

REQUEST FOR PROPOSAL

For: [Installation & Operation of Mega Screen Mounted Display (“SMD”)/ Light Emitting Diode (LED) at PSO Retail Outlets (“Project”)]

Submission deadline: [19 MAY, 2017 before 5:00PM]

1. Background

Pakistan State Oil is the largest national Oil Marketing Company fueling the energy needs of the nation and has been driving the wheels of the national economy. The Company is engaged in the marketing and distribution of various POL products including Motor Gasoline (Mogas), High Speed Diesel (HSD), Furnace Oil (FO), Jet Fuel (JP-1), Kerosene, CNG, LPG, Petrochemicals and Lubricants. PSO has the most wide-spread retail network in the country with over 3,500 retail outlets including 1,600 New Vision Retail Outlets mainly serving automotive and agricultural sector. PSO serves around 3 Million customers everyday across the entire economic value chain and controls around 74% of the country’s oil storage capacity and refueling facilities at nine airports and two sea ports. (Further detailed information may be viewed at www.psopk.com).

2. Project Brief

PSO fuel stations are strategically located in main cities and highways which provide an immense opportunity for mass addressing by putting up large Digital Signboards for maximum viewership & generating viable revenue base through advertisements displaying on the same. The company invites proposals from reputable business entities/ advertising firms (“Applicant(s)”) to install Screen displays and/or video walls, Mega LED Screens for outdoor placement at PSO retail outlets. The objective of the company is to provide “Value Added Services” at the forecourt aimed at generating sustainable revenue base in addition to enhancing the corporate image and brand equity of PSO.

3. Terms & Conditions

Applicant shall

- Install, operate and maintain screen displays and/or video walls, and/or Mega LED Screens.
- Arrange all requisite permission from federal, provincial or local authorities for installation & operation of screens
- Abide by all federal, local, provincial laws and PSO HSE guidelines & standards.
- Pay electricity bill as per sub meter installed.
- Ensure PSO/dealer assets at site, including third party risk coverage, in case of any accident of the equipment installed.
- Require prior PSO approval for the content displayed on these screens which shall not include ads of the PSO competitors. PSO shall not approve any content that hurts the sentiments of any individual, community, sect or religion or causing offense to the community...
- Deposit a Security Amount equivalent to 3 months of PSO’s share which shall be refunded at the end of the project tenure after clearing all dues.

- Sign the agreement for three years which can be renewed for additional two years subject to mutual consent
- Agree on the event if PSO has to vacate the Retail outlet or close or suspend the operations thereon, wholly or partially, whether temporarily or permanently, for any reason, including but not limited to, the compliance to the Order of any authority or a Court, as a result of which SMD Project has to be closed, PSO will be excused from the performance of its obligations under this arrangement to such extent and Applicant shall not be entitled to make any claim from PSO, whether financial or otherwise, in respect of such closure of its outlet. However, the Parties shall use their best endeavors to agree to any other suitable outlet for relocation of the SMD Project for the remaining term of the Agreement on the terms and conditions as may be mutually agreed.
- Ensure that the company has not been blacklisted by any procurement agency or by any company by submitting an undertaking on its letter head in this regard

Interested applicants may register their interest for participation in the project by sending the following information:

4. Company Information

Information to be provided by the Applicant along with relevant supporting documents. Financial Proposals will not be opened if the information is false, materially inaccurate or incomplete

Kindly refer to Annexure 1

5. Technical Proposal

The technical proposal will be submitted covering the following 10 outlets

| S.No. | Outlet Name | Location | Address | Available Space |
|-------|-------------|----------|--|-----------------|
| 1 | MG Motors | Karachi | Khayaban e Iqbal, near Teen Talwar, Clifton, Karachi | 25'x15 ft. |
| 2 | Bhittai S/S | Karachi | KPT Flyover, main Korangi Road near Imtiaz Store | 25'x15'ft. |
| 3 | Q Star S/S | Karachi | Opposite CSD near Kala Pul, main Korangi Road | 24'x15'ft. |

| | | | | |
|----|---------------------|-----------|--|------------|
| 4 | Ittehad F/S | Karachi | Khayaban e Ittehad, Karachi | 24'x15 ft. |
| 5 | Alskar S/S | Karachi | Plot no. P110, DHA Phase 8 near old Sunday Bazar | 22'x22ft. |
| 6 | Bahria Town F/S | Lahore | Bahria Town, A Block, Lahore | 10'x30'ft. |
| 7 | Defense S/S | Lahore | Cavalry Ground Lahore | 25'x15'ft. |
| 8 | Majic River F/S | Lahore | Near Babi Sabu Interchange | 15'x45'ft. |
| 9 | Islamabad Gas | Islamabad | Melody Market, G-6, Islamabad | 15'x45'ft. |
| 10 | Capitol (PSO S/S13) | Islamabad | F-8 Markaz, Islamabad | 10'x30'ft. |

Screen Specifications:

| | |
|------------------------------|--|
| Pixel pitch | P4 mm |
| Brightness | >6000 nits |
| LED type | 3-in-1 SMD with Ultra HD (3840x2160) Display |
| Viewing angle | Horizontal ≥ 140 degrees, Vertical ≥ 130 degrees |
| Working Voltage | 220 ±10% VAC |
| Viewing Distance | 4 m to 20 m |
| Screen Size (in feet) | Approximately 10x20 |
| IP rating | Front: IP65 Rear: IP54 |
| Certifications | CE, FCC class A, RoHS. |

