Railways Estate Development & Marketing Company (Pvt) Ltd

BIDDING DOCUMENT

For

BRANDING RIGHTS AT SELECTED PAKISTAN RAILWAYS STATIONS

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SECTION -1: INVITATION FOR BIDS

TO:

_____

SUBJECT: SELECTION OF INDIVIDUAL / COMPANY / FIRM(s) FOR BRANDIN RIGHTS AT SELECTED PAKISTAN RAILWAYS STATIONS:

In accordance with the advertisement on the subject published in the press as well as available on PPRA website, Railway Estate Development & Marketing Company (Pvt.) Limited (REDAMCO), under the Ministry of Railways, Government of Pakistan, invites sealed bids from financially sound, technically capable and experienced advertising agencies, media companies, outdoor advertising companies, brand-management companies, consortium / Joint ventures and other eligible entities for award of branding rights at selected Pakistan Railways stations.

The successful bidder(s) shall Finance, Design, Develop, Fabricate, Install, Operate, Market, maintain and manage approved advertising and branding assets at their own cost and risk, subject to written approvals, railway operational requirements and applicable laws/rules.

(a) It is apprised to all interested / concerned that REDAMCO intends to market selected stations for advertising.

(b) The successful bidder (lessee) shall have exclusive right to brand/advertise at the defined/identified spaces/sites within the specified station premises.

(c) Each bid shall comprise a single package containing one envelope.

(d) Bidders may submit their bids for one or more lots. Each lot shall be quoted separately.

(e) REDAMCO shall evaluate the technical bid first in a prescribed manner in advance, without reference to the price, and reject the bid which does not conform to the specified requirements.

(f) After the submission of technical bids, no amendment / change / alteration would be allowed.

2. Bid Document containing the following are hereby issued to your firm for submitting duly filled as per instructions specified in the Bid Documents:

General-1:	General Information
General-2	Litigation History
Section 2:	Instructions to Bidders (including Data Sheet)
Section 3:	Conditions of Contract (COC)
Section 4:	Terms of Reference (TOR)
Section 5:	Financial and Technical Criteria

Manager Marketing
REDAMCO,Ministry of Railways
1st Floor, RAILCOP House , Carriage Factor
Islamabad
Phone 0329-5975969

Form General -1 GENERAL INFORMATION

1. Name of Individual/Company/Firm with complete registration details
2. Present business
3. Office address in Pakistan
4. Telephone & FAX
5. E-mail and website
6. Contact person
7. Annual Turnover of the Firm along with Bank statement for the last five years.
8. Income Tax Number along with Tax Statement (paid) during last five years.
9. The Bidders are required to provide accurate information on any litigation or arbitration, arising out of assignments completed or in progress over the last five years in the manner as prescribed in the Form General-2.
10. Certificate / Affidavit that any Government Department / Authority do not blacklist the Firm.
11. No defaulter certificate
12. Power of Attorney to sign the Bid.

Form General-2 LITIGATION HISTORY

Bidders should provide information on any history of litigation or arbitration resulting from Contracts executed in the last five years or currency under execution.

Party / Parties of the claim / dispute	Nature of Claims / dispute	Amount of the claim / dispute	Date initiated	Status (Award For or Against Railway)

SECTION 2: INSTRUCTIONS TO BIDDERS

2.1 Definitions:

2.1.1 **"Government"** means the Government of Pakistan and all its associated departments, agencies, autonomous/semi- autonomous bodies, boards and similar other organizations.

2.1.2 **"REDAMCO"** means Railways Estate Development and Marketing Company (Pvt) Ltd.

2.1.3 **"Client"** means Pakistan Railways through CEO REDAMCO with whom the selected Bidder signs the Agreement for exclusive Branding rights.

2.1.4 **"Lessee"** means any entity / firm / Joint venture of firms that may provide the Services to the Client under the Agreement.

2.1.5 **"Agreement"** means the Agreement signed by the Client and the Lessee and all the attached documents.

2.1.6 **"Data Sheet"** means such part of the Instructions to Bidders used to reflect specific conditions.

2.1.7 **"Instructions to Bidders"** means the document, which provides Bidders with all information needed to prepare their Bids.

2.1.8 **"Personnel"** means professionals and support staff (either of the client or the Lessee as the case may be).

2.1.9 **"Services" or "assignment"** means the work to be performed by the Lessee pursuant to the Agreement.

2.1.10 **"Terms of Reference"** (TOR) means the document included in the BID which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client and the Lessee.

2.1.11 **"Advertisement"** means activities related to advertisement carried out by __ on the P.R. Network..

2.1.12 **"Fixed Annual Benchmarking Rental"** means payments as described in Section.

2.1.13 **"Platform"** means the area along the entire or partial length of the Railway trains where these trains are generally parked in a Railway Station.

2.1.14 **"P.R."** means Pakistan Railways as defined in The Railways Act, 1890, its successors and permitted assigns.

2.1.15 **"P.R' Network"** means Railway Stations, including the platform

2.1.16 "LOI" mean letter of intent issued to the successful bidder before the execution of agreement

2.1.17 **"Refundable Security"** means security amount deposited by the Lessee uptill validity of the Contract period and shall be refunded after 90 days from the expiry of the Agreement and after obtaining NOC from the concerned quarters that there is no outstanding amount payable by the Lessee.

2.2 INTRODUCTION

2.2.1 The Client named in the **Data Sheet** will select a Lessee in accordance with the method of selection specified in the Data Sheet.

2.2.2 The Bidders are invited to submit a Bid which will be the basis for a signed Agreement with the selected Lessee.

2.2.3 Lessees should familiarize themselves with conditions and take them into account in preparing their Bids. Lessee should contact the Client's representative named in the Data Sheet to obtain information. Bidders should ensure that the official is informed well- ahead of time in case they wish to visit the Client.

2.2.4 The Bidders shall bear all costs associated with the preparation and submission of their Bids.

2.2.5 The Bidder shall read the complete bid document and all Corrigendum/addenda before submission.

2.2.6 The Bidder shall ensure all mandatory forms, securities, declarations and supporting documents are signed and complete.

2.2.7 Any clarification or query shall be submitted within the period specified in the Bid Data Sheet.

2.2.8 The Bids shall be submitted in the manner, place and by the deadline stated in the Bid Data Sheet.

2.2.9 The bid shall comprise a Technical Proposal and a Financial Proposal, packed/marked as prescribed in the final Bid Data Sheet.

2.2.10 Prospective bidders are encouraged to inspect each Station/lot for which they intend to bid. Submission of a bid shall constitute acknowledgement that the bidder has assessed the location, visibility, passenger movement, accessibility, installation constraints, utility requirements and commercial potential.

