



PAKISTAN TELEVISION CORPORATION LIMITED

EXPRESSION OF INTEREST (EOI) FOR PUBLIC PRIVATE PARTNERSHIP PROPOSALS

Pakistan Television Corporation Limited (PTV) invites the Private Sector Media Organizations to share their proposals for potential software-based Public Private Partnership Ideas through EPADS as per PPRA rule 36 (b). PTV shall be delighted to provide a platform for promoting the media industry in Pakistan through its screens. We are looking for workable proposals on Public Private Partnership ideas specifically for the genre of Entertainment. Proposals may be structured around any of the following models:

1. Purchase of Air Time Slot on PTV Network Channels.
2. Provision of fully developed software as an investment, backed by a money-back guarantee and profit-sharing.
3. Joint Venture on Cost and Revenue sharing Model.

Your proposals must comprise two pitches:

- a. Partnership idea/Proposal regarding software.
- b. Commercial/Financial model (the proposed model to be clearly elaborated with details).

Eligibility Criteria:

- Company profile (relevant experience, managerial and technical capabilities).
- The organization or individual should be eligible for entering a business arrangement as per applicable laws in Pakistan.
- The organization or individual should have strong professional credentials and a solid financial profile.
- Affidavit that the organization or individual is not or has never been a defaulter/black listed by any Government organization as well as PTV.
- Have a minimum of 5 years of experience.
- Financial Statements for the last five years.
- Details of past projects, particularly those executed for large organizations or public sector entities.
- Have a team of experienced professionals.
- Possess the necessary infrastructure and technology to manage large-scale projects.

Submission Requirements:

- Proposed Approach and Methodology for carrying out the required project.
- Team Structure with qualifications and experience of key personnel.
- Costs benefit analysis Report.
- Active tax payer.
- Sales tax registration certificate.
- National tax number certificate.
- Registration of the firm.
- Valid postal addresses, contact numbers and person of contact.
- Conditional EOI shall not be accepted.
- All prices must be quoted in local currency exclusive of all applicable taxes.
- EOI/Bid shall be valid for a period of 120 days.
- Payment shall be made after the submission of Annexure-C

Submission Deadline:

- Proposals and financial details must be uploaded on EPADS.
- EOI must address to Chairman Senior Tender Committee and should be uploaded on EPADS not later than 11.00 hours dated 26.02.2025.
- Late submissions will not be considered.

PTV reserves the right to accept or reject any or all EOI(s) without assigning any reason. Shortlisted companies/individuals will be called for further discussions and presentation. The selected agency will enter into a formal agreement with PTV for the execution of the project.

This advertisement is available on PTV and PPRA Websites:
www.ptv.com.pk, www.ppra.com.pk

SABA ATHAR
DIRECTOR MARKETING

PTV Headquarter Office, Main Constitution Avenue, F-5/1 Islamabad
+92-051-9201233

<https://www.ptv.com.pk>

HBL

HABIB BANK

حیب بینک

Deposit Slip

Customer Copy

Branch: HBL, A Block, Pak Sectional Board.	Date: 10/02/2025
Account Title: Public Procurement Regulatory Authority (PPRA)	
IBAN: PK17HABB0004540013100701	
Currency: <input checked="" 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	AMOUNT
BANK / BRANCH	CHEQUE/INSTRUMENT NO.
Cheque NO 13754202	15000/-
Fee payment for 20% F01	
Public Private Partnership proposal	
PTV	
TOTAL AMOUNT	15000/-
Total Amount in Words: 15,000/-	
Commission (if any)	
Depositor's Name: Karim Ghanshyam	Fund Transfer Customer Account
Contact No: 0332-8855615	Branch: 1765-ISLAMABAD-PTV HEADQU
Depositor's CNIC No: 37405-4980171-7	From Account: PK50HABB001765XXXXXX503
(For non-HBL/Walk-in Customers. Also attach CNIC Copy)	To Account: PK17HABB0004540013100701
Depositor's Account No:	Amount *****15,000.00 PKR
(For HBL Customers / Account Holders)	Charges *****.00 Date: 2025-02-10
Received By: [Signature]	Teller FQ75 Time 16.39.16.658000
Depositor's Signature: [Signature]	

09766592

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