

PREQUALIFICATION FOR APPOINTMENT OF ADVERTISING AGENCIES



NBP

National Bank of Pakistan

نیشنل بینک آف پاکستان

Contents

A. Prequalification for Appointment of Advertising Agencies	3
B. Introduction.....	4
C. Scope of Services	4
D. Instructions to Agencies.....	5
E. Evaluation Criteria	9
F. Format of Prequalification Document	11
G. Provision of details of Beneficial Owners	11
H. Letter of Application	12
I. Termination/Cancellation of Enlistment	13
J. Contact Information.....	13
K. Annexures.....	14

A. Prequalification for Appointment of Advertising Agencies

National Bank of Pakistan (NBP) is one of the largest commercial banks operating in Pakistan and invites applications from Advertising Agencies registered with SECP and who are on Active Taxpayers List of the Federal Board of Revenue and Accreditation with All Pakistan Newspaper Society (APNS); Pakistan Broadcast Association (PBA) and enlisted with Press Information Department (PID) for Prequalification for enlistment and placement on its panel.

1. Prequalification document, containing detailed terms and conditions are available free of cost on PPRA's E-Pak Acquisition and Disposal System (EPADS) at <https://eprocure.gov.pk> and at www.nbp.com.pk.
2. The electronic bids must be submitted by using EPADS on or before 23rd April 2025 at 03:00pm. Manual bids shall not be accepted. Electronic bids will be opened on the same day at 03:30pm.

Note:

- a. Notification of the GRC constituted in terms of Rule-48 of PPRA rules, 2004 is provided on EPADS at <https://eprocure.gov.pk> and on <https://www.nbp.com.pk>.
- b. In case of any technical difficulty in using EPADS, prospective bidders may contact PPRA Team, Director MIS Room No.109, 1st Floor, FBC building Sector G-5/2, Islamabad, contact number 051-111-137-237.

(Divisional Head)
Procurement Division,
Logistics, Communications & Marketing Group,
3rd Floor, National Bank of Pakistan,
Head Office, Karachi.
Tel: 021-99220331/021-38902435

B. Introduction

NBP's services are available to individuals, corporate entities and government, while it continues to act as a trustee of public funds and as the agent to the State Bank of Pakistan (in places where SBP does not have its presence). Having completed 75 remarkable years of service, NBP stands as a testament to resilience and excellence, symbolizing trust, innovation, and commitment to Pakistan's growth and prosperity. It has diversified its business portfolio and is today a leading player in the debt equity market, corporate investment banking, retail and consumer banking, agricultural financing, treasury services and is showing growing interest in promoting and developing the country's small and medium enterprises and at the same time fulfilling its social responsibilities, as a corporate citizen. Procuring the right product/service carries supreme importance for NBP. Therefore, the primary aim of any procurement and selection procedure is to ensure a transparency and fairness in process that can select the right vendor on the basis of merit and relevance experience.

C. Scope of Services

Prequalified Advertising Agencies (hereinafter also referred to "Agency" or "Agencies") shall be required to offer the following services:

1. Develop and execute advertisements, campaigns, projects that are a mixture of:
 - a. Above The Line, including but not limited to, Electronic, Print, Radio, Digital, Out-of-Home, Outdoors, Signages, Signboards, etc.
 - b. Below The Line, including but not limited to, Events, Exhibitions, Seminars, Conferences, Roadshows, etc.
2. Develop and execute concepts, designs and materials, including but not limited to, Marketing Collaterals, Artworks, Classified Advertisements, Financial Statements, Giveaways, etc.
3. Arrange for Production and Media Buying for Advertisements, Commercials, Campaigns for TV, Print, Radio, Digital, etc.
4. Updating, executing and moderating content for NBP Social Media Platforms.
5. As needed, arrange for language translation of various materials including documents, Classified Advertisements, Marketing Material, etc. in Urdu and other regional languages.
6. As needed, conduct or arrange to conduct Market Research and Competitive Analysis before & after campaigns in order to analyze the possible outcome assess media mileage.
7. Strict adherence and compliance of trademarks, copyrights and patents on the above.
8. Any of the above services that is produced for NBP shall remain its sole property, whereby NBP shall have the right to use such material as and when it deems appropriate.

