



**NATIONAL TELECOMMUNICATION
CORPORATION**

HEADQUARTERS G-5/2, ISLAMABAD

EPADS E-TENDER DOCUMENTS

**Hiring of Managed Services for Media & Marketing Wing for
NTC**

EPADS E-Tender Notice #HQ/36/2025-26

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SECTION-I

INSTRUCTIONS TO THE BIDDERS

1 INVITATION TO BIDDINGS

National Telecommunication Corporation (NTC), invites Biddings from the contractor's / service providers, registered with Income Tax and Sales Tax Department having relevant experience for supply of following services:

S.No	Description	Last Date & Time of Bidding Submission	Opening Date & Time
1	Hiring of Managed Services for Media & Marketing Wing for NTC`	10-03-2026 @ 11:00 Hrs.	10-03-2026 @ 11:30 Hrs.

Biddings as per regulations, containing detailed terms and conditions, specifications and requirements etc. are available in this document

Biddings must be submitted on or before the Bidding closing date and time, as specified in the table. Biddings will be opened on the same day, at least 30 minutes after the Bidding closing time, as indicated in the table.

Note: Notification of the GRC constituted in terms of Rule-48 of PPRA rules, 2004 is attached.

Director (Procurement)

Room # 05, Ground Floor, NTC HQs, Sector G-5/2 Islamabad

Phone: 051-9245833, 9245975 Fax: 051-9245719

www.ntc.net.pk

2 GENERAL INTRODUCTION

National Telecommunication Corporation (NTC) was established on 1st January 1996 through Pakistan Telecommunication (re-organization) Act 1996 Under section 5 (2) (a) of the subject Act. NTC provides Telecommunication Services to its designated customers in accordance with the rights and privileges granted to the Corporation vide Pakistan Telecommunication (re-organization) Act 1996 and the license issued by the Pakistan Telecommunication Authority (PTA). NTC is registered with Federal and all Provincial Sales Tax Authorities like Punjab Revenue Authority, Sindh Revenue Board, Baluchistan Revenue Authority and Khyber Pakhtunkhwa Revenue Authority.

3 SCOPE OF WORK

NTC intends to establish a centralized Media, Marketing, and Corporate Communications setup to enhance public image and stakeholder engagement in line with organizational growth. The selected professionals shall develop and implement a comprehensive media and marketing strategy, supporting campaigns, corporate events, publications, and outreach initiatives. The scope includes digital marketing, public relations, and brand positioning through integrated communication channels. The team shall ensure consistent, accurate, and timely messaging while complying with government communication protocols and standards.

4 QUALIFICATION CRITERION OF BIDDERS

Invitation to submission of sealed Biddings is open to all firms in Pakistan who meet following conditions: -

- 4.1 The firm must be registered with taxation departments for income and sales Tax and must be active Tax payer.
- 4.2 The firm must have relevant experience of at least three (03) years of providing managed HR services to Government / Reputable Private organizations in Pakistan.
- 4.3 The firm must provide undertaking on at-least PKR 200/- Judicial Paper that:
 - a) The firm is not black listed from any government organization.
 - b) The firm does not have any linkage with India and/or Israel regarding ownership, sponsoring, IT support and operations.
- 4.4 The bidder / Supplier must fully comply with the Bidding clauses as per **Annex-D**.

Note: Prospective Bidder Must Provide Valid Documentary Proof against serial # (4.1 to 4.4) along with the Bidding. Non-Submission of any of above document will lead to Consideration of a firm as NON-RESPONSIVE & Sub-sequent NON CONSIDERATION for the evaluation.

5 COST OF BID

The bidder shall bear all costs associated with the preparation and submission of its bid and the NTC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

6 CLARIFICATIONS OF BIDDING DOCUMENTS

- 6.1 A prospective bidder requiring any clarification(s) regarding technical and commercial aspects of the bidding document may notify to NTC, the bidder may contact following NTC Officers:

Divisional Engineer (Procurement)-I	Director (Procurement)
Tel: 051-9245864, Fax: 051-9245977	Tel: 051-9245833, Fax: 051-9245977
Email: shaukat.ali@ntc.org.pk	Email: kashif.nawaz@ntc.org.pk

- 6.2 The concerned NTC officer will respond to any request for clarification, which receives well before (approximate 02 working days or more) to the deadline for the submission of Biddings.

7 PREPARATION OF BIDS

- 7.1 Bidding should be prepared in accordance with “Single Stage-Single Envelope” procedure.
- Bidding documents and all correspondence will be in English language.
 - All pages of the bid must be sequentially numbered and the bidder is required to create a clear table of contents referencing the relevant page numbers and mark each supporting document with corresponding page numbers.
 - All pages of the bid shall be initialed/signed and official seal be affixed by the person(s) authorized to sign. This shall be indicated by submitting a written Power of Attorney authorizing the signatory of the bidder to act for and on behalf of the bidder.
- 7.2 Following documents shall be submitted with the proposal:
- Duly filled Bill of Quantity as per [Annex-A](#);
 - Duly filled Commercial compliance statement as per [Annex-D](#).
 - Valid Bid Security.
 - Relevant documents required in Clause 4.1 to 4.4 above.

NOTE: Every participant bidder shall submit all above mentioned documents. Non-submission of any of above documents will lead to declaration of bidder as non-responsive & non-consideration for further evaluation.

8 LANGUAGE OF BIDDING DOCUMENTS

- 8.1 Bidding documents and all correspondence will be in English language.
- 8.2 The bid should have a covering letter on printed and scanned letter pad of the firm. All pages of the bid shall be initialed/signed and official seal be affixed by the person(s) authorized to sign.

9 PRICE

- 9.1 Prices should be quoted in Pak Rupees as per [Annex-A](#).
- 9.2 The price quoted should be firm, final, and clearly typed without any ambiguity.
- 9.3 The price should include all the applicable government taxes, duties, freight etc.
- 9.4 The bidder shall be deemed to have obtained all information as to all the requirements thereto which may affect the Bidding price.

