



## OPEN AUCTION

**"INSTALLATION & OPERATIONS OF DIGITAL ADVERTISEMENT SCREENS AT DIFFERENT LOCATIONS OF ISLAMABAD' ON YEARLY RENTAL BASIS (EACH PATCH) FOR A PERIOD OF 03 YEARS".**

Patch	Roads	Type of Media	Locations	No of Screens proposed
1.	F-6 / F-7 Connecting Road,	Digital Streamer 6 * 3ft	Road Connecting F-7 & F-6 for Digital Streamers. & Bridge Side for Digital Pylons.	24
		Digital Pylon 6 * 4ft		08
		Digital Pylon 10x5ft		19
2.	F-7 Markaz & Allied Roads	Back Lit Wall 8x18ft	Digital Pylons at earmarked locations on roads adjacent to F-7 Markaz. Backlit Wall on Bhattai Road Connecting Safe Mall Parking Entrance. Back Lit Bust Stop Near Girls High School.	01
		Backlit Bus Stop		01
3.	F-7 Markaz & Allied Road	Digital Screen 10 * 20	Digital Screen on Collage Road and Bhattai Road (Corner of Jubilee Park)	01
		Back Lit / Front Lit Wall 10 * 20	Bhattai Road (Opposite corner of Jubilee Park).	01
		Backlit Bus Stop	Back Lit Bus Stop on Bhattai Road.	01
4.	Photohar Avenue	Digital Streamer 6x3ft	From Avelon U-turn to Giga Mall U-turn.	48
5.	Photohar Avenue	Digital Streamer 6x3ft	Sawan to Bahria Town U-Turn	48
6.	Jinnah Interchange	Digital Streamer 6x3ft	From Serena Chowk to Kashmir Chowk	48
7.	Kashmir Chowk	Digital Screen (20x10ft)	Digital Screen inside Kashmir Chowk Loop Facing incoming Traffic from Jinnah Interchange	01

DETAILED LAYOUT PLAN WILL BE PROVIDED IN T.O.R'S

- 1) To participate through Open Auction in accordance with the terms and conditions mentioned in TORs by the Directorate of Municipal Administration, MCI.
- 2) The Terms and Conditions (TORs) for the Open Public Auction can be obtained from the office of Deputy Director DMA, MCI, Fire Headquarters Building, Sector G-7/1, Islamabad during working hours, on or before 12th Sept, 2025, on a written request on company letterhead along with a non-refundable pay order of Rs.10,000/- (Rupees Ten Thousand only) in favor of D.D.O, DMA, MCI.
- 3) Interested participants shall bring a Pay Order/CDR of Rs.1.00 million (Rupees One Million only) as earnest money/bid security (each patch) in favor of D.D.O, DMA, MCI alongwith requested eligibility documents mentioned in TOR's on or before 9:00AM, 15th Sept, 2025. The earnest money/bid security shall be refundable to unsuccessful bidders as per terms and conditions of the auction documents/TORs and clause 6 of this publication.
- 4) Token to prospective bidders will be issued on the day of open auction only those bidders who has fulfilled eligibility criteria mentioned in TORs/auction documents.
- 5) All participants must bring original CNIC, prescribed earnest money/bid security in the form of Pay Order/CDR in favor of D.D.O, DMA, MCI and receipt of TORs issued from Accounts Section DMA at the time of auction.
- 6) Earnest money of 2nd highest bidder will be retained until acceptance of the offer with highest bidder, in case of non-complacence/ failure/default of highest bidder, the same offer may be offered to 2nd highest bidder respectively on same terms and condition; upon discretion/decision of the authority. In-case of the default of 1st and 2nd highest bidder respectively, security deposit will be forfeited.
- 7) The OPEN PUBLIC AUCTION will be conducted on 15th Sept 2025 at 10:30 AM in the presence of the Auction Committee and all interested participants at the office of Director Municipal Administration, Fire Headquarters Building, Sector G-7/1, Islamabad. The highest bid offered during the auction shall be provisionally accepted, subject to fulfillment of requisite criteria and final approval by the competent authority. Alternate day of Auction 16th Sept 2025 in case of unsuccessful closing of first day of auction. Authority reserves right to issue additional TOR's & Tokens to bidders on alternate day of auction.
- 8) Since the auction is being conducted through open public bidding, provisions relating to the Grievance Redressal Committee under Section 48 of the Public Procurement Rules, 2004 shall not apply. However, any complaints related to the conduct of auction may be submitted in writing to the Director Municipal Administration, MCI for appropriate action under the applicable local government and advertisement regulations. Late participation in the auction shall not be entertained.
- 9) The Authority reserves the right to cancel or reject the auction proceedings, or any individual bid, without assigning any reason, in accordance with the applicable rules and regulations of the Metropolitan Corporation Islamabad.
- 10) Incomplete or late applications will not be considered.
- 11) No tender document/TORs will be issued on the auction date.
- 12) Only one representative per firm may participate in the auction.
- 13) Firms/companies must be registered under relevant laws with proper tax registration, NTN and on active tax payers list and must not be defaulters of any government department including MCI/CDA/FBR etc.
- 14) All Terms & conditions are subject to any other eligibility clause mentioned in the TORs documents.

**DR. ANAM FATIMA**

**Director Municipal Administration, Metropolitan Corporation Islamabad**

**DMA Office, Fire Headquarters, G-7/1, Islamabad**

**Phone: 051-9252838**

PID(I)1726/25