NBP aims to ensure a fair and transparent mechanism for distributing work among prequalified Advertising Agencies. The allocation of assignments shall be governed by the following guiding principles:

1. NBP shall invite Prequalified Advertising Agencies to submit their documents for Assignment(s) as mentioned in Scope of Services in Section-C above, ensuring a competitive and merit-based selection process.
2. The evaluation process shall be conducted by the concerned person(s) or Committee of NBP, including the Marketing & PR Committee, Product Team, Marketing team, and other designated stakeholders.

3. Assignments shall be awarded to Prequalified Advertising Agencies which may be based on any criteria including concept, creativity, innovation, originality, quality, strategic relevance, project impact, cost evaluation, agency specialization, other requirements, etc. The evaluation shall consider how well the document aligns with the brief shared by NBP.
4. Assignments related to Classified Advertisements shall be awarded among Prequalified Advertising Agencies on a quarterly rotational basis, however regardless of distribution/quantum of work, commissions, payments, etc. NBP reserves the right to review and modify the rotational allocation mechanism based on performance and operational requirements.
5. NBP shall have the sole right to undertake the following without assigning any reason:
 - c. Award an Assignment to a Prequalified Advertising Agency for any reason as deemed fit.
 - d. Engagement of a 3rd Party (by/through a Prequalified Advertising Agency) for execution of an Assignment
 - e. Engage multiple Prequalified Advertising Agencies simultaneously for any Assignment(s).
 - f. Award an Assignment directly to a Prequalified Advertising Agency(ies) or re-award/cancel an already awarded Assignment based on organizational exigencies/priorities.

D. Instructions to Agencies

1. Downloading of Prequalification Document

- a. This follows the invitation for Prequalification that was placed on NBP's website and website of Public Procurement Regulatory Authority (PPRA), as also published in the daily newspapers on 07 April 2025. The documents are also available free of cost on PPRA's E-Pak Acquisition and Disposal System (EPADS) at <https://eprocure.gov.pk> and www.nbp.com.pk
- b. All Agencies to ensure submission of all information / documents / evidences sought for prequalification.
- c. No compensation or payment for the presentation or for the production of material etc. will be given to the participating Agency.

2. Preparation of Prequalification Document

- a. The document shall be prepared in English language. Information in any other language shall be accomplished by its translation in English, however, in case of any discrepancy in such translation the translated version of the application shall prevail.
- b. The Agencies must respond to all questions and provide complete information as advised in this document. Any lapses to provide essential information may result in disqualification of the Agency.
- c. The document must be complete in all respects with all annexures attached. Documents must be duly signed and stamped by the authorized person of the Agency.
- d. Required details must be properly filled. No Agency shall be allowed alteration or modification once documents have been opened. NBP may seek and accept clarifications to the document that do not change the substance. Any such clarification shall be in writing.

3. Clarification on Prequalification Document

- a. Prospective Agencies requiring any clarification(s) in respect of the Prequalification Document may notify through EPADS on or before 17 April 2025. NBP will respond to any request for clarification which it receives earlier than the time, stated in the Prequalification Documents, prior to the deadline for submissions. NBP's response will be uploaded through EPADS.

- b. Should an Agency object on any ground including any ambiguity, discrepancy, omission or error to any provision or legal requirements set forth in the Prequalification Document, the Agency must utilize grievance option available through EPADS, however within ten (10) calendar days after Invitation of Prequalification. The failure of an Agency to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of such objection. Submission of documents by an Agency in response to the Prequalification Document would construe to Agency's consent on the contents of the Prequalification Document including terms and conditions appended therein, thus rendering any subsequent objection as null & void.