- 9.5 Price of any or all items quoted in a currency other than PKR shall be converted into PKR and for calculation purpose conversion rate (i.e. selling) prevailing on the date of Bidding opening (Financial Part) shall be applied.

10 BID SECURITY

- 10.1 The bidder shall furnish security amounting to **PKR. 500,000/- (Pak Rupees Five Hundred Thousand Only)** in the form of Pay Order or Deposit at Call or a Bank guarantee as per [Annex-E](#) issued by a scheduled bank of Pakistan in favor of Managing Director NTC valid for a period 120 days from the date of Biddings opening.
- 10.2 The Original Bidding Security shall be delivered in person or sent by the registered mail which should reach the office of Director (Procurement) Room # 05, Ground Floor, NTC HQ, G-5/2 Islamabad on or before **1100 Hours on March 10, 2026**. Any online bid for which original bid security does not reach before deadline of the bidding shall be rejected by the NTC as non-responsive.
- 10.3 The bid securities / earnest money of the unsuccessful bidders will be returned upon award of contract to the successful bidder or on expiry of validity of bid security, whichever is earlier. The bid securities of bidders, who are not in competition, can be returned earlier at NTC discretion upon receiving a request.
- 10.4 The bid security of the successful bidder will be returned when the bidder has furnished the required Performance Security and signed contract agreement.
- 10.5 All correspondence regarding release/extension of bid security shall be made with Director (Procurement) NTC HQ.
- 10.6 The bid security may be forfeited:
- If a bidder withdraws his bid during the period of bid validity.
 - If the bidder does not accept the correction of their bid price.
 - In the case of successful bidder, if bidder fails to furnish the required performance security or fail to sign the contract agreement.
 - If bidder does not respond timely to the clarifications called by NTC.

11 VALIDITY OF BIDS

Bid shall remain valid for a period of 120 days from the date of bid opening.

12 DEADLINE FOR SUBMISSION OF BIDS

- 12.1 The bid shall be submitted on or before **March 10, 2026 up to 11:00 hrs.**

13 OPENING OF BIDS

- 13.1 The NTC committee will open the bids **at 11:30 hours on dated March, 2026** in the presence of bidders' representatives who choose to attend, at NTC HQ G-5/2 Islamabad.
- 13.2 The bidder's name, bid prices, any discount, the presence or absence of bid security, and such other details as the committee at its discretion may consider appropriate, will be announced at the bid opening.
- 13.3 The bid opening and evaluation committee will resolve any issue raised by the bidders, on the spot.
- 13.4 NTC reserves the right to reject any one or all bids prior to acceptance of a bid/proposal.

- 13.5 NTC reserves the right to reject any one or all bids as per Public Procurement Rules, 2004 33(1).

14 RESPONSIVENESS OF BIDDERS

- 14.1 The bid is valid till required period.
14.2 The bid prices are firm during its validity and inclusive of all taxes, duties & freight charges etc.
14.3 The bidder has furnished valid Bidding security.
14.4 The bid is eligible to Bidding and possesses the requisite qualification.
14.5 The bid does not deviate from basic quotation requirements.
14.6 The bid is generally in order.
14.7 The bidder promptly responds to queries sought by NTC.
14.8 The bidder has complied to all the bidding document (BDS) clauses.

NOTE: "Any bidder found non-compliant in any of above-mentioned conditions will be declared as non-responsive and will not be considered for further Evaluation proceedings. A bidder once declared "non-responsive" shall not subsequently be made responsive by the NTC."

15 EVALUATION CRITERION FOR MOST ADVANTAGEOUS BIDDER

- 15.1 The bids evaluation committee will evaluate and compare only the bids previously determined to be substantially responsive.
15.2 Evaluation will be carried out on **Qualification, Quality and Cost basis**.
15.3 The **Most advantageous bidder** shall be the one fully compliant to **qualification criteria, compliant to quality criteria and highest ranked** in cost evaluation criteria as defined below:

15.4 **Qualification Evaluation Criteria:**

In first step, the received bids shall be evaluated on qualification criteria mentioned as per clause 4 above and full compliance to the terms and conditions set out in RFT shall be evaluated as per [Annex-D](#). The bidders fully compliant to qualification criteria shall be declared as qualified. **Any firm found non-compliant in any of these conditions will be declared disqualified and will not be considered for further evaluation proceedings.**

15.5 **Quality evaluation:**

It will be examined in detail whether the bidder complies the quality evaluation criteria in Table-I below. For this purpose, the bidder's data submitted with the Bidding will be compared with the criteria set below; supported documents & clarification will be sought in case compliance is not evident from the Bidding. Bidders obtaining minimum 70% marks in the quality/technical criteria will be considered technically qualified. **Any technical proposal obtaining less than 70% marks or non-compliance to any mandatory clause against following technical criteria will be rejected by NTC.**

S. No	Description	Marks
1	Three Years Relevant Experience (Public / Reputed Private Organization) providing HR services Each Similar Contract/PO = 10 marks	30
2	Personnel Capabilities (In-house HR capacity for recruitment, deployment, and management of outsourced staff.)	20
3	Financial Soundness (Average Annual Turnover for last 03 years) Less than PKR 15 Million = 20 marks PKR 15~20 Million = 30 marks PKR 20~25 Million = 40 marks Above PKR 25 Million = 50 marks	50
Total Marks		100
Bidders are required to submit documentary evidences / audited report along with bid documents		

15.6 Cost Evaluation Criteria:

Cost evaluation of the bids shall be carried out by comparing the evaluated prices as per the Bill of Quantity at [Annex-A](#). The bidder quoting the lowest financial price shall be declared the highest-ranked bidder, with subsequent bidders ranked in ascending order of their quoted prices.

15.7 Any effort by a bidder to influence NTC in the bids evaluation, bids comparison or order award decision may result in the rejection of their bids.

15.8 Any minor informality or non-conformity or irregularity in the bid which does not constitute a material deviation may be waived by NTC, provided such waiver does not prejudice or affect the relative ranking of any other bidders.

