

GOVERNMENT OF PAKISTAN  
**PAKISTAN TOURISM DEVELOPMENT CORPORATION**

Kohsar Block (Ground Floor), Pak-Secretariat – Islamabad  
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**TENDER DOCUMENT**

Provision of Services for  
**Printing of Publicity Material**  
**2026**

|                            |  |
|----------------------------|--|
| <b>Tender Document For</b> | <b>Provision of Services for Printing of Publicity Material</b>  |
| <b>Issuing Authority</b>   | <b>Pakistan Tourism Development Corporation (PTDC)</b>   |
| <b>Total Pages</b>         | 12   |
| <b>Document Contents</b>   | <b>Pages 1–3: General Instructions for Bidders<br/>Pages 4–7: Annexure to Bid (A, B, C, D)<br/>Pages 8–9: Technical Proposals for Printing Material<br/>Pages 10–12: Financial Proposals for Printing Material</b> |

## GENERAL INSTRUCTIONS & CONDITIONS FOR THE BIDDERS

1. Only those firms are allowed to participate who are General Sales Tax (GST) registered and have National Tax Number (NTN). A certificate may be attached to verify that your firm is an active tax payer.
2. Bidder(s) must have sound financial position — details of bank statement/turnover for the last one year. The bidder shall have sufficient experience, well reputation and have the facility of telephone and transport for the supply of items in time and on the spot.
3. Bidder(s) must attach Bank Draft/Pay Order / Call Deposit @ 2% of bid amount in favour of PTDC which will be refundable in case of non-acceptance of tender. Bid(s) found without this will not be considered and turned down. Cheques shall not be accepted. The Bid Security should be valid for a period not less than 6 months and must be enclosed in financial bid.
4. Firm(s) must certify that it has not been blacklisted from any Government organization.
5. All bids shall be submitted through PPRA's (EPAD) portal in accordance with PPRA Rules. Bids submitted through any other means shall not be entertained.
6. Only those Bid(s) will be considered which would be submitted on PTDC tender documents.
7. The offered price in Pak Rupees of item(s) should be inclusive of all Government Taxes. Income Tax will be deducted at the time of payment according to the Income Tax Laws/Regulations and shall be valid for the tender period.
8. Bid Opening Procedure: Single Stage – Two Envelope (36(b) PPRA Rule, 2004) Procedure will be adopted to evaluate the offer. Complete bid containing Technical and Financial proposal along with Bid Security, all required information and documentary evidences must be submitted before closing date as mentioned in the advertisement. The bid shall comprise a single package containing two separate envelopes each marked as "Technical Proposal" and "Financial Proposal" in bold and legible letters. Initially the Technical Proposal will be opened for evaluation; Financial Proposals of technically qualified firms only will be opened subsequently. The bid shall remain valid for 120 days from the date of bid opening.
9. Successful bidders should make sure for in-time supply according to the approved quality/standards/specifications for the tender period as mentioned in the tender notice.
10. The interested bidders may visit the site if they want, in order to arrange the fixture and fitting the process.
11. Submission of any false statement/documents or concealing of information will disqualify the bidder.
12. The quantity of the item(s) can vary as per the requirement / budget allocation of the PTDC.
13. The delivery shall be completed within 30 days from the date of issuance of purchase/supply order or as desired.
14. All item(s) shall be delivered at the office of PTDC HO, Kohsar Block, Pak-Secretariat – Islamabad / F-6 TIC Islamabad.
15. Item(s) which will not be found according to required specifications/standard shall not be accepted.
16. Technical Proposal must include the minimum 03 coffee table books / booklets / brochures etc.

