



INVITATION FOR BIDS

IFB No. GSD (Proc.II) / PRI-Media Campaign / 0066 / 2019

Pakistan Remittance Initiative (PRI) is a joint initiative of Ministry of Finance, State Bank of Pakistan and Ministry of Overseas Pakistanis with the purpose of facilitating, supporting, faster, cheaper, convenient and efficient flow of worker's remittances into Pakistan. In order to promote home remittances through official channels, General Services Department, SBP BSC intends to invite sealed bids from renowned Advertising Agencies for "*Procurement of services of an Advertising Agency for Media Campaign of Pakistan Remittance Initiative for Promotion of Home Remittances*" to launch a Media Campaign to promote home remittances. The advertising agencies must be registered with tax authorities and also appear on the active taxpayers list of FBR.

Bidding documents containing detailed terms & conditions are available for the interested bidders from the address given below on submission of a written application and upon payment of a nonrefundable fee of Rs.1,000/- (Rupees one thousand only) through Bank Draft/Pay Order drawn in favor of SBP BSC.

A Pre-Bid meeting will be held on **March 14, 2019** at **11:00 am** at Learning Resource Centre, State Bank of Pakistan, I.I. Chundrigar Road Karachi. Bidders are encouraged to attend the pre-bid meeting.

The bids prepared in accordance with the instructions contained in the bidding documents, must reach at office of the undersigned on or before **March 25, 2019** at **11:00 am**. Bids will be opened on the same day at 11:30 am at Learning Resource Centre, State Bank of Pakistan, I.I Chundrigar Road, Karachi. This advertisement is also available on the websites: www.sbp.org.pk, www.ppra.org.pk & www.pri.gov.pk

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