16 CLARIFICATIONS / CORRECTIONS OF BIDS

16.1 To assist in the examination, evaluation and comparison of the bids the committee at its discretion may ask the bidders for a clarification of its bid. The request for clarification and the response shall be in writing (i.e. letter or email etc.) and no change in the price or substance of the bids shall be sought, offered or permitted.

16.2 Arithmetical errors will be rectified on the following basis:
"If there is a discrepancy between unit price and total price that is obtained by the multiplying the unit price and quantity, the unit price shall prevail and total price shall be corrected. If there is a discrepancy between the words and figures the amount in words shall prevail. If there is a mistake in addition / totaling that can be corrected."

16.3 If the bidder does not accept the corrected amount of bid, their bid will be rejected and their bid security forfeited.

17 COMMERCIAL COMPLIANCE STATEMENT

The bidder shall furnish a compliance certificate with the bid as per enclosed format as per [Annex-D](#) (duly signed along with company seal).

18 AWARD CRITERIA & NTC'S RIGHT

- 18.1 The contract will be awarded to Most Advantageous bidder on **as-a-whole** basis.
- 18.2 NTC reserves the right to accept or reject any bid or all bids, at any time prior to award of order, without thereby incurring any liability to the affected bidder or any obligation to inform the affected bidder of the grounds for the NTC's action.

19 NOTIFICATION OF AWARD & SIGNING OF CONTRACT AGREEMENT

- 19.1 Prior to expiration of the period of bid validity prescribed by NTC, the NTC will notify the successful bidder in writing "Letter of Intent" that their bid has been accepted.
- 19.2 The contract shall be signed with the successful bidder upon furnishing of acceptable performance security.

SECTION-II

TERMS & CONDITIONS OF CONTRACT

1 PERFORMANCE SECURITY

- 1.1 The successful bidder shall furnish to the NTC a performance security equivalent to 5% of the total contract value, in the shape of bank guarantee as per [Annex-F](#) issued from any scheduled bank of Pakistan valid for a period of 15 months at the time of signing of contract.
- 1.2 The performance security will be released upon successful completion of contract period.
- 1.3 Failure of the successful bidder to furnish acceptable performance security shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bidding security.
- 1.4 All the correspondence regarding release of performance guarantee shall be made with Director (Procurement) NTC HQ.

2 CONTRACTORS RESPONSIBILITIES

- 2.1 The contractor shall provide services as described in scope of work defined in Section-I of bidding documents.
- 2.2 The contractor will submit case for engagement of HR to NTC. NTC selection committee headed by Director (HR) along with DD HR, will forward recommendations to MD NTC for approval of the most suitable resource. NTC's approved resource will be hired by contractor.
- 2.3 The contractor shall provide Human Resource as per Bill of Quantity for provision scope of work defined in Section-I of bidding documents.
- 2.4 The contractor shall ensure that salary defined for personnel in Annex-A Bill of Quantity, column "b" is paid to each personnel / employee.
- 2.5 The contractor shall ensure release of salaries to personnel/employees before 5th day of each month through salary credit mechanism.
- 2.6 The contractor shall ensure to register all the personnel/employees under this contract with relevant welfare bodies i.e., EOBI, Social Security, Group Life Insurance etc. and will make monthly payments as per prevailing law of the Govt. and as prescribed in Annex-A.
- 2.7 The Contractor shall be responsible for payment of minimum wages as notified by Government of Pakistan. In case of revision of minimum wages, Social Security and GLI, the same will be adjusted in contractual BOQ if there is any increase / change by Federal Government.
- 2.8 The contractor shall ensure deduction of income tax of employees under this contract as per prevailing law and provide tax deduction certificate to the personnel/employees.
- 2.9 The contractor is required to issue ID cards to all employees to ensures that each individual working for NTC is easily identifiable, Accessible via cell phone, facilitate better access control and help in monitoring employee attendance and activities. Providing ID cards will also helpful for employees to move / attend duties in evening / night shifts reference to current Law & Order situation.
- 2.10 The contractor shall establish Office/Point of Presence in Islamabad for coordination regarding efficient resource deployment at NTC.

- 2.11 The contractor shall share on monthly basis, cadre wise number of outsourced employees detail including attendance.

3 NTC RESPONSIBILITIES

- 3.1 Project Director NTC shall submit the case of employees onboarding accord of approval by MD NTC.
- 3.2 Ultimate Consignee / Project Director NTC shall be responsible for day-to-day coordination for successful execution of this contract.
- 3.3 Ultimate Consignee shall ensure performance and attendance of the outsourced employees.
- 3.4 Project Director NTC shall issue Acceptance Certificate on monthly basis.
- 3.5 In case of revision of minimum wages, Social Security and GLI, the same will be adjusted in contractual BOQ if there is any increase /change by Federal Government.

4 CONTRACT DURATION

- 4.1 The contract shall remain in force for a period of Three (03) year. The contractor shall provide recurring services on regular basis throughout the duration of the contract. NTC may increase or decrease the number of technical resources on as and when required basis.
- 4.2 Salary packages of the personnel may be revised annually with 5% non-compounded increment as per NTC's discretion. However, contractor's services charges shall remain same throughout the duration of the contract.

5 LIQUIDATED DAMAGES

Unless the failure to render services is caused by force majeure or delay is not on part of NTC, If the contractor fails to deliver services as per contract, the contractor shall pay to NTC Headquarters as penalty charges as under:

- Deduction of applicable per day payment in case of non-provision of services.
- 2.5% of total monthly payment per week up to maximum of 10% of total monthly payment in case of non-provision of quality/standard services.
- Deduction of per day applicable payment against individual, in case of unauthorized absence of on working days.

6 SERVICE ACCEPTANCE CERTIFICATE

Ultimate Consignee (Corporate Secretary), while ensuring contractor's responsibilities, at the end of each month will issue satisfactory performance of the contractor for the respective month to P.D.

Project Director, Director (HR) NTC shall issue an acceptance certificate in favor of contractor at the end of each month based on the satisfactory performance provided by the Ultimate Consignee.

7 PAYMENT

Payment of contract price shall be made in the following manners.

