

# Pre-Qualification of Advertising Agencies for the years 2024-26

## TENDER NOTICE NO. SLIC/CAD/PO/02/2024 PRE-QUALIFICATION OF ADVERTISEMENT AGENCIES.

The State Life Insurance Corporation of Pakistan extends an invitation to advertising agencies with a proven track record of a minimum of ten (10) years of experience to undergo pre-qualification for the purpose of promoting our corporate brand, products, and addressing our marketing needs. Applicants are required to possess a comprehensive setup, including proficient client services, robust media buying capabilities, and a fully-equipped in-house production facility. Agencies intending to participate must be duly registered and accredited with the Press Information Department (PID), the All Pakistan Newspaper Society (APNS), and the Pakistan Broadcasters Association (PBA).

Interested and experience advertising agencies registered with PID, accredited with the All Pakistan Newspapers Society (APNS) and the Pakistan Broadcasters Association(PBA) may apply on the prescribed technical bid documents.

Last Date & Time for Submission of Sealed Technical Bid Documents	Sealed Technical Bid Documents Opening Date & Time.
April 17, 2024 at 11:00 am	April 17, 2024 at 11:30 am

1. Technical bids would be invited through EPADS.
2. No compensation or payment for the presentation or the production of material or TA/DA will be given to the participating agencies.
3. Partial, conditional and incomplete entries/Tenders will not be entertained.
4. Tender Notice can be seen/downloaded from PPRA website i.e. [www.ppra.org.pk](http://www.ppra.org.pk) also Tender Notice along with technical bid documents has also been uploaded on EPADS and SLIC Website i.e. [www.statelife.com.pk](http://www.statelife.com.pk). as well.
5. Technical bid documents will be received only from those Agencies who are registered with PPRA for e-procurement on E-PADS system for tendering in SLIC through their e-mail addresses which were provided by them to PPRA at the time of their registration.
6. Filled Technical bid documents must be submitted through their e-mail address latest by given time as mentioned above.
7. State Life reserves the right to accept or reject the tendering process in accordance with PPRA Rules.

**Divisional Head, Corporate Affairs Division, Principal Office, 1st Floor, SLB # 9, Dr. Ziauddin Ahmed Road, Karachi. Phone No. 021-99202819.**