

PAKISTAN TELEVISION CORPORATION LIMITED
Headquarters Office Islamabad

Tenders are invited for two items
Marketing, Transmission and
Downlinking signal from PAKSAT-1R / through IP based reception and
Up-linking on Satellites of PTV Global in the UK & Europe

Pakistan Television Corporation Limited (PTVC) invites proposals through EPADS under PPRA rules 36 (b) from eligible vendors for the marketing and transmission of **PTV Global** in the United Kingdom (UK) and Europe for period of **three years**.

Submission Requirements:

1. A brief profile of the company, including:
 - Company profile.
 - Financial statements for the last three years.
 - Record of previous relevant work in international markets, especially for Pakistani channels or broadcasters.
 - Details of infrastructure and team structure in UK and Europe including office locations.
2. The parties may submit their proposal for up linking / Transmission as per following options:-

UK Option-I:

Objective is to make PTV Global available in UK/Europe by downlinking its signal from PAKSAT-1R or through IP based reception and up-linking on those Satellites which have footprints in UK & Europe along with the availability of Pakistani contemporary channels.

The successful parties will be responsible for the following:-

- Ensuring the transmission data rate of 2.5 Mbps on the relevant Satellite.
- Fulfilling the necessary requirements i.e. ensuring electronic program guide (EPG) listings, regulatory fee and paying platform-related charges where applicable.

UK Option-II:

- The parties may also submit separate proposals for the widely used OTT/IP based network platform in UK and Europe for distribution of PTV Global signal.
- Ensuring the signal availability by maintaining a data transmission rate of 8.0 Mbps on the relevant platform with the reliable CDN (Content Delivery Network).
- Fulfilling the necessary requirements i.e. ensuring electronic program guide (EPG) listings, regulatory fee and paying platform-related charges where applicable.

Scope of Work

1. Ensuring the signal availability on these platforms and maintaining a data transmission rate of 2.5 Mbps on the relevant satellite.
2. Fulfilling other requirements such as acceptable ratings, ensuring electronic program guide (EPG) listings, covering regulatory fee, and paying platform-related charges where applicable.
3. Per annum assessment of the business potential of UK and European markets with respect to Pakistani channels.
4. Unit-wise projections, including **Cost per Rating Points (CPRP)** and **Tariff Sales**, must be included.
5. Formal market research with a complete landscape of the industry in the specified markets, focusing on Pakistani channels with local audience statistics, will be given preference.

General Terms & Conditions

- i. Interested bidder must be registered on the e-Pak Acquisition & Disposal system (EPADS) <https://eporcure.gov.pk/#/supplier/registration> and submit their tender documents accordingly through EPADS.
- ii. Payments will be subject to all prevailing local Taxes levied By the Government of Pakistan and will be deducted at source as per rules.
- iii. NTN/Sales Tax registration number may be mentioned in quotation (only for local representative provide undertaking company is not default or blacklisted by PTV and any other Government organization local bidders or local agents of foreign service providers).
- iv. Financial proposals should clearly elaborate the model (e.g., Subscription based, Free-to-Air (FTA)/Advertisement based, Hybrid (combination of both), Commission/Cost structure and Revenue sharing etc.
- v. Firms having experience in Television Broadcast setup or environment will be preferred.
- vi. Companies already dealing in subscription-based models and offering up-linking facilities will be preferred.
- vii. Cost Benefits Analysis Report/Projected ROI for 03 years.
- viii. Please also provide company profile along with Client list.
- ix. No modification in proposal is allowed after pre-qualification of technical bids.
- x. Proper address, landline number, mobile number, CNIC and passport number must be provided with name (s) of owner/representative.
- xi. At least one Director of the bidder/company must be Pakistani National.
- xii. If the successful bidder/company not registered in Pakistan in PPRA/SECP, it would be mandatory for that bidder/company to get registered with SECP/PPRA within period of 03 months of acceptance of bid.
- xiii. PTV reserves the right to reject any or all the quotations as per PPRA Rule 33.
- xiv. The bids should be in Pak Rupee with respect to local as well as foreign bidders.
- xv. Quoted prices must remain valid for at least 120 days.
- xvi. All Pakistan government taxes are applicable.
- xvii. An earnest money deposit of **PKR.14, 100,000.00** in the form of a Bank Draft or Cash Deposit Receipt (CDR) from a scheduled bank in Pakistan, payable to PTVC, must be submitted. This amount will be refundable.

Your proposal must have two envelopes

- i) Envelope One (1) - Technical Prequalification Documents:
Clearly mention the proposed technical solution & proposal, company profile, NTN/Sales Tax Registration number & Client list etc.
- ii) Envelope Two (2) - Bid Price or Commercial Offer Details:
Your most competitive, non-negotiable commercial offer for the supply of subject equipment's in compliance with the PTV's specifications. Initially Technical Prequalification Documents will be studied and firms will be technically pre-qualified, later on the specified announced date Bid Price or Commercial Offers will be opened in the presence of pre-qualified firms.
Bid Price or Commercial Offers from non-prequalified firms will not be opened and hence will be returned.