- 7.1 100% payment will be made by Finance Wing NTC HQ through Project Director, Director (HR) NTC HQ based on respective month Acceptance Certificate. The bidder will submit the invoice in triplicate to Director (HR) NTC HQs.
- 7.2 All the payments shall be made through cross cheque in the Pak Rupees.
- 7.3 Taxes will be deducted as per government rules at the time of payment.

8 CONTRACTOR'S NEGLIGENCE

- 8.1 The contractor will indemnify NTC against actual losses, subject to limitation of liability not exceeding 10% of the prevailing contract value as detailed hereinafter for loss and / or damage to property and / or persons of NTC arising from negligence errors or omissions or default and / or infidelity during period of this contract and arising out of and in the course of the performance by the contractor of its obligations under this contract. However, the said clause will be governed by prevailing laws of Islamic Republic of Pakistan.
- 8.2 The laws of Islamic Republic of Pakistan shall prevail in case of any inconsistency / anomaly.

9 DEFAULT BY CONTRACTOR

- 9.1 If the contractor fails to execute the work, refuses or fails to comply with a valid instruction of the NTC, the NTC may give notice and stating the default.
- 9.2 If the contractor has not taken all practicable steps to remedy the default within 14 working days after receipt of NTC notice, the NTC may by a second notice cancel the contract and performance security will be confiscated.

10 ARBITRATION AND GOVERNING LAW

- 10.1 This Agreement shall be governed under Pakistani law and the Courts at Islamabad shall have exclusive jurisdiction over any matter that may be referred to a Court under this Agreement.
- 10.2 In the event that any dispute arises between the Parties under this Agreement, one Party shall issue notice to the other Party to mutually negotiate a resolution to the dispute. If the negotiations fail to resolve the dispute within seven (7) days of receipt of the notice, the dispute shall be referred to the Managing Director, National Telecommunication Corporation ("MD") or his nominee who shall provide a personal hearing to Contractor and render a decision thereon within a period of thirty (30) days. In the personal hearing conducted pursuant to this clause, the Contractor shall not be represented by a legal practitioner within the meaning of the Legal Practitioners and Bar Councils Act, 1973.
- 10.3 If the Contractor is aggrieved of the decision of the MD or his nominee rendered under clause (10.2) hereof, the Contractor may refer the dispute to arbitration within thirty (30) days of the date of the decision of the MD or his nominee under the Arbitration Act, 1940 or any law that the Arbitration Act, 1940 is repealed, amended, or modified by at the time of referral of the dispute to arbitration. The arbitration shall be conducted before a Sole Arbitrator to be appointed by the consent of the Parties. The seat and venue of arbitration shall be at the National Telecommunication Corporation Headquarters, Sector G-5/2, Islamabad. The arbitration and the award thereof shall be conducted in the English language.

- 10.4 The costs and fees of the Sole Arbitrator shall be shared by the Parties equally. A Party shall bear the costs and fees of its legal practitioners and other personnel that a Party engages for the arbitration unless otherwise awarded by the Sole Arbitrator.

11 FORCE MAJEURE

- 11.1 The Contractor shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the contract is the result of an event of Force Majeure.
- 11.2 If either party is temporarily rendered unable, wholly or in part by Force Majeure to perform its duties or accept performance by the other party under the Contract it is agreed that on such party, giving notice with full particulars in writing of such Force majeure to the other party within 14 (fourteen) days after the occurrence of the cause relied on, then the duties, of such party as far as they are affected by such Force Majeure shall be suspended during the continuance of any inability so caused but for no longer period and such cause shall as far as possible be removed with all reasonable speed. Neither party shall be responsible for delay caused by Force Majeure.
- 11.3 The terms “Force Majeure” as used herein shall mean Acts of God, strikes, lockouts or other industrial disturbance, act of public enemy, war, blockages, insurrections, riots, epidemics, landslides, earthquakes, fires, storms, lightning, flood, washouts, civil disturbances, explosion, Governmental Export/Import Restrictions (to be supported by a letter from the relevant Authority and verified by the Diplomatic Mission in Pakistan), Government actions/restrictions due to economic and financial hardships, change of priorities and any other cause similar to the kind herein enumerated or of equivalent effect, not within the control of either party and which by the exercise of due care and diligence either party is unable to overcome.
- 11.4 The term of this Contract shall be extended for such period of time as may be necessary to complete the work which might have been accomplished but for such suspension. If either party is permanently prevented wholly or in part by Force Majeure for period exceeding 12 (twelve) months from performing or accepting performance, the party concerned shall have the right to terminate this contract immediately giving notice with full particulars for such Force Majeure in writing to the other party, and in such event, the other party shall be entitled to compensation for an amount to be fixed by negotiations and mutual agreement.
- 11.5 If a Force Majeure situation arises, the Contractor shall promptly notify NTC in writing of such conditions and the cause thereof. Unless otherwise directed by NTC in writing, the supplier shall continue to perform its obligations under the contract as far as is reasonably practicable, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

12 TERMINATION FOR INSOLVENCY

The NTC may at any time terminate the contract by giving written notice to the contractor, without any compensation to contractor. If the contractor becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to action to the NTC.

13 TERMINATION FOR CONVENIENCE

Without prejudice to the contractor, the NTC may send a written notice to the bidder, terminate the contract in whole or in part any time for its convenience. The notice of termination shall specify that the termination is for the NTC's convenience, the extent to which performance or work under the contract is terminated and the date upon which such termination becomes effective.