2.3 FRAUD AND CORRUPTION

2.3.1 REDAMCO requires Participant Bidders to adhere to the highest ethical standards, both during the selection process and throughout the execution of an agreement. In pursuance of this policy, REDAMCO:

(i) Defines, for the purpose of this paragraph, the terms set forth below:

(a) "Corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in agreement execution;

(b) "Fraudulent practice" means a misrepresentation or omission of facts in order to obtain / influence a selection process or the execution of agreement;

(c) "Collusive practices" means a scheme or arrangement between two or more Bidders with or without the

knowledge of the Client, designed to establish prices at artificial, noncompetitive levels;

(d) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a bidding process, or affect the execution of agreement.

(ii) Will reject a Bid before award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the agreement in question:

(iii) Without prejudice to any other option available to client under law, will debar a Bidder, including declaring the Bidder ineligible, either indefinitely or for a stated period of time, to be awarded an agreement if at any time it transpires that the Bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing the agreement.

2.4 ONLY ONE BID

Each Bidder/Firm can submit only one Bid in one Lot. If a Bidder/Firm submits or participates in more than one Bid in same Lot, such Bids Shall be disqualified.

2.5 BID VALIDITY

The **Data Sheet** indicates how long Bidders' Bid must remain valid after the submission date. In exceptional circumstances, prior to expiry of the original bid validity period, the Client may request that the bidders extend the period of validity for a specified additional period which will be equivalent to the original bid validity period. The request and the responses thereto shall be made in writing. A bidder may refuse the request for which his Bid Security will not be forfeited. A bidder agreeing to the request will not be required or permitted to modify his bid, but will be required to extend the validity of his Bid Security for the period of the extension.

2.6 CLARIFICATION AND AMENDMENT OF BID DOCUMENTS

2.6.1 Bidders may request a clarification regarding any part of the Bid documents up to the number of days indicated in the Data Sheet before the Bid submission date. Any request for clarification must be sent in writing to the Client's address indicated in the Data Sheet. The Client will respond in writing. Should the Client deem it necessary to amend the Bid Documents as a result of a clarification, it shall be done following the procedure under Para. 2.6.2.

2.6.2 At any time before the submission of Bid, the Client may amend the Bid Documents by issuing an addendum in writing. The addendum shall be sent to all Bidders and will be binding on them. Bidders shall acknowledge receipt of all amendments. To give Bidders reasonable time in which to take an amendment into account in their Bids the Client may, if the amendment is substantial, extend the deadline for the submission of Bids.

2.7. PREPARATION OF BIDS

2.7.1 The Bid, as well as all related correspondence exchanged by the Bidders and the Client, shall be written in the English language as specified in the Data Sheet.

2.7.2 Material deficiencies in providing the information requested may result in rejection of a Bid.

2.8. BID SECURITY

2.8.1 Each Bidder shall furnish a Bid Security in the amount stipulated in the Data Sheet.

2.8.2 The Bid Security shall be in the form of Call Deposit/Demand Draft issued by a Scheduled Bank of Pakistan in favour of the **Railways Estate Development & Marketing Company (Pvt) Ltd** valid for a 120 days.

2.8.3 Any Bid not accompanied by an acceptable Bid Security shall be rejected by the Procuring Agency as non-responsive.

2.8.4 The Bid Securities of unsuccessful Bidders will be returned as promptly as possible, but not later than 28 days after the expiration of the period of Bid Validity.

2.8.5 The Bid Security of the successful Bidder will be adjusted against the refundable performance security of 10% of contract price at the time of issuance of LOI.

2.8.6 The Bid Security may be forfeited.

(i) If the Bidder withdraws his Bid during the period of Bid Validity

(ii) In the case of successful Bidder, if he fails within the specified time limit to:

(a) Furnish the required Refundable Security; or

(b) Sign the Contract Agreement.

2.9. REFUNDABLE SECURITY (PERFORMANCE GUARANTEE)

The successful bidder shall furnish to the Client a refundable security in the form and the amount stipulated in the Data Sheet and the Conditions of Contract within 15 days after issuance of Letter of Intent (LOI).

2.10. TECHNICAL PROPOSAL

The Technical Proposal shall be prepared keeping in view the required standards as stipulated in the Evaluation Criteria.

2.11. FINANCIAL PROPOSAL

The Financial Proposal shall be prepared using the attached Standard Form.

2.12. PAYMENT

The payment will be claimed / paid as per the relevant clause of Conditions of Contract and Terms of Reference (TOR)**.**

2.13. TAXES

The Lessee shall pay any/all taxes levies etc. prevalent and/or future, as

fixed/determined by the Federal / Provincial Government, from time to time, on amount(s) payable by the Lessee under this Agreement, including but not limited to, withholding tax and sale tax which will be considered as part and parcel and in addition to the yearly bid amount. The payment will be made with the bid amount as per the procedure defined in the conditions of Contract and terms of reference.

ADVANCE TAX: Advance tax means income tax should be paid in advance instead of lump sum payment at year end. It is also known as pay as you earn tax. These payments have to be made in installments as per due dates provided by the income tax department.

2.14. SUBMISSION AND RECEIPT OF BIDS

2.14.1 The original Bid shall contain no inter-lineation or overwriting, except any corrections/clarifications sought by the client in writing and such corrections/clarifications do not change the substance of the bid. The person who signed the Bid must initial such corrections/clarifications.

2.14.2 An authorized representative of the Bidders shall initial all pages of the original Bid. The authorization shall be in the form of a written power of attorney accompanying the Bid or in any other form demonstrating that the representative has been duly authorized to sign.

2.14.3 The Bid shall be placed in a sealed envelope clearly marked "BID DOCUMENTS". The envelope should also bear the address and title of the Assignment. The Client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be cause for Bid rejection.

2.14.4 The Bids must be sent to the address/addresses indicated in the Data Sheet and received by the Client not later than the time and the date indicated in the Data Sheet, or any extension granted thereof. Any Bid received by the Client after the deadline for submission shall be returned unopened.

2.15. BID OPENING

2.15.1 **Opening of Technical Bids** The technical bids will be opened in accordance with the procedure laid down in Section-1.

2.15.2 **Opening of Financial Bids** The financial bids will be opened in the manner prescribed in paras 1(g) & (h) of Section-1.

2.15.3 **Procedure for opening of bids**

(g) The Procuring Agency will open the Bids in the presence of Bidders or their authorized representatives who choose to attend, at the time date and location stipulated in the **Data Sheet**.

(ii) The Bidders or their authorized representatives who are present shall sign a register evidencing their attendance.