4. Objections to Terms of Prequalification Document

- a. Should a Agency object on any ground (including any ambiguity, discrepancy, omission or error to any provision or legal requirements set forth in this Prequalification Document, the Agency must provide written notice to NBP setting specifically the grounds for the objection, however within ten (10) calendar days after publication of Invitation for Prequalification.
- b. The failure of a Agency to object in the manner set forth in the above paragraph shall constitute a complete and irrevocable waiver of such objection.
- c. Submission of document in response to this invitation shall construe to Agencies consent on the contents of the Prequalification Document including terms and conditions appended therein, thus rendering any subsequent objection as null & void.

5. Modifications of Prequalification Document

- a. NBP may modify the Prequalification Document prior to the submission deadline, by issuing Corrigendum, which will be posted on NBP and PPRA websites.
- b. The Agency is responsible for ensuring that its Document reflects any and all addenda issued by NBP prior to the Submission Deadline.

6. Updating Prequalification Information

Agencies shall be required to provide their updated financial, personnel and resource information at the time of submitting their Documents.

7. Submission of Prequalification Document

- a. Prequalification Document shall be submitted exclusively through PPRA's E-Pak Acquisition and Disposal System (EPADS) at <https://eprocure.gov.pk>. Documents submitted by any other means, such as by hand, courier, email, or fax, shall not be accepted.
- b. Agencies must ensure that their documents are uploaded and submitted through EPADS before the deadline of April 23 2025, at 03:00pm.
- c. Submission of Prequalification Document signifies that it is genuine and not the result of collusion or any other anti-competitive activity.
- d. Failure to furnish any and all documents or other materials required, shall result in disqualification.

8. Modification and Withdrawal of Prequalification Document

- a. Any Agency may revise/modify or withdraw Prequalification Document on their own initiative at any time before the Submission Deadline on EPADS, provided that written notice of the revision/modification or withdrawal is received by NBP's concerned officer prior to the deadline for submission.
- b. Revised/modified Prequalification Document must be received on or before the Submission Deadline.
- c. Prequalification Document shall not be revised/modified or withdrawn by any Agency after the deadline for submission.

9. Opening of Prequalification Documents

- a. Prequalification Documents shall be opened on April 23 2025, at 03:30pm by the Procurement Committee in the presence of authorized representatives of the Agencies who choose to attend.
- b. Late submission received after the prescribed time and date as determined by the EPADS, or Documents submitted via any means other than EPADS, shall not be considered and will be automatically rejected.

10. Evaluation of Prequalification Documents

- a. NBP shall evaluate the documents submitted through EPADS in a manner prescribed in the Evaluation Criteria (Section-E) and reject any document which does not conform to the specified requirements.
- b. NBP may reject any or all document at any time prior to the acceptance. NBP shall upon request communicate to any Agency which submitted a document, the grounds for rejection of its document, however NBP shall not justify those grounds as per Public Procurement Rule 33.
- c. NBP shall conduct a comprehensive, fair, and impartial evaluation of all documents received, verifying the same with documentary evidences uploaded by Agencies on EPADS as required in the Evaluation Criteria (Section-E).
- d. NBP shall shortlist a minimum three (03) and maximum of six (06) Advertising Agencies (as per prevailing PID Policy) based on the score secured by each Agency in Evaluation as given in Section-E.

The Evaluation process comprises of two phases:

- **Phase I – Mandatory Criteria (Submission of Profiles)**
NBP Procurement Committee will scrutinize submitted documents based on the Mandatory Criteria (Section-E.1). Agencies who have qualified the Mandatory Criteria shall be invited for presentations i.e. Phase II.
- **Phase II – Presentation by Advertising Agencies**
The Advertising Agencies will present their creative/artwork (concepts, strategies, artworks / preliminary designs) based on the presentation guidelines (Section E.2). Agencies will deliver their presentation to an Evaluation Committee/Jury comprising of a PID representative(s), an external media professional and NBP's representatives' for the final selection.

11. Validity period of Prequalification Document

- a. The Prequalification Document will remain valid for one hundred and eighty (180) calendar days after the Submission Deadline, or such a later date as per Public Procurement Rules 2004.

12. Cancellation of Prequalification Process

- a. NBP may cancel this process at any stage as per Public Procurement Rules or in case of no competition between Agencies or pooling-up towards their submissions.

