



NATIONAL FERTILIZER MARKETING LIMITED, EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

National Fertilizer Marketing Limited, established in 1976 as a subsidiary of NFC working under administrative control of Ministry of Industries & Production, Government of Pakistan.

National Fertilizer Marketing Limited intends to hold an open competition for the appointment of advertising agencies from PID enlisted APNS/PBA registered to look after its advertising requirements in view of present and time to time upcoming development activities under the PID advertisement policy 2021 (amended in 2022) for a period of two (02) years.

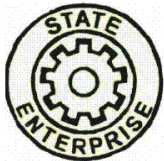
Advertising agencies should have complete organizational structure to cater for designing/printing and having specialized/qualified professionals with adequate experience in dealing with advertisements/public relations and other media matter handling. The advertising agencies that have vast experience in various types of advertisements will be preferred. The advertising agencies should have offices in Lahore and Islamabad.

Interested advertising agencies are requested to submit their profile, design and artwork for Print, Electronic, and Social/Digital Media as well as Outdoor Advertising.,

For eligibility criteria and further details, please refer to PID's Guidelines and Procedures for the advertisement policy 2024 available at www.pid.gov.pk

The interested advertising agencies are required to submit their Expression of Interest (EOI) and dossiers complete in all aspects to **The Incharge/Sr. Manager (Marketing)** at the address given below on or before **Thursday 13th March, 2025** during office hours. The short-listed agencies will be later on invited to make a comprehensive presentation to the selection Committee/Authority.

This advertisement is also available on PPRA and NFML websites.



**Ministry of Industries &
Production
Government of Pakistan**

**General Manager (Commercial)
National Fertilizer Marketing Limited
53-Jail Road, Lahore.
Telephone: 042-99205666-73
Website: nfml.com.pk**