Specify Brand Name: _____

6. Financial Proposal

The financial proposal should be submitted on the basis of individual working per outlet for 10 outlets the template for which is given below:

| Outlet Name | Fixed Amount per month (PSO Share in Pkr) |
|-------------|--|
| | |

Note: Agencies can apply for one or more sites. The proposal will be evaluated on Individual Site basis & awarded accordingly

7. Submission Procedure

Single Stage – Two Envelopes The Proposal Document shall comprise a single package containing two separate envelopes. Each envelope shall contain separately the financial proposal & the technical proposal. The envelope shall be sealed & marked as “COMMERCIAL PROPOSAL” and “TECHNICAL PROPOSAL” in bold & legible letters to avoid confusion.

Technical Proposal Envelope shall include:

- Duly filled & signed compliance sheet along with the documents required for the proposal evaluation requested under it
- Undertaking to comply with the screen specifications mentioned in section 5 of the RFP & all terms & conditions will be complied with.

Financial Proposal Envelope shall include:

- Individual quotes as per template given in section 6 of the RFP for the outlets selected

All proposal packages (containing both Technical & Financial Envelopes) must be submitted in the Proposal Box placed at Ground Floor, Main Entrance, PSO House, Khayaban e Iqbal, Clifton Karachi no later than the deadline given above.

Similarly, applicants outside Karachi can submit documents by courier (**courier address attached**) to reach before May 19, 2017

All proposal packages (containing both Technical & Financial Envelopes) must be sealed and marked, *[Installation & Operation of Mega Screen Mounted Display (SMD)/ Light Emitting Diode (LED) at PSO Retail Sites]*.

The name and address of the Applicant must also appear on the envelope

Disclaimer

Pakistan State Oil Company Limited reserves the right to reject any or all proposals without assigning any reason

Pakistan State Oil Company may consider any proposal as not qualified which is not prepared and/or not submitted in accordance with the provisions hereof and may reject any or all proposals without assigning any reason. *Any proposal received after the time and date specified shall not be considered.*

Courier Address

PAKISTAN STATE OIL COMPANY LIMITED
NEW INITIATIVES DEPARTMENT
7th FLOOR, PSO HOUSE, KHAYABAN-E-IQBAL, CLIFTON, KARACHI
TEL: 111-111-PSO (776)

**ANNEXTURE 1
Compliance Sheet**

Mandatory Requirements:

(Please Tick appropriate column, the financial proposal will not be opened if following requirements are not met)

| S. No | Description | Yes | No |
|-------|--|-----|----|
| 01 | Has your firm/business been involved in any litigation with PSO or any other entity? <i>(If yes please provide details on Company Letter Head)</i> | | |
| 02 | Is your firm/business registered with the tax (FBR) Authorities? <i>(If yes please provide NTN Certificate. If applicable also provide Provincial/Service Tax Registration number)</i> | | |

| S. No | Criteria / Description | Please Tick appropriate Heading |
|-----------|--|---------------------------------|
| 01 | Type of Ownership | |
| 1.1 | Sole Proprietorship | |
| 1.2 | Partnership | |
| 1.3 | Private/public Company | |
| 02 | Past Experience in relevant business | |
| 2.1 | 0 | |
| 2.2 | 1-3 years | |
| 2.3 | 4-6 years | |
| 2.4 | 7-9 years | |
| | 10 or more | |
| | <i>Provide evidence of the experience</i> | |
| 03 | Annual Sales Turnover over past 3 years | |
| 3.1 | Less than 1 million | |
| 3.2 | Rs 1 - 2.5 million | |
| 3.3 | Rs 2.6 – 4.9 million | |

| | | |
|-----------|--|--|
| 3.4 | Rs 5 million or more | |
| | <i>Please provide audited financial statements or business bank account statements</i> | |
| 04 | Nationwide Number of Offices | |
| 4.1 | 0 | |
| 4.2 | 1-3 | |
| 4.3 | 4-6 | |
| 4.4 | More than 6 | |
| | <i>Please provide details of branches being managed</i> | |
| | | |
| | | |

STATEMENT REGARDING SUBMISSION OF PROPOSAL DOCUMENTS

Having read the terms and condition given in this document we/I hereby declare:

- a. That the information furnished in our proposal is accurate to the best of our knowledge.
- b. That in case of being awarded the project we acknowledge that we will adhere to the terms and conditions aforementioned in the RFP, and all the policies outlined herein.
- c. We enclose all the required documents and information required for the proposal evaluation.

Date

Applicant's Name

Represented by

Signature

(Full name and designation of the person signing and stamp or seal if available)

ANNEXURE 2

NEW INITIATIVES DEPARTMENT
SEALED PROPOSAL – DO NOT OPEN

Project Title: _____

DATE: _____

DUE DATE: _____

FROM:
M/s _____

Pakistan State Oil Company Ltd.
New Initiatives Department
7th Floor, PSO House,
Khayaban-e-Iqbal, Clifton, Karachi

(To be pasted on Main Envelope)