13. Announcement of Results

- a. In the event that two or more Agencies are ranked in the same positions, Evaluation Committee/Jury will determine the selection based on a holistic review of their evaluation.
- b. After finalization of the evaluation process, NBP as per PID guidelines, shall select minimum three (03) and maximum of six (06) Advertising Agencies on its panel based on the Evaluation Criteria (Section-E).

- c. NBP shall inform Prequalified Agencies of their successful onboarding through Engagement Letters, whereas those Agencies who have not been prequalified shall be informed with the reason (as deemed appropriate by NBP) accordingly.
- d. The period of appointment of the selected Agencies shall be for two years. This shall not, however, be extendable beyond two years except with the approval of PID (upon the recommendation of NBP), which may allow such extension for maximum period of six months only.

14. Disqualification of Agencies

- a. NBP shall disqualify an Agency at any time if the information submitted by the Agency is found to be false and materially inaccurate or incomplete.
- b. Direct or indirect canvassing, impelling or influencing any representative of NBP for any purpose related to the procurement process is strictly prohibited, and shall lead to immediate disqualification of the Agency.
- c. In terms of Rule 19 of PPRA Rules, 2004 NBP may also permanently or temporarily bar and/or blacklist a Agency from participating in respective procurement proceedings and future tenders in case the Agency is found to be indulged in corrupt and fraudulent practices (as defined in PPRA Rules, 2004).

E. Evaluation Criteria

1. Mandatory Criteria

- Responses against ALL questions MUST be in “YES” or “NO” only (Column-C).
- Responses against ALL questions MUST be in affirmative (“YES”) for Agencies to qualify for the next stage of selection process, as such, any response in negative (“NO”) shall lead to disqualification of the Agency.
- All documents/documentary evidences (as required) MUST be attached with the Prequalification Document. While NBP retains the right to seek documents/clarifications from a Agency during the evaluation process, any missing, fake, fraudulent, incorrect, misleading document/documentary evidences may lead to disqualification of the Agency.

A	B	C
Sr.	Requirement	Response (Yes or No)
01.	Is the Agency incorporated as “Private Limited” with Security Exchange Commission of Pakistan (SECP) ? (Please upload attested copies of SECP Certificate of Incorporation, Memorandum of Association and Article of Association).	
02.	Is the Agency registered with Federal Board of Revenue and/or Provincial Revenue Board(s) and active tax payer ? (Please upload attested copy of NTN and last three (03) years Tax Returns i.e. 2022, 2023, 2024 & FBR Certificate).	
03.	Is the Agency accredited with All Pakistan Newspaper Society (APNS), Pakistan Broadcast Association and enlisted by PID ? (Please upload relevant evidences).	
04.	Does the Agency confirm that it has never been involved in any criminal/unlawful activities nor has been blacklisted by any entity/organization/APNS/PBA ? (Please provide confirmation / declaration on a Stamp Paper of Rs. 100/- as per sample provided in Annexure - II).	
05.	Does the Agency have three (03) years experience in launching of advertising campaigns ? (Please upload relevant evidence i.e. campaign published material including Print Ads, TVC/DVC/URLs, Invoices/Transmission Certificate and/or any other document validating this).	
06.	Does the Agency have minimum three (03) Active Clients at the time of submission of Prequalification Document ? (Please upload relevant evidence).	
07.	Does the Agency have a minimum aggregate (total) revenue of PKR 30 Million for the last 03 years (Please upload relevant evidence).	
08.	Does the Agency possess expertise in Art Direction, Creative Direction, Copywriting, and Account/Client Management ? (Please upload CV detailing technical capabilities, qualifications, experience, etc., as per Annexure III).	
09.	Does the Agency have an operational Office in Karachi ? (Please upload relevant evidence).	

2. Technical Evaluation (Presentation)

Those Participant Agencies that have qualified Mandatory Criteria (Section-E.1), shall be invited to make their Presentations before the Evaluation Committee/Jury; such invitations shall be sent by NBP at least ten (10) calendar days in advance. Such Participant Agencies shall be allotted twenty (20) minutes to make their presentations before the Evaluation Committee/Jury, however, the Evaluation Committee/Jury may change (increase/decrease) the allotted time as it may deem appropriate.

