

**KARACHI METROPOLITAN CORPORATION**  
TRANSPORT AND COMMUNICATION DEPARTMENT



**TENDER DOCUMENTS**

**FOR**

**THE MARKETING, ADVERTISING AND DISPOSAL**

**OF SHOPS OF CAR PARKING / COMMERCIAL PLAZA**

**SHAHABUDDIN MARKET ADJACENT TO**  
**EMPRESS MARKET, SADDAR, KARACHI**

- ii) Shall provide and attach the list / location of the units, as the party of the second part will sell / book only those Units which are present on the approved plan.
- iii) Shall be responsible to adequately compensate the party of second part or pay the actual bills if at any stage marketing campaign hampered due to any problem arising as a result of misstatement, misrepresentation and willful deceit of the party of the first part. The party of second part is however fully authorized to demand, obtain and scrutinize any document prior to commencement of the campaign and start the campaign after it is fully satisfied.
- iv) The KMC shall provide an 'NOC' to Marketing Firm as their advertising agency for APNS and PBA.

**6.0 THE MARKETING FIRM:**

- i) Shall provide all marketing and sale staff at its own cost.
- ii) Shall book the units from the date of agreement on the approved rates and conditions.
- iii) The marketing agent shall appoint dealers on commission paid by the Marketing Firm.
- iv) The marketing agent shall not digress from its responsibilities as enumerated in the agreement.

**7.0 RESOLUTION OF DISPUTE:**

The Law of Pakistan shall govern this Agreement. All disputes, controversies or differences that may arise between the parties, out of or in relation to or in connection with this Agreement or for the breach thereof, shall be finally settled by arbitration. The arbitration shall be held at acceptable place by both parties and conducted in accordance with Rules of Conciliation and Arbitration of the International Chamber of Commerce.

**8.0 FORCE MAJEURE:**

Neither party hereto shall be liable to the other party for loss, injury, damages or other casualties suffered or incurred by any other party due to Government regulations or directions, outbreak of a state of emergency, act of God, accidents on transportation and any other similar causes beyond the reasonable control of the parties.

**9.0 GOVERNING LAW:**

The laws of the Islamic Republic of Pakistan shall govern this procurement.

**10.0 GOVERNMENT TAXES:**

Government taxes, if any, will be paid by both the parties themselves.

**11.0 GENERAL:**

Prescribed tender documents can be obtained on the payment of Rs. 3,000/- (Non Refundable) in the shape of Pay order / Demand Draft in favor of KMC from the office of Senior Director, (T&C), KMC, 8<sup>th</sup> Floor Civic Center, Karachi on any working day (except on the day of opening).

**12.0 TECHNICAL DETAILS:**

In the technical offer, the bidders shall ensure to submit, the following information along with other necessary details.

**13.0 COMPANY PROFILE:**

- i. General details of the firms / company / joint venture i.e. name, registered address, phone fax and e-mail address and telephonic address of registered head office and branch offices, if any.
- ii. Particulars of association / consortium / franchise with any other firm along with copy of registered documents to this effect (any association without certification / verification of registrar of companies shall not be entertained).
- iii. Details of relevant experience along with list of similar assignments undertaken (completed minimum 100 assignments) or in hand with the company (minimum 10 assignments).
- iv. List of technical personnel with qualification & experience and a letter of consent duly signed by the personnel marked as follow:-
  - a) Working as permanent employee (minimum 200 employees).
  - b) Consulting associates.
  - c) Part time employees.
  - d) Partners of the company.

**14.0 FINANCIAL DETAILS:**

- i. Capital cost Investment.
- ii. Financial standing of the company.
- iii. All the above information should be sufficiently supported by logical and acceptable grounds.
- iv. Any other details considered necessary.

**15.0 TIME FRAME:**

- i) Tender should be dropped in the tender box kept in the office of the Senior Director (T&C), KMC, 8<sup>th</sup> Floor Civic Centre, Karachi on 25<sup>th</sup> July, 2014 latest by 1100 Hrs.
- ii) The bids shall be opened publicly at 1130 Hrs. on the same day in the presence of bidders or their representatives who wish to attend.
- iii) In case the tender is not opened in schedule date due to any reason then the same shall be opened on next working day.
- iv) After the evaluation and approval of the technical proposal on the basis of documents / presentation submitted, the KMC shall open the Financial Proposal of the technically accepted bids only. The financial proposal of bids found technically non-responsive shall be returned un-opened to the respective bidders.

