



METROPOLITAN CORPORATION ISLAMABAD

(Directorate of Municipal Administration) Fire HQ, G-7 Islamabad

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, FURTHER EXTENDABLE FOR 2 YEARS".

The Directorate of Municipal Administration, Metropolitan Corporation Islamabad intends to conduct open auction for 'INSTALLATION & OPERATIONS OF DIGITAL STREAMERS& SCREENS AS ADVERTISING MEDIA for commercial advertisement purpose AT DIFFERENT LOCATIONS OF ISLAMABAD' on yearly rental basis (each patch) for a period of 03 years further extendable for 02 years with mutual consent of the authority on same terms and conditions of at the following sites:-

Patch	Roads	Type of Media	Locations	No of Screens proposed & Size
01	I-8 Markaz	Digital Pylon,max size 10x5ft	I-8 Markaz and adjacent roads.(not on center medians)	Total 10(10x5ft)
02	Margallah Road F-10 to E-11 Interchange	Digital Streamer,max size 6x3ft	Main Margallah Road (Adjacent to DCI main gate to DCI- Gate 4 Bolan Gate)	Total 42(6x3ft)
03	Srinagar Highway	Digital Streamer, max size 6x3ft	Between two pedestrian Bridges, starting from Nust Chowk TO SainMirchu Darbar turn.	Total 44(6x3ft)
04	Fazal-Haq-Road	Digital Pylon, max size 5x10ft.	From 7 th Ave Station towards Fazla-e-Haq Road till Parking Lot in front of D-Watson, Tahzeeb bakers Parking Area included (not center medians).	10(10x5ft) Total 10
05	11th Avenue (Aun Muhammad Rizvi Road)	Digital Streamer, max size 6x3ft	11 th Avenue (Aun Muhammad Rizvi Road) After Signal at Ibn-e-Sina Road G-10/1 till Service Road South G-10.	Total 38(6x3ft)
06	Sector H-8	Digital Streamer,max size 6x3ft	Pitras Bukhari Road uptillFaiz Ahmed Faiz Road.	Total 32(6x3ft)
07	Park Road	Digital Streamer,max size 6x3ft	From Rawal Chowk to Garrys Office on Park Road.	42(6x3ft)
08	Iran Avenue	Digital Streamer max size ,6x3ft	20 Nos of Digital Streamers in front of Road adjacent D-12/3& D-12/4 & 38 No of Digital Streamers in front of Road Adjacent to E -11/3 before Bridge.	20+38(6x3ft) Total 58
09	D-12 Markaz	Digital Streamer, max size 6x3ft.	Digital Streamer 6x3ft on Street Light Poles, Major Road 2.	Total 32(6x3ft)
10	Sector F-6	Digital Screen Maximum Size 20x10ft.	(i) Gym Chowk (Intersection of School Road and Abdul Rasheed Road) Facing School Road. (ii) Near Coffee Bean	One screen 20x10ft on each site. Total 02
11	Jinnah Avenue	Digital Screen Maximum Size 20x10ft.	On Jinnah Avenue Between New Blue area and F-10, must place parallel to each other on opposite road.	One screen 20x10ft on each side. Total 02
12	Margallah Road	Digital Screen Maximum Size 20x10ft.	(i) Faisal Chowk facing 8 th Avenue, (ii) E-7 Rana market Chowk,Digital Screens having Unipole Structure.	One 20x10ft screen at each location, Total 02
13	Sector F-11	Digital Screen 20x10ft Maximum Size 20x10ft.	Digital Screen of max Size 20x10ft Digital Screen must have Unipole Structure.	01Nos.(20x10ft) Total 01
14	Sector F-10	Digital Streamer 6x3ft, & Digital Screen 20x10ft Maximum Size 20x10ft.	Digital Stemmers on Sumbal Road in front of markaz. & (01) Digital Screen of max Size 20x10ft Digital Screen must have Unipole Structure F-10 Service Road.	10Nos.(6x3ft) 01Nos.(20x10ft) Total 11

Details of site earmarked in TOR's, Maximum Size Could Not Be Exceeded After Commencement Of Auction.

- Open Auction** will be held in accordance with the terms and conditions mentioned in TORs by the Directorate of Municipal Administration, MCI.
- 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, **on or before 12th November, 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.
- Interested participants shall submit a **Pay Order/CDR of Rs.1.00 million (Rupees One Million only) as earnest money/bid security (for patch no 1,2,3,4,5,6,7,8,9,13 & 14)&Pay Order/CDR of Rs.2.00 million (Rupees Two Million only) (For patch 10 , 11&12) in favor of D.D.O, DMA, MCI** along with requested eligibility documents mentioned in TOR's on or before **auction day @10:00AM** for issuance of **TOKEN**, only **ONE** token will be issued against **ONE** bid security.
- Earnest money of 2nd highest bidder will be retained until acceptance of the offer with highest bidder, in case of non-compliance/ 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. The security deposit will be forfeited of 1st and 2nd highest bidder respectively, in-case of the default.**
- The **OPEN PUBLIC AUCTION** will be conducted on **Thursday 13th November 2025 at 11:30 AM** in the presence of the Auction Committee and all interested participants at the **Conference Room, Mayor Office, G-6 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 Friday 14th November, 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.**
- 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 as provided in PPRA.
- Only one representative per firm may participate in the auction.
- Firms/companies must be registered, having a valid NTN and must not be defaulters of any government department including MCI/CDA/FBR etc.
- All Terms & conditions are subject to any other eligibility clause mentioned in the TORs documents.

Director Municipal Administration
Metropolitan Corporation Islamabad
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