



PRE-BID MEETING MINUTES

Procurement of Services of a Firm for Media Monitoring for the SBP **ITB No. GSD (Proc. II)/ ECD-Media Monitoring Firm /323061/2025**

1. A Pre-bid meeting for the captioned procurement was arranged by GSD on **October 16, 2025, at 11:00 AM** via Zoom Cloud Meeting Application.
2. The representatives of the General Services Department (GSD-SBP BSC), External Communication Department (ECD-SBP) and representative of following prospective firm attended the meeting.
 - i. Media Pulse Pvt. Ltd.
 - ii. Mediatrack
 - iii. Merchant Holdings (Pvt.) Limited (MHL)
 - iv. Walee Technologies Pvt. Ltd
3. The meeting commenced with a welcome note followed by brief introduction of the participants. At the outset, all participants were briefed about the purpose of the meeting that was to provide an overview of the bidding process, explain the scope, and clarify relevant queries of the participants. Further, it was conveyed that any unanswered questions (if any) would be addressed in the meeting minutes.
4. All queries and relevant responses by the Bank's representatives are given in **Annexure A**.
5. Furthermore, the following guidelines may please be noted for submission of bids:
 - a. The firms, who are registered with the PPRA's E-PADS, must submit the complete and comprehensive bids as per the requirements outlined in the Bidding Documents. Non-compliance in this regard shall result in rejection of the Bid.
 - b. The electronic bids prepared as per the instructions contained in the Bidding Documents, Pre-bid Meeting Minutes, and subsequent clarifications thereof must be submitted through E-PADS on or before **October 28, 2025, at 11:00 AM (PST)**.
 - c. No request for extension in the submission deadline of bids would be entertained.
 - d. All submitted bids will be opened on **October 28, 2025, at 11:30 AM (PST)** through E-PADS.
 - e. Scanned copy of Bid Security of Rs. 400,000/- is to be submitted through E-PADS along with technical proposal and Bid Security in Original is to be dispatched to the following address and the same must reach before Bid submission deadline i.e. **October 28, 2025, at 11:00 AM (PST)**. Non-receipt of original Bid Security before the Bid submission deadline will lead to rejection of Bid.

Joint Director

Procurement Division-II
General Services Department
4th Floor, BSC House, State Bank of Pakistan
I.I. Chundrigar Road, Karachi
Tel: 021-3311-5415/5445/5477/5478
Email: gsd.proc2@sbp.org.pk

- f. In case of submission of Bid Security via courier, an email may be sent at gsd.proc2@sbp.org.pk to enable timely coordination and collection of the document before the submission deadline. Bid Security received after the prescribed deadline via courier or otherwise shall not be entertained and returned unopened.



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- g. The submission of two different bids by the same firm would result in rejection of the both bids.
- h. For submission of Bid Security (in person) /attending the technical bid opening session, the representative of participating firm shall keep his/her original CNIC for entry in the premises of the State Bank of Pakistan (SBP). Furthermore, the following details of the said representative(s) may also be shared in advance for necessary entry arrangements.
- Name
 - CNIC#
 - Mobile#
 - Arrival Date & Time:
6. After a detailed briefing, the participants were requested to confirm whether all of their queries had been adequately addressed and that no ambiguity remains related to Bidding Documents. Upon acknowledgment, the meeting concluded with a vote of thanks.



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Annexure A

Sr.	Queries	Responses
1.	What is the number of channels to be monitored?	At least the top 10 leading channels are to be covered.
2.	Is print media also covered in the scope?	Print media is not covered in the scope.
3.	Do social media and website monitoring involve key word search only?	Key word search may be the starting point, but it is not restricted to key word search only. Key word search will however, be dynamic and updated as required.
4.	For TV monitoring, images will be required or OCR text?	The agency shall be able to provide links and audio/video clips, upon request. Proactive sharing of the information is to be ensured.
5.	What is the intent of sharing the draft contract in the bidding document is final	Draft contract is legally vetted and will be signed with the successful bidder.
6.	What will be the format of report?	The format of the report will be decided mutually with the successful bidder. It can preferably be through a digital portal for real time data sharing or any other means. However, the information sharing should be in a systematic manner to serve the purpose of SBP.
7.	What documents are to be submitted in the Bid?	Please refer to Section II: Instructions to Bidders, clause 10 (Documents Comprising the Bid) of the Bidding Documents and other sections as specified in the bidding documents. Bidders are requested to go through the requirements thoroughly and ensure that complete Bids are submitted. EPADS does not allow submission of missing documents at any other stage. Incomplete bids will be rejected.
8.	What is the requirement of Rs. 400,000/- Bid Security mentioned in the bidding documents?	Rs. 400,000/- Bid Security is to be submitted along with the Technical Bid in the shape of Pay Order / Demand Draft / Deposit at Call or Bank Guarantee in favor of SBP BSC. In case of Bank Guarantee, it should be valid for a period of 28 days beyond the Bid Validity date. Scanned copy of Bid Security is to be submitted through E-PADS and Bid Security in Original is to be dispatched to the address provided in bidding documents and the same must reach before Bid submission deadline. Non-receipt of original Bid Security before the Bid submission deadline will lead to rejection of Bid.
9.	Are the documents going to be submitted physically or EPADS?	Bid Submission is on EPADS. Manual bids are not accepted.
10.	Do we need to provide 5% of the contract amount as well with the proposal?	5% of the contract price is the requirement for performance guarantee, which shall only be provided by the Most Advantageous Bidder. This is the requirement at the time of



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Sr.	Queries	Responses
		contract signing. For bid submission, only bid security of Rs. 400,000/- is required.
11.	At the time of contract signing, will the bid security be canceled?	The bid security deposited by all bidders will be returned unutilized after completion of the procurement process.
12.	When will EPADS login be provided?	The bidders are required to register on EPADS through PPRA, as it is not the responsibility of procuring agency. Therefore, bidders are advised to ensure that their registration is completed timely to be able to submit the bid.
13.	Who to contact in case of any further queries in this regard?	Queries may be forwarded via EPADS or emailed to gsd.proc2@sbp.org.pk .
14.	Reference to Mandatory Evaluation Parameter at serial no. 5, Income / Sales Tax Returns or Audited Annual Financial Statements for how many years are required?	As mentioned clearly in the Mandatory Evaluation Parameter at serial no. 5, it needs to be verified that there are no-reported loss in any of the last three years, therefore, Income / Sales Tax Returns or Audited Annual Financial Statements for the last three years are required.