14 PROJECT DIRECTOR / ULTIMATE CONSIGNEE

Project Director: Director (HR) NTC HQs Sector G/2 Islamabad

Ultimate Consignee: Corporate Secretary NTC HQs Sector G/2 Islamabad

15 DEBARMENT / BLACKLISTING OF FIRM

15.1 As per clause-19 of the PPRA rules 2004, NTC reserves the right of debarment 'or' blacklisting of a firm, association, corporation, joint venture, company, partnership or any other legal entity subject to any of the following acts: -

- a) Consistent failure to provide satisfactory performance.
- b) Contractor becomes insolvent.
- c) Existence of judicial decision against a contractor in respect of a corrupt or collusive practice.
- d) Submission of false and spurious documents, making false statements and allegations to gain undue advantage.
- e) Commission of fraud.
- f) Contractor abandons the contract.
- g) Contractor without reasonable excuse fails to commence the work 'or' suspends the progress of work for 14 days.
- h) Contractor is not executing the work in accordance with the contract or is persistently or flagrantly neglecting to carry out his obligations under the contract.
- i) Commission of embezzlement, criminal breach of trust, theft, cheating, forgery, bribery, falsification or destruction of records, receiving stolen property, false use of trademark, securing fraudulent registration with sales tax authorities, Pakistan Engineering council etc., giving false evidence, furnishing of false information of serious nature.

15.2 Managing Director NTC will constitute a committee comprising of three NTC officers and they will investigate the matter in connection with allegation of corrupt, fraudulent, coercive or collusive practices or illegally harassment or threat. Moreover, the committee shall also accord adequate opportunity of being heard to the contractor who is to be debarred / blacklisted. The said committee will forward its clear recommendations for the approval of Managing Director NTC.

15.3 The debarment shall be for a reasonable specified period of time, commensurate with the seriousness of the cause. However, the debarment period shall not exceed from three years. Moreover, NTC also reserves the right of permanent blacklisting of a contractor subject to severity of the corrupt or fraudulent practices.

16 INTEGRITY

16.1 The Contractor hereby declares that it has not obtained or induced the procurement of this Contract or a right, interest, privilege or other obligation or benefit under

this Contract from Government of Pakistan or any administrative subdivision or agency thereof or any other owned or controlled by it (GoP) through any corrupt business practice.

- 16.2 Without limiting the generality of the foregoing the Contractor represents and warrants that it has fully declared the brokerage, commission, fees etc, paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or including the procurement of this Contract or a right, interest, privilege or other obligation or benefit under this Contract in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.
- 16.3 The Contractor accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this Clause.

17 VARIATION ORDER

NTC reserves the right to increase or decrease the number of during the course of contract. Such variation, shall be conveyed at the time of contract signing or anytime during the contractual period.

18 DECLARATION OF BENEFICIAL OWNERS' INFORMATION

The "Declaration of Beneficial Owners' Information of Public Procurement Contract Awarded Regulations, 2022" require that the contractor shall be bound to provide beneficial ownership information as per Performa attached as [Annex-G](#)

BILL OF QUANTITY ANNEXURE

ANNEX-A: BOQ SUMMARY

Sr.	Human Resource Designation	Place of Posting	UOM	QTY	* Monthly Salary per Personnel	** EOBI@5% and Social Security @6% of minimum wages (PKR 37,000) + GLI @ PKR 250/-	Bidder's Services Charges per Personnel / month	Unit Price per Month without Tax	Service Tax on Bidder Services Charges at Column-d @ 15% PKR	Unit Price per Month with Tax	Total Price per Month with Services Charges
					a	b					
1	Director Media Relations	Islamabad	Personnel	1	350,000	4,320					
2	Senior Manager Internal Communication and Publications	Islamabad	Personnel	1	250,000	4,320					
3	Senior Manager Digital Marketing & Content Creation	Islamabad	Personnel	1	250,000	4,320					
4	Manager Digital Marketing, PR & Business Outreach	ISB/PSH/ LHR/MUI/ KHI/QTA	Personnel	6	150,000	4,320					

Total amount per Month in Pak Rupees inclusive of Taxes

Total amount per Year in Pak Rupees inclusive of Taxes

Total amount for Three (03) Years in Pak Rupees inclusive of Taxes

Note: NTC reserve the right to increase/decrease the number of technical resources throughout the duration of contract.

* Salary packages of the personnel may be revised annually with 5% non-compounded increment as per NTC's discretion (Clause 4.2 of Section-II of RFT).

** EOBI@5% and Social Security @6% calculated as per minimum wages (PKR 37,000), however revisable as per Govt. minimum wage notification.



ANNEX-B: EMPLOYEES' ELIGIBILITY CRITERIA

Sr. #	HR Designation	Qualification & Experience
1	Director Media Relations	<p><u>Job overview</u> The Director – Media Relations will lead and oversee NTC’s media engagement, reputation management, and strategic communications at the national level. The role is responsible for shaping public narrative, strengthening trust with media stakeholders, and ensuring accurate, timely, and consistent communication of NTC’s policies, services, and initiatives. This position requires seasoned leadership, high-level judgment, crisis communication expertise, and the ability to represent NTC credibly with national and international media.</p> <p><u>Key responsibilities</u></p> <ul style="list-style-type: none"> • Media Relations Strategy & Leadership <ul style="list-style-type: none"> • Develop and implement NTC’s overarching media relations and external communications strategy. • Serve as the principal authority on media engagement and public messaging for NTC. • Advise senior leadership on media risks, opportunities, and communication strategies. • Ensure alignment of media communications with NTC’s corporate objectives and public-sector mandate. • Media Engagement & Representation <ul style="list-style-type: none"> • Act as the primary spokesperson for NTC or coordinate official spokespersons, as required. • Build and maintain strong relationships with national, regional, and international media organizations. • Manage press conferences, media briefings, interviews, and official announcements. • Oversee preparation of press releases, media kits, talking points, and executive statements. • Reputation & Crisis Management <ul style="list-style-type: none"> • Lead crisis communication planning and execution to protect and enhance NTC’s public image. • Monitor media coverage, public sentiment, and emerging issues related to NTC and the telecom sector. • Respond proactively to misinformation, reputational risks, and sensitive public issues. • Coordinate with legal, regulatory, and government stakeholders during high-impact situations. • Policy & Public Affairs Coordination <ul style="list-style-type: none"> • Support communication of government policies, regulatory developments, and national initiatives relevant to NTC.