(iii) The Bidders name, total Bid price, the presence or absence of Bid Security and such other details as the Client may consider appropriate, will be announced by the Client at the opening of Bids.

2.16. EXAMINATION OF BIDS AND DETERMINATION OF RESPONSIVENESS

2.16.1 The Client will determine whether each Bid is substantially responsive to

the requirements of the Bidding Documents or not and in line with the Evaluation Criteria laid down in the bid documents.

2.16.2 A substantially responsive bid is one which.

(i) meets the eligibility criteria/Evaluation criteria;

(ii) has been properly signed;

(iii) is accompanied by the required Bid Security;

(iv) confirms to all the terms and conditions of the Bidding Documents, without material deviation or reservation. A material deviation or reservation is that which includes but not limited to, limits in any substantial way, inconsistent with the Bidding Documents, the Client's rights or the bidder's obligations under the Contract.

2.16.3 If a Bid is not substantially responsive, it will be rejected by the Client.

2.16.4 The bid amount should not be unrealistic to spoil the process and such will be rejected and the quoting party / parties will be blacklisted.

2.17. CORRECTION OF ERRORS

Bids determined to be substantially responsive and explicit will be checked by the Client for any typographical/arithmetic errors. Errors will be corrected by the Client as follows:

"Where there is a discrepancy between the amounts in figures and in words, the amount in words will govern"

2.18. NOTIFICATION OF AWARD

2.18.1 Prior to expiry of the period of bid validity prescribed by the Client, the Client will notify to the successful bidder in writing ("Letter of Intent") that his Bid has been accepted. This letter shall name the sum which the Lessee will pay to the Client as prescribed by the Contract.

2.18.2 No Negotiation with the bidders shall be permitted, however, Client may have clarification meetings to get any item clarified.

2.18.3 The notification of award and its acceptance by the bidder will not constitute the formation of the Contract. The signing of the agreement by both parties shall constitute the formation of the Contract.

2.18.4 Upon furnishing by the successful bidder, the refundable Security, the Client will promptly notify the other bidders that their Bids have been unsuccessful and return their bid securities.

2.19. COMMENCEMENT OF EXCLUSIVE BRANDING RIGHTS AGREEMENT

The Bidders exclusive Branding rights will commence as and when the contract is signed by both parties or as mentioned in the letter of intent.

2.20. MALPRACTICE/UNSATISFACTORY PERFORMANCE/PREVIOUS

DEFAULT

If a bidder had any contract with REDAMCO/Pakistan Railways previously and that contract had been terminated due to unsatisfactory performance or mal-practice or default, his bidwill be rejected by the client, no matter whether he has been declared black listed or not.

2.2.1. BID DATA SHEET:

Paragraph Reference	Description
	Name of the Procuring Agency. Railways Estate Development And Marketing Company (Pvt) Ltd
	Name of the Project: **BRANDING RIGHTS AT SELECTED PAKISTAN RAILWAYS STATIONS**
	Method of Selection. **Single Stage - Single Envelope** procedure shall be adopted.
	Procuring Agency's Representative Manager Marketing Mob No:0329-5975969 1st Floor, RAILCOP House, Carriage Factory, I-11/1 Islamabad
2.5	Bids must remain valid for One Hundred and Twenty (120) days after the submission date.
2.6	Clarifications may be requested not later than seven (7) days before the submission date
2.8	The bidder shall furnish bid security in favour of the **Railways Estate Development & Marketing Company (Pvt) Ltd.**
2.9	**Performance Guarantee** The successful bidder shall deposit 10% of the contract amount in advance within 15 days after receiving the Letter of Intent (LOI).
2.13	All leviable taxes will be levied and submitted in addition to and with the bid amount as part of the bid annual amount.
2.14	Bidder must submit complete Bid through EPADS v2.O.
2.14	Address for Submission of Bid: **Chief Executive Officer** REDAMCO 1st Floor, RAILCOP House, Carriage Factory, I-11/1 Islamabad Phone: +92 329-5975969 Bids must be submitted up-to 25**.November.2026 at 03:00 PM**
2.15	Date and time of opening of Bids on **25.November.2026 at 03:30 PM.**
2.16	The bidder will quote the Bench-marking Value to be charged yearly.
2.19	Commencement date will be mentioned in the Letter of Intent.
Section 3 3.1.3	Bids shall be submitted in the following language: English.
3.2.3	**Duration of Contract:** The Contract period will be valid for a period of Five (05) years (Extendable to another similar term)
	Annual Escalation: 10% per annul Compounding
	Payment Terms: Bi-Annually Note: The successful bidder shall deposit one-month rental amount in advance as a Security.
	Grace Period: Six (06) Months

	The size indicated are tentative and may increase or decrease during finalization. Any change in size will result in a corresponding adjustment in the rate, calculated on the basis of the approved per square foot (SQF) rate.
	In case of any new additional branding placement is identified by the advertiser subsequently, the applicable rates shall be determined on the basis of the already approved rates for comparable.
	Note: All branding assets specifically associated with platforms shall be allocated to the respective platforms identified under the relevant package. Branding assets not linked to any specific platform, including parking areas and other common spaces, shall be treated as general branding inventory and shall remain part of the respective package.

SECTION 3: CONDITIONS OF CONTRACT (COC)

3.1 DEFINITIONS

Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

i. "**Railways**" means Pakistan Railways
ii. "**First Party**" means Railway Estate Development and Marketing Company **(REDAMCO)**.
iii. "**Lessee/Bidder**" means the person, firm or company, service provider, private or government entity, or a combination of the above, whose participated in bidding process.
iv. "**Stations**" means Railway Stations as defined by Pakistan Railways.
v. "**Bid**" means the Technical Proposal and the Financial Proposal submitted by the lessee.
vi. "**Contract**" means the Contract Agreement entered into between the First Party and the lessee together with the other Documents referred to therein, including all attachments, appendices, and all documents incorporated by reference therein.
vii. "**Applicable Law**" means the laws and any other instruments having the force of law in the Islamic Republic of Pakistan, as those may be issued and in force from time to time;
viii. "**Bench-marking value**" means the amount to be paid by the lessee, for annually or as per other conditions of contract to the First Party.
ix. "**Premises**" means the already identified /demarcated/measured spaces/sites at the stations.

3.1.1 Law Governing the Contract

This Contract, its meaning, interpretation including of terms that are not particularly defined herein and the relation between the Parties shall be governed by the Applicable Law.

3.1.2 Court of Competent Jurisdiction:

Any dispute, that may arise between the parties hereto in connection within the provisions hereof, court(s) shall have exclusive jurisdiction to try any such matters, this provision shall survive the tenure of this Agreement.