**16.0 SUMMARY OF THE OFFER:**

16.1 To be placed with the technical proposal:

<b>A</b>	<b>GENERAL:</b>	
1	Name of the Company / JV	
2	Contact / Authorized Person	
3	Contact Details	
<b>B</b>	<b>PROJECT TECHNICAL DETAILS:</b>	
1	Number of personnel to be employed giving various categories.	

16.2 To be placed with the financial proposal:

<b>A</b>	<b>GENERAL</b>	
1	Name of the Company / JV	
2	Contact / Authorized Person	
3	Contact Details	
4	<b>Marketing Commission offered</b>	..... % of the Sale Proceeds (in words: ..... .....)

The following documents are to be submitted along with tender in the same sequence as under:-

1. Original Tender purchased receipt.
2. Pay order / demand draft amounting to Rs. 1.5 million in favor of the Senior Director (T&C), KMC as per terms & Condition.
3. Constitution of Company / Article of Association / Place of Registration
4. Certification of sound financial background from Bank.
5. Income Tax Certificate with Tax Returns and audited balance sheet for the last three years.
6. Experience for marketing in the relevant field with list of projects undertaken.
7. CNIC of the authorized person.
8. Original terms and conditions duly signed and stamp. Each page should be signed and stamped by authorized person.

**Certified that all terms and conditions mentioned in the tender are acceptable and we will abide by them strictly.**

Signature \_\_\_\_\_

Address & Stamp \_\_\_\_\_

Fax No. \_\_\_\_\_

Full Name & Address of Firm \_\_\_\_\_

CNIC No. of authorized person \_\_\_\_\_

Signature of authorized person \_\_\_\_\_

# **Annexure "A"**

## **Media Plan**









Cable Network Area List		
Pearl Continental Hotel	Regent Plaza	Press Club
Marriott Hotel	Hotel Days Inn	Governor House
Avanti Hotel		

11 Chondrigar Road / MT Khan Road		
Quenz Road	Anwan One	Macleo Road
Part of Sultanabad	Behriaz Complex 1, 2, 3	Lalazar Road
Mai Kalachi	Hotel Beach Luxury	

Clifton Block 8 Gulf Centre		
Al Habib Garden	Al Habib Arcade	Al Habib Pride
Pardesi Homes	Pardesi Pride	Gulnar Arcade
Bad Rock	Colanbas Tower	Mehran Highis
Muniaz Square	Al Habib Apartments	Clifton Prdes
Send Haven Apartments	Evriastar Tower	

Clifton Block 9 Forum		
90% Banglors Covered		

Bain Island (Clifton block 7)		
Gulshan-e-Faisal Bain Island, Street # 1 to 17	Assistant Secretary Flat	Hijrat Colony
Marry Road	Supreme Court Rest House	Reti Line
Doghhar Road	I.G House	Takeri Colony Block-7
Ch. Rehmat Ali	Punjab House	S.S. P House
Foreign Consulate	Crystal Hill Apartment	D.I House
Gor Colony # 1	Circuit House	Clifton Kehkashan Block-7
Diplomat Society, Flat 1 to 60	High Court Bungalows	Assistant Flat

Clifton Block/S/ Board Bndn		
Clifton Centre	Kausar Town House	Kehkashan Town House
Hanging Garden	Rooni Garden	Kehkashan Bungalows
Habib Centre	Bell View Apartments	Hassan Homes
I.B Apartments	Dues Apartments	Al-Jaffar Apartments
Hashoo Terrace	Sea Breeze Apartments	Al-Rehmana Apartments
Maymar Less View	Boat View Apartments	Pearl Heaven

Clifton Block 1, 2		
Clifton Block 1	Oaster View	West Wing
Clifton Block-2	West Homes	Mehran Height-III
C Rock	Shadman	Khateerja Tower
Marine Drive	Bony Vista	

BLOCK-5 (Clifon)		
Two Tulwar	Keamari	
Gulshan-e-Sikandarabad	Ashfaq Colony	

DHA Phase 2, 4, 6, 8		
Defence Phase-IV	Saba Avenue	'C' Street
Rahat Commercial	Tauheed Bungalows	'D' Street
Sehar Commercial	Zanzama Commercial	Phase-IV Jam Sadiq
Defence Phase-V	Badaa Commercial	Phase-V (Ghazi, Khayaban-e-Jable)
Tauheed Commercial	Neclam Colony	
Saba Commercial	Phase-VI	

