

PAKISTAN SOFTWARE EXPORT BOARD (PSEB)

REQUEST FOR PROPOSALS

FOR

PROCUREMENT OF WEB-BASED EMAIL MARKETING APPLICATION A(01)/PSEB/2026-08

Pakistan Software Export Board (Guarantee) Limited invites proposals from reputed firms, registered with Income Tax and Sales tax department for Procurement of Web-Based Email Marketing Application for PSEB as mentioned in the RFP.

1. The detailed selection criteria and bidding document is available at EPADS-PPRA <https://eprocure.gov.pk> and also on PSEB Official Website <https://tinyurl.com/2bubuxs8>.
2. Single stage two envelope procedure will be followed and evaluation criteria is mentioned in detailed bidding document.
3. Proposals should be submitted electronically ONLY through EPADS. For registration and training on EPADS or in case of any technical difficulty in using EPADS, prospective bidders may contact PPRA Team, Director MIS Room No.109, 1st Floor, FBC building Sector G-5/2, Islamabad. Contact Number 051-111-137-237.
4. The proposals, prepared in accordance with the instructions in the bidding documents along with bid security instrument (Copy) in favor of Pakistan Software Export Board must be submitted through EPADS latest by **20th April, 2026 at 03:00 PM**. Proposals will be opened on the same date at **03:30 PM**.

Note: Original Bid Security instrument MUST BE submitted to the undersigned before closing hours of the bids submission time, only those bids will be entertained who applied through EPADS: <https://eprocure.gov.pk>.



Ministry of Information Technology & Telecommunication
DIGITAL PAKISTAN

Manager Procurement

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PSEB
SOFTWARE EXPORT BOARD

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