3.1.3 Language

This Contract has been executed in the English language which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract. All the reports and communications shall be in the English language.

3.1.4 Notices

Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an Authorized Representative of the Party in working hours, not on holidays to whom the communication is addressed, or when sent by registered mail, telex, or facsimile to such Party at the address of the Authorized Representative. A Party may change its address by giving the other Party notice of such change.

3.1.5 Headings

The headings shall not limit, alter or affect the meaning of this Contract.

3.2. COMMENCEMENT, COMPLETION, MODIFICATION AND TERMINATION OF CONTRACT

3.2.1 Commencement of Services

The commencement date of services will be as notified by the Client and as accepted by the Lessee through Letter of Intent.

3.2.2 Expiry of Contract

Unless terminated earlier pursuant to Sub-Clause 3.2.6, this Contract shall expire when, pursuant to the provisions hereof, the expiry of the agreement is reached.

3.2.3 Duration of Contract

Initially duration of the Contract will be for five years (Extendable to Another five years) from the date of commencement.

3.2.4 Due Date of Payment.

Due date of payment will be the date of commencement of services as stipulated in agreement and for the second year and third with 10% escalation respectively. Failure to pay due amount, a penalty of 10% per Anum shall be levied.

3.2.5 Force Majeure

(i) Definitions

(a) A “Force Majeure Event" shall mean any event or circumstance or combination of events or circumstances that is beyond the reasonable control of a Party and adversely affects the performance by the party of its obligations under or pursuant to this agreement, provided, however, that such material and adverse effect could not have been prevented, overcome, or remedied in whole or in part by the affected party through the exercise of diligence and reasonable care, it being understood and agreed that reasonable care includes acts or activities to protect the Railway Equipment from a casualty event, which are

reasonable in light of the likelihood of such event, the probable effect of such event if it should occur, and the likely efficacy of the protection measures. "Force Majeure Events" hereunder shall include each of the following events and circumstances.

- Political events that occur inside or directly involve Pakistan ("Pakistan Political Force Majeure Events"):
- Any act of war (whether declared or undeclared), invasion, armed conflict or act of foreign enemy, blockade, embargo, revolution, riot, insurrection, civil commotion, act or campaign of terrorism, or sabotage;

(b) Strikes, works to rule or go-slows that extend beyond the P.R transportation operations, are widespread or nationwide, or that are of a political nature e.g. labour actions directed against Pakistan Railways or its facilities.

(ii) Other Events

Other events beyond the reasonable control of the affected party ("Other Force Majeure Events"), including but not limited to:

(a) Uncontrollable events, including, but not limited to; Lightening, earthquake, flood, storm;
(b) Explosion or chemical contamination in which case it shall be a Pakistan Political Force Majeure Event;
(c) Epidemic or plague;
(d) Political Events that occur outside Pakistan and do not directly involve Pakistan, but affect the parties' ability to meet obligations under this Agreement.

(iii) Duty to Mitigate

The affected Party shall use all reasonable efforts to mitigate the effect of a Force Majeure event, including, but not limited to the payment of all reasonable sums of money to the Client, which sums are reasonable in light of the likely efficacy of the mitigation measures. Further, the Lessee hereby undertakes and declares that it shall absolutely indemnify the client, personnel of the client and / or employees against any or all damages / losses that may be incurred by the Lessee in a Force Majeure event. This provision shall service the tenure of this agreement.

3.2.6 Defaults & Terminations

(i) **Term:** This Agreement shall commence and be effective upon the execution Agreement and shall continue in full force and effect for a period of Five (5) years (extendable to another five years) unless

this Agreement is terminated earlier in accordance with the terms hereunder.

(ii) **Lessee Events of Default – Termination by Client:**
Each of the following events shall be events of default by the Lessee, which shall give rise to the right on the part of Client to terminate this Agreement: -

(a) **Abandonment:** Abandonment by the Lessee of its operations for more than fifteen (15) consecutive days without written consent of REDAMCO.

(b) **Assignments:** The assignment or transfer of this Agreement without the prior written consent of REDAMCO.

(c) **Breach of Covenants:** Any material breach by Lessee of this Agreement that is not remedied within thirty (30) days of notice from P.R. to the Lessee, that states that a material breach of the Agreement has occurred, identifies the breach in question, and demands remedy thereof.

(d) **Payment Defaults:** Any default or defaults by the Lessee in the making of any payment, including any taxes or payments required to be made by it hereunder within fifteen (15) working days after the due date of the annual payment. The Lessee will be charged a Penalty of 10 % per anum

(e) **Failure to commence operation**: If the Lessee fails to start operations within 15 days from the date of signing the agreements as per clause 2.18.3.

(f) **Failure in Distribution:** If the Lessee has a distribution failure the written intimation of which will be given to the Lessee by REDAMCO whereby its product(s) or products is not available or is not being distributed as desired by REDAMCO. under terms of this Agreement and such failure is not remedied or such product(s) is not made available within a period of 30 days.

(g) **Wrongful Pricing:** At any stage of the Agreement, it is found that the standard trade price / wholesale price is not in compliance with the declared market price being offered to vendors subject to clause 3.3.

(iii) **Termination Notice:** Upon occurrence of a Lessee's event of Default, P.R. may, at its option, terminate this Agreement by delivering upon the Lessee a thirty (30) days written notice ("Termination Notice"). This Agreement shall stand terminated at the end of the thirty days period in case the default is not cured within that period or any extended time as may be provided by the client. Upon termination of this Agreement for any reason, the following provisions shall apply:

(a) Client shall have the right to immediately appoint another firm (as stop gap arrangement) to serve existing customers and continue sales efforts on Pakistan Railways Network.

(b) All outstanding balances owed by Lessee to Client shall become immediately due and payable to Client.
(c) Both parties shall at all times thereafter refrain from any conduct that would be inconsistent with or likely to cause confusion with respect to the nature of their business relationship.
(d) All rights granted to Lessee under this Agreement shall cease, and where appropriate, revert to Client.

3.3 RIGHTS OF P.R. UPON TERMINATION

3.3.1 **Compensation upon Termination**: In case of a termination due to Lessee's event of default under the Agreement, REDAMCO shall keep and retain the advance payments in proportion of the availed/expired period of exclusivity, any advance payments, fees or rents that it may have received from the Lessee till then. However, REDAMCO shall not forfeit any of the Lessee's or its third party's stock equipment's and movable/immovable structures for the remaining period, if the agreement is terminated on the Notice of the Lessee of the agreement.