Defence Phase-1, 2 & 3		
Defence Garden Apartment DHA Phase-II	Spanish Home DHA Phase-I	Around DHA Head Office DHA Phase-I
Tooba apartment DHA Phase-II	Sadaf Arcade DHA Phase-I	DHA Employs Hostel DHA Phase-I
Ali's Apartment DHA Phase-I	Centre Point DHA Phase-I	
National Medical Centre Phase-I	B Commercial Market DHA Phase-I	
Talpur House		Sinierdi House
Nawab Yousuf Talpur (MNA), Nawab Timar Talpur (MPA)	Marwan House	Senator Akram Shaheedi
	Mr. Shahi Syed	Standard chartered bank B. Commercial Market
Wysan House	Fanina House	NIB Bank B Commercial Market
Nawab Manzoor Hussain Wasan (Minister)	Qabool House (DHA Phase-I)	National Bank Pakistan DHA Phase-I
		Honey Moon Lodge of Prince Karim Aga Khan
		DHA Phase-I & II

**(KIMARI)**

Jackson Market		
<b>Saddar / Retail</b>		
Lackson Square buildings (1, 2 & 3)	Madina Centre	Passport Office
Regal Electronic Market	Odion Market	State Life Main builing
Bans Road	Al HERNAIN Tower	
Chandni Hotel	Rao Centre	Paradise Hotel
Ambassador Hotel	Jeddah Centre	Akbar Road
Panorama-I	Qasbi Chowk	Pretty Street
Panorama-II	Jumma Gali	Tibbat Centre
Rex Centre	Shah Excel Jewelry Market (Saddar)	Regal Trade Centre
Electronics Market	FLA Office	Hotel Sarwan

**(PULLMANIA / FIDC)**

<b>AREAS:</b>		
	D Area	
Hijra Colony	City Railway Colony	
Intelligent Colony	K.P.T Flats	
D.G Rangers (Head Quarter)	Railway Flats	

**(Cantt Station Area)**

Safety Homes	Mehran VIP-I	Ibrahim Terrace
Mehran Gate	Mehran VIP-II	Anthony Apartments
Mehran Residence	Allegiant Homes	Spring Apartments
Mariam Apartments	Hashim Villa Apartments	Falak Tower
New Mariam Apartments	Sivringling Homes	Palm Apartments
Solid Homes	Askari Bungalows	Akbar Apartments
Old railway colony		

**(Cantt Hotel)**

	Aamir Hotel	
Imperial Hotel	Nusrat Hotel	
Bolan Hotel	Tahir Hotel	
Bombai Hotel	Rexel Hotel	
Al-Hussain Hotel	Ghareeb Nawaz Hotel	

**(Gulshan to Sher Shah)**

Sher Shah	Mirza Adam Khan Road	Durlani Mohallah
Mara Village	Koela Godam	Baloch Para
Pathan Colony # 2	Chingo Lines	Chance Road
Haroonaabad	Bakra Peeri	Muhammad Veer Road
Gulbani	Niaz Colony	Urdu Bazar Road
Meera Naka	Usmanabad	Jamshedabad
Alimgir Road	Dhobi Ghat	Maula Madad
Tour Baba Road	Nanak Para	Kanchi Para
Paracha Chowk	Kumar Ware	

**(Block 2A, KMCHS Block 6, Opposite Bharat-e-Paisa)**

KMCHS Society	Adam Garden	Sura Apartment
Coken Society	Kelban Apartment	Ayesha Apartment
Hil Park Apartment	Maryum Heights	Elich Apartment
Amica Centre	Sana Apartment	Yanna Apartment
DMCHS Society	Iqbal Centre	Ayesha Highs
	JMCHS Society	

**(P.N.T. / PNC Society)**

Jinnah Hospital (complete)	Bazatta Line (behind Ayesha Bhawan)	
<b>Delhi Colony / Opp Punjab Colony / P.N.T Colony</b>		
Delhi Colony # 1	Madanabad	
Delhi Colony # 2	Gabaol Colony	
Nar Basti	Punjab Colony	
National Square	Al-Khalcefa	
Chandio Village		

