
  - iv. **Leaflets**
  - v. **Brochure**
  - vi. **Newsletters**
  - vii. **Steamers/Banners**
  - viii. **Production of TVCs, Documenteries, Animations, Voice-over etc.**
  - ix. **Advertising Agency should have their own Production House**
3. Last date of Submission is **April 14, 2025 till 1200 Hours**. The Quotations will be opened on the same day at **1230 Hours**.
4. For eligibility criteria and further details, please refer to Advertisement Policy 2024 (Guidelines & Procedures) on PID website **[www.pid.gov.pk](http://www.pid.gov.pk)**.
5. For detailed salient features of each product and other information please visit **[www.pof.gov.pk](http://www.pof.gov.pk)**.
6. For further information please contact:

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POF Wah Cantt.**

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