



Application Form

PROC-SERVICES/CB(PQ)/EX-COMM-4700/2020

FOR PRE-QUALIFICATION OF ADVERTISMENT AGENCIES

INTRODUCTION & TERMS AND CONDITIONS

1. INTRODUCTION / SCOPE OF WORK

Oil & Gas Development Company (OGDCL) is the largest Exploration & Production Listed Company in Pakistan. The Company intends to Pre Qualify firms for advertisement business of OGDCL.

1.1 Invitation of Applications

Applications are invited from potential firms having requisite capability, experience and expertise for enlistment/pre-qualification of firms for advertisement business of OGDCL.

2. SUBMISSION OF APPLICATIONS.

- 2.1 The pre-qualification application shall be submitted in duplicate (one marked "ORIGINAL" and the one marked "COPY") in a sealed envelope clearly marked as: "**APPLICATION FOR PRE-QUALIFICATION OF ADVERTISMENT AGENCIES against Pre-Qualification Notice No. PROC-SERVICES/CB(PQ)/EX-COMM-4700/20202016.**

not later than **(as per press advertisement)** hours on **(date as per press advertisement)** at the address given below:

General Manager (Supply Chain Management)
OGDCL House, Plot No. 3013, Jinnah Avenue Blue Area,
Islamabad, Pakistan
Phone: +92-051-920023540, Fax: +92-051-9215090

- 2.2 The sealed envelope shall indicate the name and address of the Applicant.
- 2.3 All the pages of application shall be signed and stamped by Applicant's authorized Representative(s).

2.4 Language of Application

The Application must be prepared and submitted in English language. Supporting documents and attachments furnished by the Applicant must also be in English language.

2.6 Cost of Pre-Qualification.

The Contractor shall bear all cost associated with the preparation and submission of application for Pre-Qualification. OGDCL shall under no circumstances be responsible or liable for such cost regardless of the out-come of the application process.

2.7 Deadline for Submission of Application

- 2.7.1 The original application, together with the required copies must be delivered not later than **(as per press advertisement)** Hours of dated **(as per press advertisement)** at the address specified in clause 2.1.
- 2.7.2 OGDCL may, at its discretion extend the deadline for the submission of applications by amending the Pre-Qualification documents in which case all rights and obligations of the OGDCL and Applicants previously subject to the deadline will thereafter be subject to the deadline as extended.

2.8 Late Submission of Applications

Any Application received after deadline for submission of Applications prescribed by the Company pursuant to Clause-2 will be rejected and returned unopened to the Applicant.

2.9 **Clarification of Applications.**

To assist in the examination, evaluation and comparison of Applications the Company may at its discretion, ask the Applicant for a clarification of its application.

2.10 **OGDCL'S Right to Accept or Reject any or All Applications.**

The Company reserves the right to accept or reject any application or to annul the Pre-Qualification process and reject all Applications at any time without thereby incurring any liability to the effected Applicant or any obligation to justify the affected Applicant or Applicants of the grounds for the Company's action.

2.11 **Affidavit**

The Applicant shall provide an affidavit that his firm has never been blacklisted. In case the Applicant is in litigation or dispute or has involved in litigation or dispute with Company (OGDCL), details and nature of litigation and dispute may be indicated.

(Irshad Muhammad)
Manager (SCM)-Services

TERMS OF REFERENCE (TOR)
FOR HIRING OF SERVICES OF ADVERTISING AGENCIES

OGDCL is an E & P company, listed on Pakistan Stock Exchange as well as London Stock Exchange, operating a number of oil and gas fields across Pakistan and leading E&P player in the production and holding largest exploration acreage in the country.

OGDCL is looking for a professional partner advertising agency based in Islamabad to handle the advertising business of OGDCL as and when required.

The agency will be requested to perform following tasks:

- » Arrange for the best possible, cost effective media allocation for placement for company advertisements;
- » Ensure the required placement of all type of company advertisements within the given deadlines;
- » Designing & printing of brochures, preparation of OGDCL corporate TVC/Jingles, videos, detailed documentaries, leaflets, banners, hoardings etc on as and when required basis;
- » Designing & giving new 3-D ideas to organize events/ exhibitions as and when required within Pakistan & abroad;
- » To assist the company in arranging media events / press conferences/creation of new ideas to promote the soft image of the company;
- » To prepare features, articles, documentary films etc.
- » Arranging and planning of publicity campaigns and maintaining of liaison with mass media;
- » Arrange and prepare company features, articles, documentary films etc; &
- » Perform any other assignment related to media.