**(P.N.T colony / Punjab (Chorangi))**

P.N.T Colony	Chandio Village	
Ch. Khaliquzzaman	Bux's Village	

**(Near Baloch Colony)**

P.A. F Falcon Society		
	Rasool Mehmas Road	
Askari 4		

**(Kala Park Cantt) Opp FTC**

NORE 2		
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Gulshan Block 13-A/ Main Hassan Square		
Rehman Square	Koozi Homes	
Baradari	Hassan Square	
Erum Plaza	Mikasa Apartments	
Karim Square	Suhana City	
Salma Terrace	Civic View	
Hassan Extension	Erum View	
Hassan Apartments		

Gulshan-e-Iqbal		
Gulshan-e-Iqbal Blocks 4, 5, 6, 7, 8, 9, 13, 15, 16, 17, 18, 19		
Gulshan 13-D, 13-D1, 13-D2, 13-D3, 13-G		
Block 13-D	Block-5	13-D-2
Block 13	Block-6	13-D-3
Block 13-D/I	Block-7	K. D. A. Officers Housing Society
Block 13-D/II	Part of block 4-A	Erum Center
Block 13-G	13-D-1	Shaista Appt.
Block-4	Wejnd Square	4 Seasons Apartment
Hassan Center	Maymar Arcade	Arika Appt.
Yasir Appt.	Macca Plaza	Saleem Plaza
Osif Arcade	Sohail Center	ZC-1 to ZC-12
Shelezon Center		

Sharfabad / Chandni		
Sharfabad opposite Bahadurabad		
Saima Arcade	Zainab Arcade	Ruby Heights
Al Noor Garden	Shan Appt.	Makki House
Khizer Terrace	Sana Pride	Saima Palace
Qasr-e-Gul	Khurshid Fancy	Dada Terrace
Verona Appt.	Sadal Arcade	Gold Valley Appt.
Al Rehman	Madina View	Classic Heights
Apple Garden	Sanober Terrace	Hira Terrace
Aisha Arcade	V.I.P. Appt.	White House
Suleman Appt.	Bab-e-Nimra	Crystal Appt.
Dada Garden	Bab-e-Abdul Aziz	Halima Avenue
Zuleekha Palace	Hab-e-Taboq	

New Town/Chandni		
Dawood Colony		
		KDA Banglows
PTV Station	Chandni Chowk (Stadium Rd. - New Town)	
Metro Corner	Urban Terrace	Hur Mansion
Azma Motor	Saleem Plaza	Bright View
Chandni Square	Marium Square	Hina Appt.
Shaista Appt.	Umer Arcade	Kiran Appt.

Maqboolabad Block 2 (Sharfabad)		
Anmol Terrace	Mention Manzil	Prince Garden
Zuleekha Arcade	Yaseen Terrace	Hina Appt.
Talha Mansion	Halima Garden	Hiba Garden
Amin Heights	Halima Terrace	

Azizabad		
Valaj Hospital		
Hussainabad	Farzana Dawat Khana	
Yasinabad	Some part of block-13	
FB Area Block-9 Ghausya Masjid	FB Area Block-10	FB Area Block-16
FB Area Block-5	FB Area Block-6	FB Area Block-14
FB Area Block-17	FB Area Block-21	

Kaneez Fatima (Abul Hasan Ali Nadwi Road)		
Shaz Bungalows	K. D. A. Society	Kaneez Fatima Block-2
Roofi Springs	Kaneez Fatima Block-1	

Jamshed Town		
Usmania Colony	Hydrabad Colony	Ghausia Colony
Fatima Jimah Colony	Jamshed Road # 2 & 3	Nafessabad
Maroon Quarter	PIB Colony	Aminabad

Landhi Town to Qaidabad		
Landhi Major Colony Sector 1	Chawal Goth	Muslimabad
Labour Square	Landlu 89	New Muslimabad
Shah Latif Town	Dawood Chorangi	Sher Pao
Razaqabad	Future Mor	Lalabad
Juna Goth	Mansehra Colony	Race Goth
Kull Goth	Babar Kanta	New MuzaFarabad
Saleh Muhammad Goth	Quid-e-Abad	Old MuzaFarabad
Manzil Pump	Murghi Khan	Bakharwar Goth
Qazaft Town	Muslim Society	Hospital Chorangi
Zafar Town	Green City	Gul Ahmed Chorangi
Hussaini Chorangi		

