

## **EXPRESSION OF INTEREST**

### **HIRING OF OUTDOOR MEDIA AGENCY FOR PTCL GROUP**

- (a) Pakistan Telecommunication Company Limited (PTCL) a subsidiary of e& is the largest integrated Information Communication Technology (ICT) company of Pakistan. With a humble start from a telephone and telegraph department in 1947, it has evolved to offer latest digital and telecommunication technologies today.
- (b) Ufone (Pak Telecom Mobile Ltd) a wholly owned subsidiary of PTCL commenced its operations on 29th January 2001. Since the outset, it has expanded its coverage and customer base at a rapid pace and established itself as one of the leading cellular service providers in Pakistan. Ufone is now considered to be one of the most active, aggressive and innovative players in the mobile sector of Pakistan.
- (c) PTCL is in a process to engage reputable Companies for Hiring of Outdoor Media Agency for PTCL Group. An Expression of Interest (EOI) is being sought from the Companies against the required Documentation against this EOI.
- (d) EOI (marked as “**Expression of Interest (EOI) | Hiring of Outdoor Media Agency for PTCL Group**” complete in all aspects and as per procedures laid down in the EOI) shall be submitted latest by **14.01.2024 before 23:59 hours**.
- (e) *Bidder who has worked with any Telecom (i.e. Ufone, Jazz, Zong, Telenor) or FMCG/ Beverages (i.e. Nestle, P&G, Unilever, Coke, Pepsi etc.) under contract for a minimum period of three (03) years (during last 5 years), would be eligible to participate in RFP.*
- (f) EOI received after the above deadline shall not be accepted and be returned.
- (g) EOI shall be submitted only through SAP Ariba Platform on the below Link:  
  
<https://discovery.ariba.com/rfx/18484750>
- (h) Vendor registration is mandatory for all the Bidders interested to supply materials/services to PTCL. It is essential to mention the Vendor Registration Code (VR Code) assigned by PTCL on Bids submitted by Bidder(s). Unregistered vendors are required to get registered with PTCL for a good/continuous business relationship. Vendor Registration forms may be downloaded from the following link:  
  
<https://www.ptcl.com.pk/Info/Vendor-Registration-Form>
- (i) PTCL reserves the right to reject any or all EOIs without thereby assigning any reason to the participating companies.
- (j) All correspondence on the subject may be addressed to the undersigned.

**Group Director Procurement  
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