3.3.2 **Indemnification**: No consideration or indemnity shall be payable to Lessee either for loss of profit, goodwill, customers or other like or unlike items, nor for advertising costs, costs of samples or supplies, termination of employees, employees' salaries and other like or unlike items. Client shall have no liability to Lessee by reason of any termination by Client.
Lessee agrees to indemnify and hold Client harmless from any and all actions, awards, claims, losses, damages, costs and expenses (including reasonable attorneys' fees) attributable to Lessee's breach of this Agreement or to any negligent, grossly negligent, willful or unlawful acts or omissions of Lessee, its employees, officers, agents, subcontractors, dealers or representatives.

3.4 MISCELLANEOUS PROVISIONS

3.4.1 **Amendment:** This Agreement can be amended only by an Agreement between the Parties in writing.

3.4.2 **Warehousing:** Subject to availability and payment of certain rent decided by the competent authority of Pakistan Railways, the client may provide warehouse facilities with electricity (bills of electricity will be payable by the Lessee) at all and / or major PR stations wherever requested by the Lessee to place their products for effective supplies to Outlets on terms & conditions set by Railways Administration in writing.

3.4.3 **Waivers**: No waiver by either Party of any default by the other in the performance of any of the provisions of this Agreement shall:

(h) operate or be construed as a waiver of any other or further default whether of a like or different character, or
(ii) be effective unless in writing duly executed by an authorized representative of such Party. Neither the failure by either Party to insist on any occasion upon the performance of the terms, conditions, and provisions of this Agreement, nor any delay or

other indulgence granted by one Party to the other shall thereby act as a waiver of the breach, an acceptance of any variation, or as relinquishment of any such right hereunder.

3.5. SETTLEMENT OF DISPUTES

3.5.1 Amicable Settlement

(i) Any dispute arising out of the business and affairs, under the agreement between the REDAMCO and the Lessee shall solve amicably.

3.6 ARBITRATION CLAUSE

Any dispute between the Parties as to matters arising pursuant to this Contract which cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement shall be submitted by either Party for settlement to REDAMCO in accordance with the provision of the Arbitration Act (Act x of 1940) and rules made hereunder and any statutory modifications thereto whose decision will be final and binding upon both parties to the agreement. Services under the Contract shall, if reasonably possible, continue during the arbitration proceedings and payments hereof shall not be stopped / withheld. For dispute settlement the MD/CEO REDAMCO shall be sole arbitrator. The venue of the arbitration shall be REDAMCO Office. Cost of arbitrator shall be borne by either or both parties as may be determined and fixed by the arbitrator.

3.7 RELATIONSHIP OF THE PARTIES

Lessee is an independent contractor and not an employee, agent, affiliate, partner or joint venture with or of Client. Neither Lessee nor Client shall have any right to enter into any contracts or commitments in the name of, or on behalf of the other or to bind the other in any respect whatsoever, except insofar as is allowed by this Agreement.

3.8 LIMITATION OF LIABILITY

Client shall in no event be liable for any indirect, special, exemplary, incidental or consequential loss or damage or for any lost profits, lost savings or loss of revenues suffered by Lessee arising from or in any way connected with this agreement or the sale, distribution or use of client products.

SECTION 4: TERMS OF REFERENCE (TOR)

4.1. BACKGROUND

Railway Estate Development & Marketing Company (Pvt.) Limited (REDAMCO), under the Ministry of Railways, Government of Pakistan, invites sealed bids from financially sound, technically capable and experienced advertising agencies, media companies, outdoor advertising companies, brand-management companies, consortium / Joint ventures and other eligible entities for award of commercial branding and advertising rights at selected Pakistan Railways stations.

4.2 PAYMENT

Biannually payment against the Annual Rental offered rate with 1 month rent as advance security.

4.3 RIGHTS & OBLIGATIONS OF P.R & SCOPE OF BRANDING RIGHTS

- Indoor and outdoor advertising panels.
- Digital screens and LED displays.
- Static display boards and light boxes.
- Wall, pillar and column branding.
- Platform, concourse, entry/exit and waiting-area branding.
- Staircase, passage and foot-overbridge branding where approved.
- Ticketing-area and selected façade branding where operationally permissible.
- Directional branding with commercial sponsorship, subject to railway signage requirements.
- Floor graphics, hanging displays and approved promotional activation spaces.
- Other innovative branding formats approved in writing by REDAMCO/Pakistan Railways.
- No location, structure, screen or advertising medium may be installed or commercially utilized without written approval of the location, dimensions, structural/electrical specifications and creative treatment.

4.3.1 REDAMCO agrees to permit exclusively the Lessee, directly or indirectly or through its appointed third parties/distributors, to brand/advertise at the defined/identified spaces/sites within the specified station premises.

4.3.2 REDAMCO/P.R. (Divisional Superintendents & Commercial Branch) shall endeavour to ensure and secure the Lessee Exclusivity, provided however, that any breach of Exclusivity by any third party shall not be a ground for the Lessee to withhold or forfeit any payment due to P.R under this Agreement.

4.3.3 Except as otherwise provided in this Agreement, neither this Agreement nor either Party's rights or obligations hereunder may be assigned or transferred by such Party without prior written consent of the other Party.

4.3.4 Upon imposition of third such warning, the REDAMCO shall have the right to terminate the Contract forthwith without any further notice, while forfeiting all amounts, in proportion to the expired term of this Agreement at the relevant time, lying with PR including advance fees and security deposits.

4.3.5 Subject to law and policy on the matter, the stalls / outlets of Lessee may also be inspected by the authority assigned by client. In case of any discrepancy, the Lessee undertakes to indemnify the Client and further undertakes to satisfy its legal obligation at its own cost and risk.

4.4 RIGHTS & OBLIGATIONS OF THE LESSEE

4.4.1 Upon the signing and execution of the Agreement, the Lessee shall be entitled instantly on Exclusive under this Agreement within 30 days and shall continue to do so for the entire tenure of this Agreement. Such operation shall be conducted at all times. The Concerned Divisional Superintendents and Commercial Branch of Pakistan Railways will monitor and ensure the implementation and execution of the agreement.

4.4.2 Fees and Dues:

(i) **Annual Fixed Bench-marking Fee/Value:** The Lessee shall pay to REDAMCO. an annual Bench-marking fee Biannually advance on the date of signing of this Agreement which in addition to the amounts due on account of all applicable taxes including advance tax and sales tax on the prescribed rates under the relevant laws i.e. Annual Bench-marking **value/fee (Exclusive of Taxes)**. Each succeeding annual payment would be increased by an annual increase of **10% on compound rate**.

(ii) All payments due towards REDAMCO by the Lessee under the Agreement shall be made through demand drafts or pay orders in favour of **Railways Estate Development & Marketing Company** as the account payee:

(iii) Lesse can increase or decrease the size of Branding as per approved sq ft rate prior approval from REDAMCO Management is mandatory.