Jubli (Opposite Tibbat Centre)		
Garden Police Headquarter		
Nazimabad - Ziauddin Hospital opp		
Kausar Nazki Colony Block-F	Altana Rashid Tarabi Road North Nazimabad	Railway line
Block II	Walid Colony	F.C Area
Saifee College	Musa Goth	
Block-B North Nazimabad	Musa Colony Nazimabad	
New Areas (starting from 11 September 2011)		
Shara-e-Faisal	Tipu Sultan Road	Karsaz
PECHS		
AREAS (Mehmoabad Block 6)		
Liaqat Ashraf Colony		
Dadabhai Town		
Manzoor Colony		

M.B.A Cable Network
AREAS (Clifton block 7)
Gulshan-e-Faisal Bath Island, Street # 1 to 17
Marry Road
Doghar Road
Ch. Rehmat Ali
Foreign Consulate
Gor Colony # 1
Diplomat Society, Flat 1 to 60
Assistant Flat
Assistant Secretary Flat
Supreme Court Rest House
I.G House
Punjab House
Crystal Hill Apartment
Circuit House
High Court Bungalows
Clifton Kehkashan Block-7
Hijrat Colony
Reti Line
Takeni Colony Block-7
S.S. P House
D.I House
Bath Island
Global Communication

AREAS Clifton Block 5
Pearl Heaven
Hanging Garden
Habib Centre
I.B Apartments
Hashoo Terrace
Maymar Less View
Al-Jaffar Apartments
Al-Rehana Apartments
Kausar Town House
Roomi Garden
Bell View Apartments
Dues Apartments
Sea Breeze Apartments
Boat View Apartments
Kehkashan Town House
Kehkashan Bungalows
Hassan Homes
Soto Calde (Clifton Block 8 , 9)
AREAS:
Clifton Block-8
Clifton Block-9

**Newspapers Plan**

Newspapers	Size		Position & Color	Insertions	Insertion Date	Remarks
	Cm	Col				
Daily Jang Karachi	54	8	Back Page,Color	1	Day-1	
Daily Jang Karachi	27	4	Page-2 Req,Color	1	Day-2	
Daily Jang Karachi	27	4	Back Page,Color	1	Day-3	
Daily Jang Karachi	27	4	Page-2,Color	1	Day-6	
Daily Jang Karachi	27	8	Back Page,Color	1	Day-8	
Daily Jang Karachi	27	4	Page-2,Color	1	Day-9	
Daily Jang Karachi	27	4	Front Page,Color	1	Day-10	
Daily Jang Karachi	54	8	Page-2,Color	1	Day-13	
Daily Jang Karachi	27	2	Back Page,Color	1	Day-15	
Daily Jang Karachi	27	2	Page-2,Color	1	Day-16	
Daily Jang Karachi	27	2	Front Page,Color	1	Day-17	
Daily Jang Karachi	27	8	Full Page Supplement,Color	1	Day-19	
Daily Jang Karachi	27	2	Page-2,Color	1	Day-20	
Daily Jang Karachi	54	8	Back Page,Color	1	Day-22	
Daily Jang Karachi	27	3	Page-2,Color	1	Day-23	
Daily Jang Karachi	27	4	Front Page,Color	1	Day-24	
Daily Jang Karachi	27	2	Page-2,Color	1	Day-27	
Daily Jang Karachi	27	2	Back Page,Color	1	Day-29	
Daily Jang Karachi	27	2	Page-2,Color	1	Day-30	
Daily Jang Karachi	27	3	Front Page,Color	1	Day-31	
<b>Total NP's Rs.</b>				<b>20</b>		

  

Daily Dawn, Combined	15	8	Back Page,Color	1	Day-17	
<b>Total NP's Rs.</b>				<b>1</b>		