17. In case any of the terms and conditions of the agreement is violated, the responsibility for any loss or damage will be borne by the supplier.
18. The employer will open the tenders in the presence of the tenderers or their representatives who choose to attend at the date, time and venue mentioned in the tender notice.
19. The complete tender shall be without alterations, interlineations or erasures, except those to accord with instructions issued by the employer, or necessary to correct errors made by the tenderer, in which case such corrections shall be initialed by the person signing the contract.
20. Detail of in-house printing setup and press facilities (the procuring agency may physically verify the in-house facilities to determine qualification/eligibility of bidders).
21. The successful bidder must submit Performance Guarantee of 5% of total quoted amount in favor of PTDC in the shape of CDR from any scheduled Bank otherwise tender award will be rejected.
22. Bids not accompanied by bid security or with less amount of bid security will not be entertained.
23. The bid security of the successful bidder will be retained till delivery, installation and commissioning of complete equipment/services, and that of other bidders will be returned after award of contract to the successful bidder.
24. If the firm fails to supply any or all the items in time as per quality/specifications and required standards, security deposit will be forfeited and supply order of specific items will be issued to the next lowest bidder. Action for blacklisting of the firm will also be initiated.
25. It will be the responsibility of the successful bidder to supply and deliver all the goods within the stipulated time at the Project Office. The Procuring Agency will not bear any type of transportation cost.
26. In case applicable taxes have neither been included in the quoted price nor mentioned whether quoted amount is inclusive or exclusive of such taxes, then quoted amount will be considered inclusive of all taxes.
27. If the bid is withdrawn before the expiry of its validity or the supply/services are not made/provided within due date, the bid security will be forfeited in favor of PTDC, Rawalpindi.
28. No advance payment will be made for any kind of invoice. PTDC will arrange expeditious payments on submission of invoices. Payment shall be made after delivery, installation and commissioning of complete equipment/services/renewals.
29. A separate agreement shall be executed with the successful bidder.
30. PTDC reserves the right to cancel / annul this bidding process at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such cancellation.

### **Cover Letter for the Submission of Quotation**

A cover letter as specified in Annexure C shall be submitted with the proposal.

**Note: Please provide the required information / response to all Annexures mentioned in this document and mark them while submitting the bid.**

Every page of the bid proposal must be stamped and signed by the bidder.

## ANNEXURES

### Annex – A: Firm / Company Information

| S # | Required Information  | Response |
|-----|---|----------|
| 1   | Legal Name of the Firm/Company  |          |
| 2   | Year of Registration / Establishment  |          |
| 3   | National Tax Number (NTN)   |          |
| 4   | General / Sales Tax Number  |          |
| 5   | Name and Designation of Head of Firm/Company<br>Mobile:<br>Phone/s:<br>Email:<br>Fax:<br>Address:<br>Website: |          |
| 6   | Name and Designation of Contact Person / Representative<br>Phone/s:<br>Mobile:<br>Email:<br>Fax:              |          |

(SIGNATURE & SEAL OF BIDDER)

## Annex – B: Eligibility Response Check List

| Sr. | Eligibility Criteria  | Evidence / Proof Required  | Yes | No  |
|-----|---|--|-----|-----|
| 1   | Evidence of firm/company's Registration / Incorporation   | Certificate of Incorporation is required                           | [ ] | [ ] |
| 2   | National Tax Number (NTN) and General / Provincial Sales Tax registration in the name of Firm/Company | Registration Copy required   | [ ] | [ ] |
| 3   | Active Tax payer — copy of last year's tax return (2024-25 tax returns copy required)                 | Active taxpayer certificate  | [ ] | [ ] |
| 4   | Brochures / Catalogues of the products  | At least 3 own printed coffee books / booklets / brochures etc.    | [ ] | [ ] |
| 5   | Pay Order / Bank Draft of 2% Bid Security   | Attached with the Financial Proposal in a separate sealed envelope | [ ] | [ ] |

### 6 Affidavit on stamp paper:

- I. Declaring that the company is not blacklisted by any Government agency/authority. (Original required)
- II. We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.

(SIGNATURE & SEAL OF BIDDER)

## Annex – C: Cover Letter for Submission of Quotation

*(Declaration on company letterhead)*

I, \_\_\_\_\_ hereby declare that:

- All the information provided in the proposal is correct in all manners and respects.
- I am duly authorized by the Management to submit this quotation on behalf of the firm/company named below.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signatures: \_\_\_\_\_

Date and Place: \_\_\_\_\_

**(SIGNATURE & SEAL OF BIDDER)**

## FORM "A" — TECHNICAL SPECIFICATIONS FOR PRINTING OF PROMOTIONAL MATERIAL

|                                |  |                                  |                           |
|--------------------------------|--|----------------------------------|---------------------------|
| <b>NAME OF FIRM</b>            |  | <b>COMPLETE ADDRESS</b>          |                           |
| <b>Telephone &amp; Fax No.</b> |  | <b>National Tax Number (NTN)</b> | <b>Sales Tax Reg. No.</b> |