The presentation shall cover the following segments:

- a. Agency Credentials: The Agency should provide a brief introduction of its background, business approach, and creative foundation, operations across the country, achievements and team profiles
- b. Previous Campaigns: The Agency will be required to share 360 degree campaigns along with samples of artwork, TVC, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions / public / service industry) other than NBP, in their presentations with post campaign impact
- c. Strategy for NBP Brand Building: The year 2024 marked NBP's 75th Anniversary, successfully reinforcing top-of-mind recall and strengthening the brand's legacy. To maintain this benchmark and further build on brand equity, Agencies are required to present fresh creative direction that would effectively improve NBP's Brand Positioning, showcase its extensive range of products & services, while resonating with diverse audience segments (including Greatest/Silent Generations, Baby Boomers, Millennials, Gen X, Gen Z, Gen Alpha). The presentation must include the Big Idea, creative concept & direction, with a definite marketing strategy that defines the roadmap for the next 5 years, based on the following:
 - i. Campaign Concept – A compelling creative direction reflect NBP's forward-thinking approach, national impact, and commitment to innovation. Agencies must propose a new campaign tagline that aligns with NBP's legacy while evolving from the previous year's "National Bank Aur Pakistan".
 - ii. Competitive Analysis – Insights on market positioning, competitor strategies, and differentiation opportunities for NBP.
 - iii. Communication Strategy – A well-defined messaging framework tailored for each audience segment, ensuring engagement across traditional and digital touchpoints.
 - iv. Creative Artworks – Sample visual executions, including key campaign visuals, branding elements, and content formats for multiple platforms.
 - v. Proposed Media Mix – A data-driven approach to media planning that effectively reaches target demographics through a balanced integration of ATL, BTL, and digital channels.

3. Evaluation Matrix

	Minimum Requirement	
1. Mandatory Criteria	“YES” as a response against all Questions	
2. Concept & Strategy Presentation	Campaign Concept	20 Marks
	Competitive Analysis	20 Marks
	Communication Strategy	20 Marks
	Creative Artworks	20 Marks
	Proposed Media Mix	20 Marks
	Total	100 Marks

A minimum of three (03) and a maximum of six (06) Top Scoring Advertising Agencies shall be selected as Prequalified Advertising Agencies.

F. Format of Prequalification Document

The prequalification document should address each of the criteria addressed in this section. It should be clear and concise in response to the information and requirements described in this prequalification document. The format and sections of the Document should conform to the structure outlined below. Adherence to this format is necessary in order to permit the effective evaluation of documents. Each section of the document should be separated by colored separators for easy access to the relevant section:

Sr.	Contents
01	Letter of Application (Section-H)
02	Agency Profile
03	Response to Mandatory Criteria (Section E.1)
04	Response to SRO 592 as per Annexure-I (Section-K).
05	Declaration on a Stamp Paper of Rs. 100/- as per sample provided in Annexure-II (Section-K).
06	Employees/staff details as per sample provided in Annexure III (Section-K).

G. Provision of details of Beneficial Owners

The Advertising Agency shall furnish the details of its beneficial owners as may be required by NBP from time to time under the procurement framework or even otherwise. Failure in provision of such information and/or provision of incomplete, inaccurate or fabricated information may lead to cancellation of enlistment of the Advertising Agency.

(As per format provided in Annexure I (Section-K), hereto in accordance with SRO 592).