**Newspapers Plan**

Newspapers	Size		Position & Color	Insertions	Insertion Date	Remarks
	Chk	Cost				
Daily Qoumi Akhbar, Karachi	27	8	Front Page, Color	1	Day-2	
Daily Qoumi Akhbar, Karachi	27	4	Front Page, Color	1	Day-4	
Daily Qoumi Akhbar, Karachi	27	4	Front Page, Color	1	Day-7	
Daily Qoumi Akhbar, Karachi	27	4	Front Page, Color	1	Day-9	
Daily Qoumi Akhbar, Karachi	27	2	Front Page, Color	1	Day-11	
Daily Qoumi Akhbar, Karachi	27	2	Front Page, Color	1	Day-14	
Daily Qoumi Akhbar, Karachi	27	8	Front Page, Color	1	Day-16	
Daily Qoumi Akhbar, Karachi	27	2	Front Page, Color	1	Day-18	
Daily Qoumi Akhbar, Karachi	27	4	Front Page, Color	1	Day-21	
Daily Qoumi Akhbar, Karachi	27	8	Full Page Supplement, Color	1	Day-23	
Daily Qoumi Akhbar, Karachi	27	2	Front Page, Color	1	Day-25	
Daily Qoumi Akhbar, Karachi	27	4	Front Page, Color	1	Day-28	
<b>Total NP's Rs.</b>				<b>12</b>		
Daily Jurrat, Karachi	27	8	Front Page, Color	1	Day-3	
Daily Jurrat, Karachi	27	4	Front Page, Color	1	Day-5	
Daily Jurrat, Karachi	27	4	Front Page, Color	1	Day-8	
Daily Jurrat, Karachi	27	4	Front Page, Color	1	Day-10	
Daily Jurrat, Karachi	27	2	Front Page, Color	1	Day-12	
Daily Jurrat, Karachi	27	2	Front Page, Color	1	Day-15	
Daily Jurrat, Karachi	27	4	Front Page, Color	1	Day-17	
Daily Jurrat, Karachi	27	2	Front Page, Color	1	Day-19	
Daily Jurrat, Karachi	27	2	Front Page, Color	1	Day-22	
Daily Jurrat, Karachi	27	8	Full Page Supplement, Color	1	Day-24	
Daily Jurrat, Karachi	27	4	Front Page, Color	1	Day-26	
Daily Jurrat, Karachi	27	2	Front Page, Color	1	Day-29	
<b>Total NP's Rs.</b>				<b>12</b>		



**Newspapers Plan**

Newspapers	Size		Position & Color		Insertions	Insertion Date	Remarks
	CM	Col					
Daily Ummat, Karachi	27	4	Front Page, Color		1	Day-3	
Daily Ummat, Karachi	27	2	Front Page, Color		1	Day-8	
Daily Ummat, Karachi	27	2	Front Page, Color		1	Day-17	
Daily Ummat, Karachi	27	2	Front Page, Color		1	Day-22	
Daily Ummat, Karachi	27	8	Full Page Supplement, Color		1	Day-24	
Daily Ummat, Karachi	27	4	Front Page, Color		1	Day-29	
<b>Total NP's Rs.</b>					<b>6</b>		
Daily Express, Karachi	27	4	Front Page, Color		1	Day-3	
Daily Express, Karachi	27	2	Back Page, Color		1	Day-8	
Daily Express, Karachi	27	4	Front Page, Color		1	Day-17	
Daily Express, Karachi	27	2	Back Page, Color		1	Day-22	
Daily Express, Karachi	27	8	Full Page Supplement, Color		1	Day-24	
Daily Express, Karachi	27	2	Back Page, Color		1	Day-29	
<b>Total NP's Rs.</b>					<b>6</b>		
Daily Khabrain, Karachi	27	4	Front Page, Color		1	Day-3	
Daily Khabrain, Karachi	27	4	Back Page, Color		1	Day-8	
Daily Khabrain, Karachi	27	4	Front Page, Color		1	Day-17	
Daily Khabrain, Karachi	27	4	Back Page, Color		1	Day-22	
Daily Khabrain, Karachi	27	8	Full Page Supplement, Color		1	Day-24	
Daily Khabrain, Karachi	27	4	Back Page, Color		1	Day-29	
<b>Total NP's Rs.</b>					<b>6</b>		
Daily Aghaz, Karachi	27	4	Front Page, Color		1	Day-3	
Daily Aghaz, Karachi	27	4	Front Page, Color		1	Day-17	
Daily Aghaz, Karachi	27	4	Front Page, Color		1	Day-24	
<b>Total NP's Rs.</b>					<b>3</b>		