Sr. #	HR Designation	Qualification & Experience
		<ul style="list-style-type: none"> • Liaise with ministries, regulators, and public-sector entities on media-related matters. • Ensure compliance with public-sector communication protocols and standards. • Leadership & Governance <ul style="list-style-type: none"> • Lead, mentor, and evaluate the media relations and corporate communications team. • Establish media communication policies, guidelines, and standard operating procedures. • Manage departmental budgets and oversee engagement with external PR agencies or consultants. • Ensure ethical, transparent, and responsible communication practices. <p>Qualifications and Skills</p> <p>Education</p> <ul style="list-style-type: none"> • Master’s degree in Communications, Public Policy, International Relations, or MBA is highly desirable. <p>Required Skills & Competencies</p> <ul style="list-style-type: none"> • Exceptional strategic communication and media management expertise. • Strong leadership, decision-making, and crisis-handling capabilities. • Outstanding written, verbal, and interpersonal communication skills. • Proven ability to operate effectively in high-pressure and high-visibility environments. • Strong stakeholder management and government liaison skills. • Deep understanding of public-sector communications and regulatory sensitivities. • High level of integrity, discretion, and professional judgment. <p>Experience</p> <ul style="list-style-type: none"> • Minimum 12–15 years of progressive experience in media relations, journalism, public relations, or corporate communications. • At least 5–7 years in a senior leadership or director-level role. • Demonstrated experience as a senior spokesperson or in managing high-profile media engagements. • Prior experience in telecom, ICT, utilities, government, or large public-sector organizations is strongly preferred.
2	Senior Manager - Digital Marketing & Content Creation	<p>Job overview</p> <p>The Senior Manager - Digital Marketing & Content Creation will support the strategic planning and execution of NTC’s digital marketing initiatives, with a strong focus on content strategy, storytelling, and audience engagement. The role is responsible for overseeing digital content development, managing online campaigns, and ensuring consistent, high-quality messaging across all digital platforms.</p>



Sr. #	HR Designation	Qualification & Experience
		<p>This position combines strategic oversight with hands-on leadership to strengthen NTC’s digital presence, brand visibility, and customer engagement in line with organizational objectives.</p> <p><u>Key Responsibilities</u></p> <ul style="list-style-type: none"> • Digital Marketing Strategy Support <ul style="list-style-type: none"> • Assist in developing and implementing NTC’s digital marketing strategy across web, social media, and digital campaigns. • Translate organizational goals into effective digital initiatives and content plans. • Monitor digital marketing trends and recommend improvements to tools, platforms, and approaches. • Content Creation & Management <ul style="list-style-type: none"> • Lead the planning, creation, and publication of high-quality digital content, including articles, social media posts, videos, graphics, and multimedia campaigns. • Ensure content aligns with NTC’s brand guidelines, tone, and public-sector communication standards. • Oversee content calendars and coordinate timely delivery of campaigns and announcements. • Edit, review, and approve content to ensure accuracy, clarity, and consistency. • Digital Platforms & Campaign Execution <ul style="list-style-type: none"> • Manage NTC’s official website and social media platforms, ensuring regular updates and audience engagement. • Support execution of digital advertising, awareness campaigns, and service promotions. • Monitor platform performance, engagement metrics, and user feedback. • Analytics & Reporting <ul style="list-style-type: none"> • Track digital performance indicators including reach, engagement, and conversion metrics. • Prepare regular reports and insights for senior management. • Use data-driven insights to refine content and digital strategies. • Coordination & Team Leadership <ul style="list-style-type: none"> • Supervise content creators, digital officers, designers, or external vendors as assigned. • Coordinate with PR, media relations, customer services, and business units to align messaging. • Support capacity building and skill development within the digital marketing team. <p><u>Qualifications and Skills</u></p> <p><u>Education.</u></p> <ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Communications, Media Studies, Journalism, or a related field. <p><u>Required Skills</u></p> <ul style="list-style-type: none"> • Strong understanding of digital marketing principles and content strategy.



Sr. #	HR Designation	Qualification & Experience
		<ul style="list-style-type: none"> • Excellent writing, editing, and storytelling skills. • Practical knowledge of social media platforms, content management systems, and digital tools. • Ability to analyze digital performance data and translate insights into action. • Strong organizational and project management skills. • Ability to work collaboratively across departments. • Creative mindset balanced with attention to accuracy and compliance. <p>Experience</p> <ul style="list-style-type: none"> • Minimum 5-8 years of relevant professional experience in digital marketing, content creation, or corporate communications. • At least 2-3 years in a supervisory or assistant managerial role. • Proven experience managing digital platforms and leading content initiatives. • Experience in telecom, ICT, government, or public-sector organizations is preferred.
3	<p>Senior Manager Internal Communication & Publications</p>	<p>Job Overview</p> <p>The Senior Manager – Internal Communication & Publications will support the planning and execution of NTC’s internal communication strategy and oversee the development of internal publications. The role focuses on ensuring clear, consistent, and engaging communication with employees across all levels, promoting organizational values, and supporting leadership messaging and change initiatives. This position combines strategic coordination with hands-on execution to strengthen internal engagement and information flow within the organization.</p> <p>Key Responsibilities</p> <ul style="list-style-type: none"> • Internal Communication Support <ul style="list-style-type: none"> • Assist in implementing NTC’s internal communication strategy in line with corporate objectives. • Draft, edit, and disseminate internal communications including circulars, notices, announcements, and staff updates. • Support communication related to organizational initiatives, policy changes, and operational updates. • Leadership Communication <ul style="list-style-type: none"> • Assist in preparing speeches, presentations, messages, and briefing notes for senior management. • Support internal town halls, staff meetings, and engagement sessions. • Ensure timely and accurate dissemination of leadership messages. • Publications & Editorial Management <ul style="list-style-type: none"> • Coordinate planning, content development, and publication of internal newsletters, magazines, bulletins, and digital publications. • Collect, edit, and review content from departments for inclusion in publications. • Ensure editorial quality, consistency, and adherence to NTC’s communication standards.



