



PAKISTAN
INSTITUTE OF
FASHION AND
DESIGN
LAHORE - PAKISTAN

Chartered by The Government of Pakistan



Govt. of Pakistan

EXPRESSION OF INTEREST **APPOINTMENT OF ADVERTISING AGENCIES**

Pakistan Institute of Fashion and Design (PIFD), Lahore intends to hold an open competition for the appointment of advertising agencies for handling of its publicity assignments for a period of two years.

All advertising agencies enlisted with the Press Information Department (PID), Government of Pakistan are requested to submit their profiles, designs and artwork for Print, and Social/Digital Media as well as Outdoor Advertising.

For eligibility criteria and further details, please refer to PID's Advertisement Policy 2021 available at **www.pid.gov.pk**.

The interested parties are required to submit their Expression of Interest latest by May 27th, 2024 on following address.

Registrar

Pakistan Institute of Fashion and Design, 51-J/III Johar Town, Lahore

Phone: +92 42-99232951-7, Email: registrar@pifd.edu.pk