Your two envelopes single step proposal (in the PPRA Rule 36-B) mentioning the most competitive rates for the above facilities in a separate sealed envelope may be sent to the "Chairman, Senior Tender Committee (STC), Controller Audit, PTV Head Quarters, Constitution Avenue, Sector F-5/1, Islamabad. The interested parties/vendors are to apply latest by **31.01.2025** at 11.00 am and the tender will be opened on the same day at **PST 11.30 Hrs**. The parties which applied earlier for the same are required to re-apply. The envelopes should clearly mention "Proposal for Downlink & Turnaround for PTV Global in UK & Europe". Only Technical Prequalification requests (Envelope ONE) will be opened in the presence of bidders or their representatives, who may wish to attend.

The tender has been uploaded on PTV & PPRA websites and published in the newspapers as well.

Sd/-

Director International Relations
Pakistan Television Corporation Ltd.
Head Office, Constitution Avenue, F-5/1, Islamabad
<https://www.ptv.com.pk>

MANDATORY ELIGIBILITY CRITERIA**TO BE ATTACHED WITH TECHNICAL PROPOSALS**

Preliminary scrutiny (initial screening) of technical proposals will be accepted on the basis of following parameters noncompliance of any of the following mandatory clause shall disqualify the bidders state away

Sr#	Description	Total Marks	Obtained Marks
1.	Firm Portfolio	5	
2.	Affidavit for Non-Blacklisting in UK/Europe & Pakistan	5	
3.	Technical facilities	10	
4.	Financial statements (Last 03 FY)	10	
5.	Customer reference/Projects on Credit	20	
6.	Marketing Experience	20	
7.	Infrastructure and team structure in UK & Europe	30	
	Total Marks	100	

Marks Secured _____ Status _____

- i. Serial no. 1 to 7 are mandatory.
- ii. The total marks allocated for the technical evaluation of the bid are 100.
- iii. If the technical bid achieved 50% marks, the bid will be considered technically responsive.
- iv. The bids securing less than 50% marks will not be considered for financial bid opening.
- v. PTV reserves the right to accept or reject any proposal under PPRA Rule 33.

HBL

HABIB BANK

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Deposit Slip

Customer Copy

Branch: <u>PTV Head</u>	Date: <u>02/01/2025</u>
Account Title: <u>اکاؤنٹ ہولڈر کا نام</u> <u>Public Procurement Regulatory Authority (PPRA) Ac.</u>	
IBAN: <u>پاکستان</u> <u>PK</u> <u> </u> <u> </u> <u>H A B B</u> <u>00</u> <u>04</u> <u>54</u> <u>00</u> <u>13</u> <u>K0</u> <u>07</u> <u>01</u>	
Currency: <input type="checkbox"/> PKR <input type="checkbox"/> USD <input type="checkbox"/> EURO <input type="checkbox"/> GBP <input type="checkbox"/> JPY <input type="checkbox"/> Others	<input type="checkbox"/> Intercity <input type="checkbox"/> Within city <input type="checkbox"/> Same Branch
Credit Card No.	
<input type="checkbox"/> CASH نقد	AMOUNT رقم
BANK / BRANCH <u>بنک نام</u>	CHEQUE/INSTRUMENT NO. ٹیکہ نمبر <u>15000/-</u>
	<u>12753880</u>
	TOTAL AMOUNT کل رقم <u>15,000/-</u>
Total Amount in Words: <u>Fifteen Thousand Rupees only</u>	مبلغ
	Commission (if any)
Depositor's Name <u>نام گاہک</u> <u>AMIR-ALI</u>	Fund Transfer Customer Account Branch: 1765-ISLAMABAD-PTV HEADQU From Account: PK50HABB001765XXXXXX503 To Account: PK17HABB0004540013100701 Amount *****15,000.00 PKR Charges *****.00 Date: 2025-01-02 Teller: <u>1765 00045 1501</u>
Contact No. <u>تلفون نمبر</u> <u>0321 5653053</u>	
Depositor's CNIC No. <u>تعلیق نمبر</u> <u>37401-0290643-3</u> (For non-HBL/Walk-in Customers. Also attach CNIC Copy)	
Depositor's Account No. <u>تعلیق نمبر</u> <u>176500001301</u> (For HBL Customers/Account Holders)	
Received By: <u>وصول کنندہ</u>	Depositor's Signature <u>تعلیق کنندہ</u>

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(As per Terms & Conditions on Reverse) (Not official unless validated)