Sr. #	HR Designation	Qualification & Experience
		<ul style="list-style-type: none"> • Digital Internal Platforms <ul style="list-style-type: none"> • Support management of internal communication channels such as intranet, email bulletins, and digital notice boards. • Ensure regular updates and effective reach of internal communications. • Assist in improving internal digital communication tools and feedback mechanisms. • Coordination & Compliance <ul style="list-style-type: none"> • Coordinate with HR, Corporate Communications, and other departments to align internal messaging. • Maintain communication calendars, content archives, and approval workflows. • Ensure confidentiality, accuracy, and compliance with organizational policies. <p>Qualifications and Skills</p> <p>Education.</p> <ul style="list-style-type: none"> • Bachelor’s degree in Communications, Journalism, English, Media Studies, or a related field. <p>Required Skills</p> <ul style="list-style-type: none"> • Strong written and verbal communication skills. • Editorial, proofreading, and content coordination abilities. • Understanding of internal communications and organizational culture. • Ability to manage multiple tasks and meet deadlines. • Strong coordination and interpersonal skills. • Attention to detail and commitment to accuracy and confidentiality. <p>Experience</p> <ul style="list-style-type: none"> • Minimum 5–7 years of relevant professional experience in internal communications, publications, corporate communications, or editorial roles. • At least 2 years in a supervisory or assistant managerial role. • Experience in large organizations, public-sector entities, or telecom/ICT environments is preferred.
4	<p>Manager - Digital Marketing, PR & Business Outreach</p>	<p>Job overview The Manager - Digital Marketing, PR & Business Outreach will be responsible for developing and executing NTC’s digital presence, public relations strategy, and business outreach initiatives. The role focuses on enhancing the organization’s brand visibility, strengthening stakeholder relationships, promoting telecom products and services, and supporting business growth through strategic communication and partnerships. This position requires a blend of strategic thinking, hands-on execution, stakeholder engagement, and leadership in managing NTC’s external communications across digital and traditional platforms.</p> <p>Key Responsibilities</p> <ul style="list-style-type: none"> • Digital Marketing <ul style="list-style-type: none"> • Develop and implement comprehensive digital marketing strategies aligned with NTC’s corporate and business objectives.



Sr. #	HR Designation	Qualification & Experience
		<ul style="list-style-type: none"> • Manage and grow NTC’s presence across digital platforms including website, social media channels, email campaigns, and online advertising. • Oversee content creation, digital campaigns, SEO/SEM initiatives, and performance analytics. • Monitor digital trends and emerging technologies to recommend innovative approaches. • Track and report on digital marketing KPIs, engagement metrics, and ROI. • Public Relations & Corporate Communications <ul style="list-style-type: none"> • Plan and execute public relations strategies to enhance NTC’s brand image and public trust. • Draft and manage press releases, media briefings, speeches, and official statements. • Maintain strong relationships with media outlets, journalists, and opinion leaders. • Handle crisis communication and reputation management in coordination with senior management. • Ensure consistent corporate messaging across all communication channels. • Business Outreach & Partnerships <ul style="list-style-type: none"> • Lead business outreach initiatives to engage government bodies, corporate clients, industry partners, and other stakeholders. • Identify and develop strategic partnerships to support revenue growth and service expansion. • Coordinate participation in industry events, exhibitions, conferences, and forums. • Support sales and business development teams with marketing and communication materials. • Leadership & Coordination <ul style="list-style-type: none"> • Supervise and guide digital marketing, PR, and outreach staff or vendors. • Coordinate with internal departments to ensure alignment of messaging and campaigns. • Manage allocated budgets efficiently and ensure cost-effective execution of activities. <p><u>Qualifications and Skills</u></p> <p><u>Education.</u></p> <ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Communications, Business Administration, Media Studies, or a related field. <p><u>Required Skills</u></p> <ul style="list-style-type: none"> • Strong understanding of digital marketing tools, platforms, and analytics. • Excellent written and verbal communication skills. • Proven ability to manage media relations and public communications. • Strategic thinking with strong planning and execution capabilities. • Stakeholder management and relationship-building skills. • Ability to lead teams and manage multiple projects simultaneously.

Sr. #	HR Designation	Qualification & Experience
		<ul style="list-style-type: none">• Knowledge of telecom, ICT, or public-sector environments is an advantage. <p><u>Experience</u></p> <ul style="list-style-type: none">• Minimum 4-6 years of relevant professional experience in digital marketing, public relations, corporate communications, or business outreach.• At least 3-5 years in a managerial role.• Demonstrated experience in managing digital campaigns, media relations, and stakeholder engagement.• Experience in telecom, technology, utilities, or public-sector organizations is preferred.

ANNEX-C: RESPONSIBILITY MATRIX

No	SUBJECT	Contractor	NTC
1	Provision of Employees		
1.1	Hiring of Employees for work	√	
1.2	Verify the Technical and HR Interview		√
1.3	Staff Administration at NTC premises		√
1.4	Office/work equipment and infrastructure at NTC Premises		√
1.5	Overall administrative control of Outsourced Employees	√	
2	Payments		
2.1	Payment of Outsourced Employee's Salary, Overtime, Benefits, Allowances, Conveyance, Post- Employment Benefits	√	
2.2	Medical, Life Insurance etc. as per Law for Outsourced employees working during the validity period of contract	√	
2.3	Verification of services and invoice for payment		√
2.4	Revision of Minimum wages, EOBI, Social Security and GLL, if there is any change / increase by Federal Government	√	√
3	Human Resource Management		
3.1	Provision of RFID Attendance System		√
3.2	Employees Duty Roster	√	√
3.3	Maintenance of Attendance	√	
3.4	Verification of Attendance record		√
3.5	Availability of outsourced staff at NTC	√	
3.6	Handle all HR, Labour, Administration and legal issues of staff	√	
3.7	Verification of Appraisal		√
3.8	Security clearance from concern agencies and sharing info with PD/NTC HR	√	