H. Letter of Application

To:

**Divisional Head (Procurement), Procurement Division
Logistics, Communications and Marketing Group,
National Bank of Pakistan,
Head Office, I. I. Chundrigar Road, Karachi.
Tel: 021-99220331 / 021-38902435**

Sir,

1. Being duly authorized to represent and act on behalf of (hereinafter “the Agency”) and having reviewed and fully understood all the prequalification information provided, the undersigned hereby apply to be prequalified as Agency for providing Advertising Services to NBP.
2. Attached to this letter are Attested True Copies (of original documents) as required as per Evaluation Criteria Section E.
3. NBP and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this application, and to seek clarification from our bankers and clients regarding any financial and technical aspects.
4. This Letter of Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by yourselves or the authorized representative to verify statements and information provided in this application, or with regard to the resources, experience, and competence of the Agency.
5. This application is made with the full understanding that:
 - (a) Documents by Prequalified Agencies will be subject to verification of all information submitted for prequalification at the time of document;
 - (b) NBP reserves the right to:
 - (i) Amend the scope of this project; in such event Document will only be called from Prequalified Agencies who meet the revised requirements; and
 - (ii) Cancel the Prequalification process and reject applications in accordance with Public Procurement Rules.
6. We confirm that in the event that we are Prequalified, that Prequalification as well as any resulting engagement will be:
 - (a) Signed, so as to legally binding on all parties; and
 - (b) The undersigned declare that the statements made and the information provided in the duly completed Prequalification Document are complete, true and correct in every detail.

**Name & Designation
For and on behalf of
(Name of Agency)
Agency Stamp to be affixed**

I. Termination/Cancellation of Enlistment

Divisional Head, Strategic Marketing Division, Logistics, Communications & Marketing Group with the approval of the competent authority at NBP, shall be entitled to immediately suspend or terminate / cancel the enlistment of the Advertising Agency, in any of the following events:

1. Advertising Agency fails to meet the obligations set out in the Scope of Services and/or consistently fails to deliver satisfactory services, and/or there is a demonstrable deterioration in the ability of the Advertising Agency to perform the contracted service.
2. Advertising Agency materially or consistently breaches the terms of enlistment/engagement and does not rectify the breach within a reasonable time.
3. Advertising Agency suffers (or is likely to suffer) an insolvency, liquidation, any such event or, undergoes a change in its management, beneficial ownership or control.
4. Advertising Agency goes into receivership or judicial management whether in country or elsewhere.
5. Advertising Agency or its employees are found to be involved in any illegal, criminal, or unlawful activity.
6. There has been a breach of security or confidentiality, or breach of any relevant legal requirement and/or regulatory directive.
7. Where regulatory instructions require termination.
8. Advertising Agency fails to provide such information (including but not limited to information regarding beneficial owners of the Advertising Agency) to NBP as may be required to comply with any of the rules, regulations, statutes or directives of any judicial and/or quasi-judicial authority.
9. In the opinion of NBP, continuation with the service shall lead to a situation of conflict of interest.

J. Contact Information

In case of any query related to this Prequalification document, Agency may contact the following NBP representative:

Name: Mudassir Inamullah
Position: SVP/Divisional Head, Strategic Marketing Division,
Logistics, Communications & Marketing Group
National Bank of Pakistan, Head Office, Karachi
E-Mail: mudassir.inamullah@nbp.com.pk
Phone: 021-99062224

K. Annexures

Annexure I

S. R. O. 592(I)/2022.—In exercise of powers conferred by Section 27 of Public Procurement Regulatory Authority Ordinance, 2002 (No. XXII of 2002), the Public Procurement Regulatory Authority is pleased to make the following regulations, namely :—

1. **Short title and commencement.**—(1) The regulations may be called as Declaration of Beneficial Owners' Information of Public Procurement Contract Awarded Regulations, 2022.

(2) They shall come into force at once.

2. **Definitions.**—(1) In these Regulation unless, there is anything repugnant in the subject or context:

(a) “Company” means a company formed and registered under the company law and includes but not limited to private limited company, public limited company, firm, association of persons or sole proprietorship or any other form of business organization.

(b) ¹“Beneficial Owner (BO)” means,—

(i) natural person who ultimately owns or controls the bidder's company and / or the natural person on whose behalf a transaction is being conducted; or

(ii) natural person who exercise ultimate effective control over a legal person or legal arrangement.

¹ The definition of “Beneficial owner” adopted from the Anti-Money Laundering Act, 2010.

