

# NOTICE FOR OPEN AUCTION

## OPERATIONS OF SURFACE MOUNTED DEVICES (SMDs) INSTALLED AT DIFFERENT LOCATIONS OF ISLAMABAD, ON RENTAL BASIS.

The Capital Development Authority (CDA), in consultation with DMA, invites bids through open auction from National/International Advertising firms/companies or any interested entities to participate in Open Auction for '**OPERATIONS OF 05 Nos. SMDs INSTALLED AT DIFFERENT LOCATIONS OF ISLAMABAD**' on rental basis for a period of two (02) years further extendable for one year with mutual consent of both parties and upon satisfactory performance, as per terms & conditions, meeting the following eligibility criteria:

- Registered with FBR for Income & Sales Tax, all other relevant regulators, and who are on active tax payers list and should not be defaulter of any Government department including CDA/FBR any other government department.
- Having at least three (03) years of proven experience regarding operation of SMDs or having six (06) years of proven experience in general advertisement, substantiated by documentary evidence, where preference will be given to companies having prior local or international experience in dealing with operations of Digital streamers/SMDs.

2. The locations of SMDs are as under:

S#	Location/View	Size	Nos.of SMDs & Type
1.	<b>Jinnah Square</b> , facing Convention Centre Islamabad	20X13 Feet	01 SMD (P5)
2.	<b>Murree Road underpass</b> , facing Murree Srinagar Highway, Islamabad,	20X13 Feet	01 SMD (P5)
3.	<b>Murree Road underpass</b> , facing Islamabad Srinagar Highway, Islamabad,	20X13 Feet	01 SMD (P5)
4.	<b>Recep Tayyip Erdogan / F-8 Interchange</b> ,	29.3X15.7 Feet	01 SMD (P5)
5.	<b>Recep Tayyip Erdogan / F-8 Interchange</b> ,	25.20x12.6 Feet	01 SMD (P10)

- The detailed terms & conditions for the open auction can be obtained from the office of **DDO Secretariat, CDA office Room No.19**, Executive Block V, CDA Headquarters, G-7/4 Islamabad [051-9252632] on written request on company's letter head along with **auction/token fee of Rs.10,000/- (non-refundable) for each SMD**. The last date for submission of complete bidding documents is **03-02-2026, 10:00 AM**. The open auction will be held in the office of DG Administration in the presence of Auction Committee, at **CDA Headquarters, Sector G-7/4, Islamabad on same day at 11:00 AM**.
- The interested participants alongwith bidding documents must bring original CNIC, original pay order / CDR of **Rs.1.0 Million for each SMD as Earnest Money / Bid Security**, in favor of DDO (Secretariat), CDA, and receipt of TORs issued from DDO Sectt office at the time of auction. The Earnest Money / Bid Security shall be refundable to unsuccessful bidders as per terms & conditions of auction documents / TORs and same shall be adjusted for the 1st successful bidder in **Performance Guarantee**.
- Earnest Money of 2nd highest bidder will also be retained until acceptance of offer of highest bidder. In case of non-compliance/failure/default of highest bidder, the same offer may be made to 2nd highest bidder respectively upon discretion / decision of the authority. In case of default of 1st and 2nd highest bidder, Earnest Money / Bid Security shall be forfeited.
- Only those applicants / bidders will be allowed to participate in the Open Auction who fulfil the requisite eligibility criteria substantiated with documentary evidence, and who have submitted Earnest Money/Bid Security, and are issued a Token Number. Incomplete documents or documents received after due date and time shall not be considered.
- The Authority reserves the right to cancel the auction proceedings, reject any or all bids, or annul any individual bid without assigning any reason.

**(MUHAMMAD IDREES ANJUM)**

Deputy Director (Administration)

Room No.127, Block V, CDA Headquarters,

Khayaban-e-Suhrawardy Road, Sector G-7/4 Islamabad. 051-9252632