OTHER ANNEXURES

ANNEX-D: COMMERCIAL COMPLIANCE STATEMENT

S.No.	Description	Complied	Not Complied	Partially complied	Remarks
Section-I					
1	Invitation To Biddings				
2	General Introduction				
3	Scope Of Work				
4	Qualification Criterion Of Bidders				
5	Cost Of Bidding				
6	Clarifications Of Bidding Documents				
7	Preparation Of Bidding				
8	Language Of Bidding Documents				
9	Price				
10	Bidding Security				
11	Validity Of Bids				
12	Deadline For Submission Of Bids				
13	Opening Of Bids				
14	Responsiveness Of Bidders				
15	Evaluation Criterion For Most Advantageous Bidder				
16	Clarifications / Corrections Of Bids				
17	Commercial Compliance Statement				
18	Award Criteria & NTC's Right				
19	Notification Of Award & Signing Of Contract Agreement				
Section-II (Contract Conditions)					
1	Performance Security				
2	Contractors Responsibilities				
3	NTC Responsibilities				
4	Contract Duration				
5	Liquidated Damages				
6	Service Acceptance Certificate				
7	Payment				
8	Contractor's Negligence				
9	Default By Contractor				
10	Arbitration And Applicable Law				
11	Force Majeure				
12	Termination For Insolvency				
13	Termination For Convenience				
14	Ultimate Consignee / Project Director				
15	Debarment / Blacklisting Of Firm				
16	Integrity				
17	Variation Order				
18	Declaration Of Beneficial Owners' Information				



ANNEX-E: BIDDING SECURITY FORMAT

Bank Guarantee No. -----
Dated at Islamabad, the -----
Amount _____
Validity _____

To,

THE MANAGING DIRECTOR,
NATIONAL TELECOMMUNICATION CORPORATION
HEAD QUARTERS G-5/2
ISLAMABAD.

Dear Sir,

WHEREAS M/s _____ (hereinafter called the Biddinger) have requested us through _____ Bank Ltd., to furnish Bidding Security by way of Bank Guarantee in your favour in the sum of _____ (IN FIGURE) _____ (IN WORDS) against your Bidding Notice No. _____ dated _____ for _____.

WE HEREBY AGREE AND UNDERTAKE:

- i. To make unconditional payment _____ to you on demand without further question or reference to the Biddinger in case of withdrawal or modification of Bidding or any default or non-execution of the Contract or refusal to accept order by the Biddinger from the date of opening of Biddings until the expiry of the validity of their offer,
- ii. To keep this guarantee in full force from (date) _____ upto _____ (date) _____ the date until which the Biddinger's offer is valid.
- iii. To extend the period of guarantee if such extension be necessary beyond the date stated in para (ii) and as so desired by the Biddinger.

Any claim arising out of this guarantee must be lodged with this Bank within the period the guarantee is valid and before the date of its expiry. After this date the guarantee will be considered null and void and should be returned to us.

Yours faithfully,

Name of the Bank: _____
Authorized officer's Signature & Seal:



ANNEX-F: PERFORMANCE BOND FORMAT

Bank Guarantee No. -----
Date of Issue -----
Valid upto -----
Value (Rs.) -----

FROM: _____

TO,
THE MANAGING DIRECTOR,
NATIONAL TELECOMMUNICATION CORPORATION
HEAD QUARTERS G-5/2
ISLAMABAD.

SUBJECT: B/G AND DATE FOR _____ ON BEHALF OF _____ FOR
DUE AND FAITHFUL PERFORMANCE ORDER NO. _____
DATED _____.

Whereas M/s _____ (hereinafter called the Supplier) have requested us to furnish a Bank Guarantee in your favour in the sum _____ (IN WORDS) _____ as performance security against order No. _____ dated _____ to be concluded between the Supplier and National Telecommunication Corporation HQs G-5/2 Islamabad.

WE HEREBY AGREE:

- 1). To make an un-conditional payment of _____ to you on demand without any further question or reference to the Supplier upon failure of the Supplier to perform the Order for which you will be the sole judge.
- 2). To keep this guarantee valid in full force from this date upto the time of the due and faithful completion of the Order under reference (the schedule of implementation shall be as described in the Purchase order and its subsequent amendments) or till _____ whichever date is later. The faithful completion of the order by the Supplier will be intimated by the NTC.
- 3). To extend the period of the enforceability of this guarantee if such extension be necessary or desired by you of us. All claims thereunder must be submitted to the Bank of _____ on or before the expiry date mentioned in this guarantee are the date mentioned in its extensions issued from time to time, after which this guarantee will become null and void and should be returned to us. Irrespective of its return, we shall consider ourselves fully discharged from any obligation there under after the said expiry date.

Dated This Day of

Authorized Signature:

& Seal of bank



ANNEX-G: DECLARATION OF BENEFICIAL OWNER INFORMATION

Declaration of Ultimate Beneficial Owners Information for Public Procurement Contracts

1. Name
2. Father’s Name/Spouse’s Name
3. CNIC/NICOP/Passport no.
4. Nationality
5. Residential address
6. Email address
7. Date on which shareholding, control or interest acquired in the business.
8. In case of indirect shareholding, control or interest being exercised through intermediary companies, entities or other legal persons or legal arrangements in the chain of ownership or control, following additional particulars to be provided:

1	2	3	4	5	6	7	8	9	10
Name	Legal form (Company/Limited Liability Partnership/Association of Persons/Single Member Company/ Partnership Firm/ Trust/Any other individual, body corporate (to be specified))	Date of incorporation	Name of registering authority	Business Address	Country	Email address	Percentage of shareholding, control or interest of BO in the legal person or legal arrangement	Percentage of shareholding, control or interest of legal person or legal arrangement in the Company	Identity of Natural Person who ultimately owns or controls the legal person or arrangement

9. Information about the Board of Directors (details shall be provided regarding number of shares in the capital of the company as set opposite respective names).

1	2	3	4	5	6	7	8
Name and surname (In Block Letters)	CNIC No. (in case of foreigner, Passport No)	Father's/ Husband's Name in full	Current Nationality	Any other Nationality (ies)	Occupation	Residential address in full or the registered/ principal office address for a subscriber other than natural person	Number of shares taken by each subscriber (in figures and words)
			Total number of shares taken (in figures and words)				

10. Any other information incidental to or relevant to Beneficial Owner(s).

Name & signature

(Person authorized to issue notice on behalf of the company)