| Sr  | Specifications of the Item   | Paper / Printing Spec. Being Offered |
|-----|--|--------------------------------------|
| 1.  | Responsible Tourism Leaflet<br>Size: 8.5"x11", Double side<br>Paper: 115 gms colored (atleast)<br>Printing: 4 Colors   |                                      |
| 2.  | PTDC Newsletter 2026<br>Pages: 60 incl. title pages, Size: 8.5"x11"<br>Paper: 130 gms Art Paper (atleast)<br>Printing: 4 Colors  |                                      |
| 3.  | Journey into Light (English)<br>Size: 9"x6.5", Pages: 36<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors               |                                      |
| 4.  | Journey into Light (Urdu)<br>Size: 9"x6.5", Pages: 36<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors                  |                                      |
| 5.  | Buddhist Heritage Trail (Chinese Language)<br>Size: 9"x6.5", Pages: 28<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors |                                      |
| 6.  | Buddhist Heritage Trail (English Language)<br>Size: 9"x6.5", Pages: 28<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors |                                      |
| 7.  | Buddhist Heritage Trail (Korean Language)<br>Size: 9"x6.5", Pages: 28<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors  |                                      |
| 8.  | Sikh Heritage Trail<br>Size: 9"x6.5", Pages: 14<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors                        |                                      |
| 9.  | Welcome to Pakistan (Chinese Language)<br>Size: 9"x6.5", Pages: 66<br>Paper: 128 gms matt paper (atleast)<br>Title: 300 gms Art Card with Lamination<br>Printing: 4 Colors     |                                      |
| 10. | Welcome to Pakistan (English Language)<br>Size: 9"x6.5", Pages: 66   |                                      |

|     |  |  |
|-----|--|--|
|     | <p>Paper: 128 gms matt paper (atleast)<br/> Title: 300 gms Art Card with Lamination<br/> Printing: 4 Colors</p>  |  |
| 11. | <p>Welcome to Pakistan (Korean Language)<br/> Size: 9"x6.5", Pages: 66<br/> Paper: 128 gms matt paper (atleast)<br/> Title: 300 gms Art Card with Lamination<br/> Printing: 4 Colors</p>     |  |
| 12. | <p>World Heritage Sites in Pakistan Leaflet<br/> Size: 8.5"x11", Double side<br/> Paper: 115 gms colored (atleast)<br/> Printing: 4 Colors</p>   |  |
| 13. | <p>Northern Area Tourism Map<br/> Size: 20"x30" with 8 folds<br/> Paper: 115 gms colored (atleast)<br/> Printing: 4 Colors</p>   |  |
| 14. | <p>Taxila Sites Leaflet<br/> Size: 8.5"x11", Double side<br/> Paper: 115 gms colored (atleast)<br/> Printing: 4 Colors</p>   |  |
| 15. | <p>Rock Art Leaflet<br/> Size: 8.5"x11", Double side<br/> Paper: 115 gms colored (atleast)<br/> Printing: 4 Colors</p>   |  |
| 16. | <p>Pakistan Tourist Map<br/> Size: 20"x30" with 8 folds<br/> Paper: 115 gms colored (atleast)<br/> Printing: 4 Colors</p>  |  |
| 17. | <p>Pakistan Tourism Barometer – 2025<br/> Pages: 10-12, Size: 8.5"x11"<br/> Paper: 130 gms Art Paper (atleast)<br/> Printing: 4 Colors</p>   |  |
| 18. | <p>Mountaineering &amp; Trekking in Pakistan<br/> Size: 9"x6.5", Pages: 36<br/> Paper: 128 gms matt paper (atleast)<br/> Title: 300 gms Art Card with Lamination<br/> Printing: 4 Colors</p> |  |
| 19. | <p>Islamabad Tourism Guide Map<br/> Size: 20"x30" with 8 folds<br/> Paper: 115 gms colored (atleast)<br/> Printing: 4 Colors</p>   |  |
| 20. | <p>Ecotourism Brochure<br/> Size: 9"x6.5", Pages: 28<br/> Paper: 128 gms matt paper (atleast)<br/> Title: 300 gms Art Card with Lamination<br/> Printing: 4 Colors</p>                       |  |
| 21. | <p>Calendar of Events / Table QR Codes<br/> Size: A4 / Table Card<br/> Paper: 300 gms Art Card (atleast)<br/> Printing: 4 Colors</p>   |  |
| 22. | <p>Coffee Table Book<br/> 4 Color printing<br/> Size W 9.75 x L 10.25<br/> Hard Binding<br/> Main Cover 290</p>  |  |

|  |  |  |
|--|--|--|
|  | 260gms Art cart, UV with Golden Block Printing<br>150gms Art Paper |  |
|--|--|--|

**Note:** The procuring agency may submit printing items for laboratory reports (for paper weightage/specification verification). Payments will be processed after receiving laboratory reports.