- (c) "Public Procurement Contract (PPC)" means the contract awards under Public Procurement Regulatory Authority Ordinance, 2002, Public Procurement Rules, 2004 and the Regulations.

(2) The expressions used but not defined in these Regulations shall have the same meaning as are assigned to them in the Public Procurement Regulatory Authority Ordinance, 2002, Public Procurement Rules 2004 and the Regulations.

3. **Scope.**—These Regulations shall extend to the whole of Pakistan and shall be applicable to all the procuring agencies within or outside Pakistan.

4. **Declaration of Beneficial Ownership Information.**—All procuring agencies while engaging in public procurement contracts worth Rs. 50 Million and above shall make a mandatory provision of beneficial ownership information of the company in the said contracts as per prescribed Proforma (**Annexure-I**) in accordance with provisions of Forms-42, 43 and 44 of the Securities & Exchange Commission of Pakistan.

5. **Enforcement Mechanism of Beneficial Ownership Information.**—(1) Subject to regulation 4, the procuring agencies while engaging in public procurement contract awards shall publicise the beneficial ownership information of the company on PPRA's website.

(2) In case of failure to provide the required information of the beneficial ownership by the company or submission of false or partial information, the procuring agency shall:

- i. Blacklist the said company in accordance with rule 19(1)(a) of Public Procurement Rules, 2004,
- ii. Reject the bid of the said company:

Provided that any object or class of objects procured in contravention of any provision of these regulations shall amount to mis-procurement.

(3) In case the procuring agency fails to obtain the required information as per prescribed proforma (**Annex-I**) from prospective bidder during procurement process and the procuring agency enters into a contract with the said bidder then the managing Director (PPRA) may declare such procurement process as mis-procurement and blacklist the said bidder.

[No. 7(61)/PPRA.sectt./PPRA/2022.]

ALI TEMUR,
Director (Coord & Estab).



ANNEXURE: I

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, entries 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/ registration	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	Identify 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 subscribers other than natural person	Number of shares taken by cash subscriber (in figures and words)
			Total numbers of shares taken (in figures and words)				

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

Name and signature

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

Annexure II

To Whom It May Concern

This is to certify that [Name of Agency], having its registered office at [Address], hereby confirms and declares that:

1. The Agency has never been involved in any criminal, unlawful, or illegal activities.
2. The Agency has not been blacklisted by any entity, organization, or regulatory authority, including but not limited to the All Pakistan Newspaper Society (APNS), Pakistan Broadcasters Association (PBA), or any other relevant body.
3. The Agency undertakes that all information and documents submitted to the National Bank of Pakistan (NBP) for prequalification are genuine, accurate, and free from any falsification or forgery.
4. The Agency acknowledges that if any information or document submitted is found to be false, forged, or misleading at any stage of the procurement process, the Agency shall be disqualified immediately, and NBP reserves the right to take any further legal action deemed necessary.
5. The Agency declares that there is no existing or potential conflict of interest that may affect its ability to perform the required services in an impartial and professional manner. Should any such conflict of interest arise during the procurement process or the tenure of engagement, the Agency commits to immediately disclose the same to NBP.

We further affirm that all information provided in this regard is true and accurate to the best of our knowledge.

In the event that any part of this declaration is found to be false or misleading, we understand that our prequalification or any subsequent agreement with the National Bank of Pakistan (NBP) may be terminated immediately, and we may be held liable for any legal consequences arising thereof.

Authorized Signatory: _____

Name: _____

Designation: _____

CNIC: _____

Agency Seal: _____

Date: _____

Annexure – III

Instructions:

1. Please provide details of all functional staff and support staff as per the given below format.
2. Enclose CVs of each listed staff member with their relevant experience and role in the organization.
3. Clearly mention employment status (whether the staff is on a permanent or contractual basis).
4. Ensure the provided information is accurate and verifiable. Any false/forged details may lead to disqualification.

Sr. No.	Name	Designation	Qualification	Total Experience (Years)	Key Expertise / Specialization	Employment Status (Permanent/ Contractual)	Date of Joining	Enclosed CV (Yes/No)