4.5 ORDERS & EQUIPMENT

4.5.1 REDAMCO shall not arrange electricity connection for Lessee on the platforms. Authorized Lessee shall bear the costs associated with the installation of these connections including the price of the electricity measuring meters, and shall pay monthly electricity charges punctually in accordance with prevailing electricity tariff of the respective utility.

4.5.2 In case of default, the Lessee shall be responsible and Refundable Security (Performance Guarantee) shall be utilized by the Client against the payable outstanding amount of the Lessee.

4.6 STANDARD OF PERFORMANCE

The Lessee shall perform the Services and carry out his obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advance technology and safe methods. The Lessee shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Client, and shall at all times support and safeguard the Client's legitimate interests.

4.7 COMPLIANCE WITH STATUTES, REGULATIONS

The Lessee shall conform in all respects, including by the giving of all notices and the paying of all fees, with the provisions of:

(i) any National or State Statute, Ordinance, or other Law, or any regulation, or bye-law of any local or other duly constituted authority in relation to the execution and completion of the Services and the remedying of any defects therein, and

(ii) The rules and regulations of all public bodies and companies whose property or rights are affected or may be affected in any way by the Services, and the Lessee shall keep the Client indemnified against all penalties and liability of every kind for breach of any such provisions.

4.8 SAFETY PRECAUTIONS

In order to provide for the safety, health and welfare of' persons, and for prevention of damage of any kind, all operations for the purposes of or in connection with the Contract shall be carried out in compliance with the Safety' Requirements of the Government of Pakistan with such modifications thereto as the Client may authorize or direct and the Lessee shall take or cause to be taken such further measures and comply with such further requirements as the Client may determine to be reasonably necessary for such purpose.

4.9 FAIRNESS AND GOOD FAITH

Good Faith

The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure

the realization to the objectives of this Contract.

SECTION 5:

i. 5.1 STANDARD FORMAT OF CONTRACT AGREEMENT

FORM OF CONTRACT AGREEMENT

THIS CONTRACT AGREEMENT (hereinafter called the "Agreement") made on the _____ day of _____(month) 2026 between The President of Islamic Republic of Pakistan through its authorized officer CEO **REDAMCO, Ministry of Railways** (hereafter called the "Client") of the one part and M/S _____ (hereafter called the "Lessee") of the other part.

WEHREAS the Client is desirous for the commercialization of its non-core business areas through public private participation.

NOW this Agreement witnesseth as follows:

In this Agreement, words and expressions shall have the same meanings as are respectively assigned to them in the “Conditions of Contract”.

The following documents after incorporating addenda, if any, shall be deemed to form and be read and construed as part of this Agreement, viz:

(a) The Contract Agreement;
(b) The Letter of Acceptance;
(c) The complete Financial & Technical Proposal;
(d) General Information;
(e) Conditions of Contract;
(f) Terms of Reference;
(g) The complete Appendices to Bid
(h) _____ (any other)

In consideration of the payments to be made by the Lessee to the Client, the Lessee hereby covenants that he will abide by all the conditions of the Contract and terms of reference as covered in bid documents.

IN WITNESS WHEREOF the parties hereto have caused this Agreement to be executed on the day, month and year written in accordance with their respective laws.

Signature of the Lessee	Signature of the Client
(Seal)	(Seal)

Signed, Sealed and Delivered in the presence of

Witness:	Witness:
_____	_____
(Name, Title and Address)	(Name, Title and Address)

Section-5.2

MANDATORY CRITERIA:

i. Bid security submitted.

ii. Affidavit for Correctness of Information.

iii. Power of Attorney for Representative (If Any).

iv. Non-Blacklisting, No Conflict of Interest & litigation History: Each Bidder shall provide evidence in the form of an Affidavit of PKR 1200/- on legal Paper duly notarized by the notary public stating that Bidder:

- is not in bankruptcy or liquidation proceedings;
- is currently not blacklisted from any governmental or non-governmental;
- is never convicted of, fraud, corruption, collusion or money laundering;
- has not previously entered into any contract/agreement with REDAMCO which was terminated prior to completion period due to default;

Technical Evaluation Criteria:

S.No.	Description	Evaluation / Evidence	Marks (Max)
1.	Bidder Profile	● Bidders to attach NTN Registration certificate. ● Each year contain 3 marks.	15
2.	Financial Soundness	Total **Turn-over** during last three years: a. Less than PKR 05 million = **10 marks** b. Greater than or Equal PKR 05 million but less than 10 million = **20 marks** c. Equal to or greater than PKR 10 million but less than PKR 15 million = **30 marks** d. Equal to or Greater than PKR 15 million = 4**0 marks** **Note: Bidders to attach Bank Statements (credit side) for last three (03) years.**	40
3.	Relavant Experience	No. of **Marketing Projects** with different Companies or Government organizations in last 5 years: 01 to 03 Projects = 15 marks 04 to 06 Projects = 30 marks More than 06 Projects = 45 marks **Note: Documentary evidence e.g., Agreements/Letter of Intents/Completion Certificate to be attached.**	45

● **Qualifying Marks**: Minimum qualifying marks shall be 65.

5.3 FINANCIAL BID FORM FOR OF BRANDING RIGHTS

[Bidder's Letterhead]

Invitation for Bid Reference No: Date:

For Station _____(05 years extendable to another 05 years).

Bench-Marking Value:

Sr.	Description	Quoted Annual Rent** (Rs.)
1.	**Annual Quoted Bench-Marking Value**	Rs. (in figures)
		Rs. (in words)

Important Instruction:

i. The Financial Evaluation shall be carried out on Quoted Annual Rental amount.

ii. The lessee/bidder quote **highest Annual Rental amount** shall be declared as successful**.**

iii. Annual Rental amount shall be exclusive of all applicable taxes, duties and charges etc.

iv. Overwriting, cutting, or using fluid corrects in Rental, as well as submitting incomplete or partially filled bids, will result in automatic rejection of the bid.

v. If a bidder, bid below than annual rental Value of the respective station, he will be treated as technically dis-qualified.

vi. The quoted Annual Rental value shall be increased annually by ten percent (10%) on a compound basis, i.e. each year 10% will be applied to the revised fee of the preceding year.

vii. In case of difference between value in "words" and value in "figures", the value in "words" shall be considered final.

viii. The size indicated are tentative and may increase or decrease during finalization. Any change in size will result in a corresponding adjustment in the rate, calculated on the basis of the approved per square foot (SQF) rate.

ix. In case of any new additional branding placement is identified by the advertiser subsequently, the applicable rates shall be determined on the basis of the already

approved rates for comparable.

