



**PROCUREMENT OF MANAGEMENT & MARKETING  
SERVICE PROVIDER FOR  
GENERATION OF NON-FARE REVENUE AT  
ORAGNE LINE METRO TRAIN PROJECT (OLMTP)**



1. Punjab Masstransit Authority (PMA) is established for the purposes of planning, construction, operation and maintenance of mass transit systems in the major cities of the Punjab, Pakistan; for providing safe, efficient and comfortable urban transportation system.
2. PMA intends to invite bids for the following;

Sr#	Title	Clarification Meeting	Bid Submission Date & Time	Bid Opening Date & Time
1	Procurement of Marketing Service Provider (MSP) for Generation of Non-Fare Revenue through Advertisement at Orange Line Metro Train Project (OLMTP)	August 16, 2021 at 1500 Hours PST	August 30, 2021 at 1500 Hours PST	August 30, 2021 at 1530 Hours PST
2	Procurement of Marketing Service Provider (MSP) for Generation of Non-Fare Revenue through Leasing of Spaces of Orange Line Metro Train Project (OLMTP)	August 24, 2021 at 1500 Hours PST	September 7, 2021 at 1500 Hours PST	September 7, 2021 at 1530 Hours PST

3. Reputed national & international firms having expertise and experience in relevant fields are invited to submit their proposals. Firms may associate or form joint ventures (JVs) with local or international firms to enhance their qualifications subject to a maximum of four firms.
4. Each project will be treated as a separate procurement for the purposes of award. A firm/JV can submit proposals for one or both projects.
5. Request for Proposals (RFPs) documents can be downloaded from the PPRA website ([www.ppra.punjab.gov.pk](http://www.ppra.punjab.gov.pk)) or PMA website ([www.pma.punjab.gov.pk](http://www.pma.punjab.gov.pk)).
6. Procurement will be carried out as per Punjab Procurement Regulatory Authority Rules 2014 to the extent applicable. Competitive bidding will be conducted in accordance with the two stage bidding process.
7. At first stage, the bidder shall submit technical proposal without quoting price but duly completed, signed, stamped, and in complete conformity with Tender Document which should be dropped in the Tender Box placed at reception of the **PMA Office 5th Floor, Arfa Software Technology Park, 346-B Ferozepur Road, Lahore, no later than dates and times mentioned in Para 2 above**. The Technical Proposals will be opened publicly at the dates and times mentioned in Para 2 above in PMA Office.
8. Bids which are incomplete, not sealed, not signed, unstamped, late or submitted by other than specified mode will not be considered.
9. **A Clarification Meeting will take place on dates mentioned above at PMA Office (address given below) for the prospective bidders.**
10. PMA reserves the right to reject all bids at any time prior to the acceptance of a bid.
11. All questions/queries/clarifications regarding this procurement should be directed to the representative whose contact details are given below:

**General Manager Operations**

**IPL-7595**

**Punjab Masstransit Authority, 5th Floor, Arfa Software Technology Park,  
346-B, Main Ferozepur Road, Lahore, Pakistan. Tel: +92 (42) 99028000  
Fax: +92 (42) 99232541, Email: [info.pmbs@pma.punjab.gov.pk](mailto:info.pmbs@pma.punjab.gov.pk)**