1. Selection Criteria

The agency should be registered with PID, APNS, PBA and shall be selected on the basis of the following criteria:

S#	Criteria	Marks
1	Company Information	30
1.1	Legal structure of company (Proprietorship, Private Ltd, Public Ltd)	8
1.2	Expertise and experience in the field, year of establishment etc.	3
1.3	Geographical Coverage	5
1.4	Financial Capability:	
	A) Consolidated Sales or Revenue of the last five years.	2
	B) Statement of net profit / loss for the last five full financial years.	2
	C) Please attach bank statement of last six months.	2

1.5	Supplementary financial requirements:	
	<ul style="list-style-type: none"> Confirm that details of your company's financial statement can be made available to OGDCL upon request. 	2
	<ul style="list-style-type: none"> Provide bank name, contact person, postal address, direct phone number and fax number, plus permission to contact for financial references. 	2
	<ul style="list-style-type: none"> Provide author's contact name and address, plus permission to contact for references. 	2
	<ul style="list-style-type: none"> Explain any litigation with a potential value in excess of Rs. 5,000,000, or equivalent, involving your company, or alliance or consortium Partner Company, or parent or holding company, either as defendant or plaintiff, in progress now, or during the past five years. State names of both plaintiff and defendant, brief description of the subject of the claim, and the claim value. 	2
2	Technical Functionality	23
2.1	Prior/present experience of working with national & international organizations.	
	A) List past (not exceeding 10 years) clientele with names & date of business engagement, especially with E&P & Oil Marketing Companies.	5
	B) List present clientele with names & date of business engagement, especially with E&P & Oil Marketing Companies.	2
2.2	Affiliated Services/One Window Services	
	A) Printing vendors	3
	B) Availability of give-away vendors	3
	C) Expert team of writing/preparation & designing of editorial and advertisement for placement services in newspapers & other media.	5
	D) Availability of Production Studio facilities for preparation and arranging recording of TV talk for (electronic & social media).	5
3	Personnel	15
3.1	Senior Management position & profile (please attach CV)	2
3.2	No. & brief profile of copy writers, designers	4
3.3	No. & brief profile of Media & PR staff	2
3.4	No. & brief of account team	2
3.5	No. & brief profile of production team	1
3.6	No & brief profile of Marketing Executives Team.	02
3.7	No & brief profile of Digital, Social Media Expert Team	02
4	Creative Portfolio	32
4.1	Designing of work Samples both electronic and print media.	7
4.2	Standard of Presentations of OGDCL publicity material in detail briefing.	18
4.3	Standard and smart way of media plan to boost the soft image of OGDCL	7
	Grand Total	100

- The technical proposal will first be evaluated and only the shortlisted companies will be invited for presentations. Those who obtain 70% over all marks shall be considered technically responsive only.
- Only technically responsive agencies shall be called for presentation to the management.

2: Other Terms and Conditions

Registration & Taxes: The applicant firms must be registered companies having complete mailing address, telephone, fax, National Tax Number (attach copy).

General Conditions: OGDCL reserves the right to reject all or a part of this (TOR) WITHOUT NOTICE. Any changes to the proposal requirements will be made by written addendum. OGDCL is under no obligation to select any of the bidder(s) submitting proposals and has the right to cancel the assignment without any cause.

Liability of Cost and Responsibility: OGDCL shall not be liable for any cost incurred in preparing a response to this TOR. The respondent hereby indemnifies to hold OGDCL harmless from all liability (ies), claim(s) or expense(s) incurred in any manner whatsoever by or on its behalf by any person or organization in connection with or relation to this process.

Validity: All responses & offered facilities must be valid for at least 90 days commencing on the due date, during which OGDCL may request clarification or elaboration of the response for the purpose of evaluation. Such clarification or elaboration shall not affect the remainder of the response except for the portion so amended or clarified.

Information Only: The information provided within this TOR is intended to help prospective respondents in creating a viable proposal. However, it shall be the sole and absolute responsibility of those responding to this TOR to complete it on their own with due diligence.

Duration: The advertising agency-cies will provide the required services for a period of three years. The arrangement will be extendable for any further period with a mutual consent of the parties and in accordance with the company policy.

2. Under Taking (Judicial Paper)

I/We declare that the information provided in the "Proposal for Advertising Agency" is accurate and can be proved whenever required. I/We further declare that in case the information provided by me/us in this "Expression of Interest" proved to be incorrect at any point, OGDCL reserve the right to take any legal action against me/us. I/We further declare that our company (.....Company Name.....) is not blacklisted by any division, APNS, PBA,PID or any other department or organization of Government of Pakistan. The decision of OGDCL regarding acceptance or rejection of the bid will be final and binding and will not be challenged in the court of law.

Signature and Seal