For and on behalf of:
(Name of the Applicant/ Company)

COMPANY SEAL

_____
(Name of person signing)

Designation: _____
Contact number: _____
Address: _____

(INTEGRITY PACT)

DECLARATION OF FEES

PAYABLE BY THE MARKETING AGENT

Contract No.__ Dated |
Contract Value;
Contract Title: Branding of Identified Sites/Spaces of Specified Railway Stations

[name of Marketing Agent] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by GoP through any corrupt business practice.

Without limiting the generality of the foregoing, [name of Marketing Agent] represents and warrants that it has fully declared 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, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form GoP, except that which has been expressly declared pursuant hereto.

{name of Marketing Agent] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[name of Marketing Agent] 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 declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other rights and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, [name of Marketing Agent] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten time the sum of any commission, gratification, bribe, finder's fee or kickback given by [name of Marketing Agent] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP,

Name of First Party:	Name of Marketing Agent:
Signature: ..,.....	Signatures .....
[Seal]	[Seal]

Site Survey & Branding Inventory:

Annex-A shall contain the station-wise approved inventory. Before tender issuance, REDAMCO should insert photographs, dimensions, quantities, location references, utility status and any exclusions for each station.

Inventory Field	Required Information
Station / Lot	Station name and lot number
Location ID	Unique branding-space reference
Area / Zone	Platform, concourse, entrance, wall, FOB, etc.
Media Type	Static / digital / LED / activation / other
Dimensions	Width x height / area
Quantity	Number of units
Electricity	Available / bidder to arrange / not applicable
Restrictions	Safety, heritage, visibility, railway operations, existing rights
Photograph / Map Ref.	Annex reference

Station-wise branding concept and proposed media mix. Design approach, materials and indicative technical specifications. Implementation plan and station-wise rollout schedule. Operations, cleaning, maintenance and replacement plan. Health, safety, electrical and structural compliance methodology.

Proposed project organization and key personnel. Signed declarations, affidavits and other mandatory forms.

LAHORE RAILWAY STATION

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
PACKAGE 1 – PLATFORM 2, 4, 5						
Main Building Front Backlit Facade	2	40' x 15'	600	1200	7,000	8,400,000
Main Entrance Digital LED Screens	1	20' x 10'	200	200	7,000	1,400,000
Arrival Lobby Digital Screens	2	12' x 8'	96	192	7,000	1,344,000
Pole Mounted Digital Streamers	49	2' x 6'	12	588	7,000	4,116,000
Platform Pole Streamers	89	2' x 6'	12	1068	7,000	7,476,000
Platform Digital Totems	6	65" Double Side				1,250,000
Platform LED Walls	7	12' x 7'	84	588	7,000	4,116,000
Ticket Hall Digital Wall	1	20' x 10'	200	200	7,000	1,400,000
Reservation Hall LED Wall	1	20' x 10'	200	200	7,000	1,400,000
Waiting Lounge Digital Screens	4	75"				800,000
Waiting Lounge Backlit Walls	7	10' x 8'	80	560	7,000	3,920,000
Escalator Side Panels	3	20' x 3'	60	180	7,000	1,260,000
Foot Over Bridge Side Panels	16	20' x 4'	80	1280	7,000	8,960,000
Pillar Wraps	73	4' x 10'	40	2920	7,000	20,440,000
Wall Murals	7	30' x 10'	300	2100	7,000	14,700,000
Parking Gantry Signage	2	20' x 8'	160	320	7,000	2,240,000

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
Digital Information Kiosks	4	55"				720,000
Exterior Boundary Backlit Panels	12	20' x 10'	200	2400	7,000	16,800,000
TOTAL	**286**			**13996**		**100,742,000**
PACKAGE 2 – PLATFORM 8, 9						
Main Building Front Backlit Facade	1	40' x 15'	600	600	7,000	4,200,000
Main Entrance Digital LED Screens	1	20' x 10'	200	200	7,000	1,400,000
Arrival Lobby Digital Screens	1	12' x 8'	96	96	7,000	672,000
Pole Mounted Digital Streamers	34	2' x 6'	12	408	7,000	2,856,000
Platform Pole Streamers	63	2' x 6'	12	756	7,000	5,292,000
Platform Digital Totems	3	65" Double Side				625,000
Platform LED Walls	5	12' x 7'	84	420	7,000	2,940,000
Ticket Hall Digital Wall	1	20' x 10'	200	200	7,000	1,400,000
Reservation Hall LED Wall	1	20' x 10'	200	200	7,000	1,400,000
Waiting Lounge Digital Screens	3	75"				600,000
Waiting Lounge Backlit Walls	5	10' x 8'	80	400	7,000	2,800,000
Escalator Side Panels	2	20' x 3'	60	120	7,000	840,000
Foot Over Bridge Side Panels	11	20' x 4'	80	880	7,000	6,160,000
Pillar Wraps	51	4' x 10'	40	2040	7,000	14,280,000
Wall Murals	5	30' x 10'	300	1500	7,000	10,500,000
Parking Gantry Signage	2	20' x 8'	160	320	7,000	2,240,000
Digital Information Kiosks	3	55"				540,000
Exterior Boundary Backlit Panels	9	20' x 10'	200	1800	7,000	12,600,000
TOTAL	**201**			**9940**		**71,345,000**
PACKAGE 3 – PLATFORM 6, 7						
Main Building Front Backlit Facade	1	40' x 15'	600	600	7,000	4,200,000
Arrival Lobby Digital Screens	1	12' x 8'	96	96	7,000	672,000
Pole Mounted Digital Streamers	25	2' x 6'	12	300	7,000	2,100,000
Platform Pole Streamers	45	2' x 6'	12	540	7,000	3,780,000
Platform Digital Totems	3	65" Double Side				625,000
Platform LED Walls	3	12' x 7'	84	252	7,000	1,764,000
Waiting Lounge Digital Screens	2	75"				400,000
Waiting Lounge Backlit Walls	3	10' x 8'	80	240	7,000	1,680,000
Escalator Side Panels	2	20' x 3'	60	120	7,000	840,000
Foot Over Bridge Side Panels	8	20' x 4'	80	640	7,000	4,480,000
Pillar Wraps	37	4' x 10'	40	1480	7,000	10,360,000
Wall Murals	3	30' x 10'	300	900	7,000	6,300,000
Parking Gantry Signage	2	20' x 8'	160	320	7,000	2,240,000
Digital Information Kiosks	2	55"				360,000
Exterior Boundary Backlit Panels	6	20' x 10'	200	1200	7,000	8,400,000
TOTAL	**143**			**6688**		**48,201,000**