**(SIGNATURE & SEAL OF BIDDER)**

## FORM "B" — FINANCIAL PROPOSAL FOR PRINTING OF PROMOTIONAL MATERIAL

|                         |  |
|-------------------------|--|
| <b>NAME OF FIRM</b>     |  |
| <b>COMPLETE ADDRESS</b> |  |

| Sr  | Item Description & Specifications   | Qty   | Unit Price (PKR) | Total Price (PKR) | GST | Total Incl. GST |
|-----|---|-------|------------------|-------------------|-----|-----------------|
| 1.  | Responsible Tourism Leaflet<br>Size: 8.5"x11", Double side, 4 Colors                      | 500   |                  |                   |     |                 |
| 2.  | PTDC Newsletter 2026<br>Pages: 60, Size: 8.5"x11", 130 gms Art Paper                      | 200   |                  |                   |     |                 |
| 3.  | Journey into Light (English)<br>Size: 9"x6.5", 36 pages, 128 gms matt, 300 gms Title      | 500   |                  |                   |     |                 |
| 4.  | Journey into Light (Urdu)<br>Size: 9"x6.5", 36 pages, 128 gms matt, 300 gms Title         | 500   |                  |                   |     |                 |
| 5.  | Buddhist Heritage Trail (Chinese)<br>Size: 9"x6.5", 28 pages, 128 gms matt, 300 gms Title | 500   |                  |                   |     |                 |
| 6.  | Buddhist Heritage Trail (English)<br>Size: 9"x6.5", 28 pages, 128 gms matt, 300 gms Title | 500   |                  |                   |     |                 |
| 7.  | Buddhist Heritage Trail (Korean)<br>Size: 9"x6.5", 28 pages, 128 gms matt, 300 gms Title  | 500   |                  |                   |     |                 |
| 8.  | Sikh Heritage Trail<br>Size: 9"x6.5", 14 pages, 128 gms matt, 300 gms Title               | 200   |                  |                   |     |                 |
| 9.  | Welcome to Pakistan (Chinese)<br>Size: 9"x6.5", 66 pages, 128 gms matt, 300 gms Title     | 250   |                  |                   |     |                 |
| 10. | Welcome to Pakistan (English)<br>Size: 9"x6.5", 66 pages, 128 gms matt, 300 gms Title     | 1,000 |                  |                   |     |                 |
| 11. | Welcome to Pakistan (Korean)<br>Size: 9"x6.5", 66 pages, 128 gms matt, 300 gms Title      | 250   |                  |                   |     |                 |
| 12. | World Heritage Sites in Pakistan Leaflet<br>Size: 8.5"x11", Double side, 115 gms          | 1,000 |                  |                   |     |                 |
| 13. | Northern Area Tourism Map<br>Size: 20"x30", 8 folds, 115 gms colored                      | 1,000 |                  |                   |     |                 |
| 14. | Taxila Sites Leaflet<br>Size: 8.5"x11", Double side, 115 gms                              | 1,000 |                  |                   |     |                 |
| 15. | Rock Art Leaflet<br>Size: 8.5"x11", Double side, 115 gms                                  | 1,000 |                  |                   |     |                 |

|                        |  |       |  |  |  |  |
|------------------------|--|-------|--|--|--|--|
| 16.                    | Pakistan Tourist Map<br>Size: 20"x30", 8 folds, 115 gms colored  | 1,000 |  |  |  |  |
| 17.                    | Pakistan Tourism Barometer – 2025<br>Pages: 10-12, Size: 8.5"x11", 130 gms Art Paper   | 100   |  |  |  |  |
| 18.                    | Mountaineering & Trekking in Pakistan<br>Size: 9"x6.5", 36 pages, 128 gms matt, 300 gms Title  | 500   |  |  |  |  |
| 19.                    | Islamabad Tourism Guide Map<br>Size: 20"x30", 8 folds, 115 gms colored   | 500   |  |  |  |  |
| 20.                    | Ecotourism Brochure<br>Size: 9"x6.5", 28 pages, 128 gms matt, 300 gms Title  | 1,000 |  |  |  |  |
| 21.                    | Calendar of Events / Table QR Codes<br>Size: A4, 300 gms Art Card, 4 Colors  | 100   |  |  |  |  |
| 22.                    | Coffee Table Book<br>4 Color printing<br>Size W 9.75 x L 10.25<br>Hard Binding<br>Main Cover 290<br>260gms Art cart, UV with Golden Block Printing<br>150gms Art Paper | 500   |  |  |  |  |
| <b>GRAND TOTAL PKR</b> |  |       |  |  |  |  |

**Note 1:** The procuring agency will provide printable files of the above-mentioned items (minor changes including updating of logo, QR Code and contact details will be required).

**Note 2:** The evaluation shall be on accumulative cost basis so the bidders are advised to quote for all the items.

**(SIGNATURE & SEAL OF BIDDER)**