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
PACKAGE 4 – PLATFORM 1, 3						
Pole Mounted Digital Streamers	12	2' x 6'	12	144	7,000	1,008,000
Platform Pole Streamers	23	2' x 6'	12	276	7,000	1,932,000
Platform LED Walls	1	12' x 7'	84	84	7,000	588,000
Waiting Lounge Digital Screens	1	75"				200,000
Waiting Lounge Backlit Walls	1	10' x 8'	80	80	7,000	560,000
Escalator Side Panels	1	20' x 3'	60	60	7,000	420,000
Foot Over Bridge Side Panels	5	20' x 4'	80	400	7,000	2,800,000
Pillar Wraps	19	4' x 10'	40	760	7,000	5,320,000
Wall Murals	3	30' x 10'	300	900	7,000	6,300,000
Parking Gantry Signage	2	20' x 8'	160	320	7,000	2,240,000
Digital Information Kiosks	1	55"				180,000
Exterior Boundary Backlit Panels	3	20' x 10'	200	600	7,000	4,200,000
TOTAL	**72**			**3624**		**25,748,000**

KARACHI RAILWAY STATION

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
PACKAGE 1 – PLATFORM 1, 2, 3						
Main Building Front Backlit Facade	1	30' x 15'	450	450	6,500	2,925,000
Main Entrance Digital LED Screens	1	16' x 9'	144	144	6,500	936,000
Arrival Lobby Digital Screens	1	12' x 8'	96	96	6,500	624,000
Forecourt Flag Branding	22	3' x 8'	24	528	6,500	3,432,000
Road Median Flags	26	3' x 8'	24	624	6,500	4,056,000
Pole Mounted Digital Streamers	35	2' x 6'	12	420	6,500	2,730,000
Platform Pole Streamers	61	2' x 6'	12	732	6,500	4,758,000
Platform Hanging Banners	18	4' x 8'	32	576	6,500	3,744,000
Platform Digital Totems	3	65" Double Side				675,000
Platform LED Walls	5	12' x 7'	84	420	6,500	2,730,000
Waiting Lounge Digital Screens	3	75"				600,000
Waiting Lounge Backlit Walls	5	10' x 8'	80	400	6,500	2,600,000
Foot Over Bridge Side Panels	10	20' x 4'	80	800	6,500	5,200,000
Pillar Wraps	44	4' x 10'	40	1760	6,500	11,440,000
Wall Murals	4	30' x 10'	300	1200	6,500	7,800,000
Exterior Boundary Backlit Panels	8	20' x 10'	200	1600	6,500	10,400,000
TOTAL	**247**					**64,650,000**
PACKAGE 2 – PLATFORM 4, 5						
Main Building Front Backlit Facade	1	30' x 15'	450	450	6,500	2,925,000
Main Entrance Digital LED Screens	1	16' x 9'	144	144	6,500	936,000
Arrival Lobby Digital Screens	1	12' x 8'	96	96	6,500	624,000
Forecourt Flag Branding	16	3' x 8'	24	384	6,500	2,496,000
Road Median Flags	20	3' x 8'	24	480	6,500	3,120,000
Pole Mounted Digital Streamers	26	2' x 6'	12	312	6,500	2,028,000
Platform Pole Streamers	47	2' x 6'	12	564	6,500	3,666,000
Platform Hanging Banners	13	4' x 8'	32	416	6,500	2,704,000
Platform Digital Totems	3	65" Double Side				675,000
Platform LED Walls	3	12' x 7'	84	252	6,500	1,638,000
Ticket Hall Digital Wall	1	20' x 10'	200	200	6,500	1,300,000
Waiting Lounge Digital Screens	2	75"				400,000
Waiting Lounge Backlit Walls	3	10' x 8'	80	240	6,500	1,560,000
Foot Over Bridge Side Panels	8	20' x 4'	80	640	6,500	4,160,000
Pillar Wraps	33	4' x 10'	40	1320	6,500	8,580,000
Wall Murals	3	30' x 10'	300	900	6,500	5,850,000

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
Exterior Boundary Backlit Panels	5	20' x 10'	200	1000	6,500	6,500,000
TOTAL	**186**					**49,162,000**
PACKAGE 3 – PLATFORM 7, 8						
Forecourt Flag Branding	12	3' x 8'	24	288	6,500	1,872,000
Road Median Flags	14	3' x 8'	24	336	6,500	2,184,000
Pole Mounted Digital Streamers	19	2' x 6'	12	228	6,500	1,482,000
Platform Pole Streamers	32	2' x 6'	12	384	6,500	2,496,000
Platform Hanging Banners	9	4' x 8'	32	288	6,500	1,872,000
Platform Digital Totems	2	65" Double Side				450,000
Platform LED Walls	2	12' x 7'	84	168	6,500	1,092,000
Reservation Hall LED Wall	1	20' x 10'	200	200	6,500	1,300,000
Waiting Lounge Digital Screens	1	75"				200,000
Waiting Lounge Backlit Walls	2	10' x 8'	80	160	6,500	1,040,000
Foot Over Bridge Side Panels	6	20' x 4'	80	480	6,500	3,120,000
Pillar Wraps	23	4' x 10'	40	920	6,500	5,980,000
Wall Murals	3	30' x 10'	300	900	6,500	5,850,000
Exterior Boundary Backlit Panels	5	20' x 10'	200	1000	6,500	6,500,000
TOTAL	**131**					**35,438,000**

RAWALPINDI RAILWAY STATION

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
PACKAGE 1						
Main Building Front Backlit Facade	4	30' x 12'	360	720	3,750	2,700,000
Exterior Backlit Panels	20	12' x 8'	96	1920	3,750	7,200,000
Waiting Hall Backlit Panels	10	10' x 8'	80	800	3,750	3,000,000
Platform Backlit Panels	12	10' x 6'	60	720	3,750	2,700,000
FOB Backlit Panels	10	20' x 4'	80	800	3,750	3,000,000
Pillar Wraps	30	4' x 10'	40	1200	3,750	4,500,000
Flag Branding	20	3' x 8'	24	480	3,750	1,800,000
Pole Streamers	40	2' x 6'	12	480	3,750	1,800,000
Platform Streamers	40	2' x 6'	12	480	3,750	1,800,000
Digital LED Screen (Entrance)	1	12' x 7'	84	84	3,750	315,000
Digital Totem	1	65"				600,000
TOTAL	**188**			**7684**		**29,415,000**

Note: All branding assets specifically associated with platforms shall be allocated to the respective platforms identified under the relevant package. Branding assets not linked

to any specific platform, including parking areas and other common spaces, shall be treated as general branding inventory and shall remain part of the respective package.