**Newspapers Plan**

Newspapers	Size		Position & Color	Insertions	Insertion Date	Remarks
	CM	Col				
Daily Kawish, Hyderabad	27	4	Front Page, Color	1	Day-3	
Daily Kawish, Hyderabad	27	4	Front Page, Color	1	Day-17	
Daily Kawish, Hyderabad	27	4	Front Page, Color	1	Day-24	
<b>Total NP's Rs.</b>				<b>3</b>		
Daily Ibrat, Hyderabad	27	4	Front Page, Color	1	Day-3	
Daily Ibrat, Hyderabad	27	4	Front Page, Color	1	Day-17	
<b>Total NP's Rs.</b>				<b>2</b>		
Daily Nawa e Waqat, Karachi	27	4	Front Page, Color	1	Day-3	
Daily Nawa e Waqat, Karachi	27	2	Front Page, Color	1	Day-17	
Daily Nawa e Waqat, Karachi	27	4	Front Page, Color	1	Day-24	
<b>Total NP's Rs.</b>				<b>3</b>		
Daily Dunya, Karachi	27	4	Front Page, Color	1	Day-3	
Daily Dunya, Karachi	27	2	Front Page, Color	1	Day-17	
Daily Dunya, Karachi	27	4	Front Page, Color	1	Day-24	
<b>Total NP's Rs.</b>				<b>3</b>		
Daily Nai Baat, Karachi	27	4	Front Page, Color	1	Day-17	
Daily Jehan e Pakistan, Karachi	27	4	Front Page, Color	1	Day-24	
<b>Total NP's Rs.</b>				<b>2</b>		

## Out Door

FOR MEGA SITES WITH SKIN PRINTING AND FITTING, MAINTNANCE RENTAL CHARGES  
TWO MONTHS CAPAIGN (Mall Of Saddar) IN KARACHI CITY

S#	LOCATION	SIZE
1	Site at Nipa Chowrangi	60 x 10
2	Site at Jauhar More Roof Top	60 x 10
3	Site at Gulistan-e-Jauhar	60 x 10
4	Site at University Road, Urdu College	45 x 15
5	Site at Banaras Habib Bank SITE	45 x 15
6	Site at Nagan Chowrangi	60 x 10
7	Site at Nazimabad	60 x 10
8	Site at Jail Chowrangi	60 x 10
9	Site at Bahadurabad Chowrangi	60 x 10
10	Site at Baloch Colony	60 x 10
11	Site at Shahrah-e-Quaideen	60 x 10
12	Site at Shahrah-e-Pakistan	60 x 10
13	Site at Hassan Square	60 x 10
14	Site at Old Sabzi Mandi	60 x 10
	<b>TOTAL</b>	

Further 1000 Steamers for Whole Karachi.

**Out Door**  
**FOR SMALL SITES WITH SKIN PRINTING AND FITTING, MAINTAINANCE RENTAL**  
**CHARGES TWO MONTHS CAPMAIGN IN KARACHI CITY**

S#	LOCATION	SIZE
1	Site at Malir	20 x 10
2	Site at Shah Faisal Colony	20 x 10
3	Site at Model Colony	20 x 10
4	Site at Korangi Crossing	20 x 10
5	Site at Akhter Colony	20 x 10
6	Site at City School, Manzoor Colony	20 x 10
7	Site at Shaheed-e-Millat Road	20 x 10
8	Site at Agha Khan Road	20 x 10
9	Site at Old Sabzi Mandi (IN)	20 x 10
10	Site at Old Sabzi Mandi (OUT) Hassan Square to Jail Chowrangi	20 x 10
11	Site at New Town, Jail Chowrangi	20 x 10
12	Site at University Road Near Expo	20 x 10
13	Site at Baitul Mukarram Masjid	20 x 10
14	Site at Tando Adam Sajji	20 x 10
15	Site at Urdu College, University Road	20 x 10
16	Site at Gulistan-e-Jauhar	20 x 10

17	Site at Gulistan-e-Jauhar Bridge	20 x 10
18	Site at Gulistan-e-Jauhar, Rashid Minhas Road	20 x 10
19	Site at UBL Sports Complex	20 x 10
20	Site at Alladin Park (IN)	20 x 10
21	Site at Alladin Park (OUT)	20 x 10
22	Site at Shafiq More	20 x 10
23	Site at Watar Pump	20 x 10
24	Site at Aisha Manzil	20 x 10
25	Site at Karimabad (IN)	20 x 10
26	Site at Karimabad (OUT)	20 x 10
27	Site at Shahr-e-Quaideen	20 x 10
28	Site at M.A. Jinnah Road, Numaish to Sadar	20 x 10
29	Site at M.A. Jinnah Road, Sadar to Numaish	20 x 10
30	Site at Nazimabad	20 x 10
31	Site at North Nazimabad	20 x 10
32	Site at Farooq-e-Azam Masjid	20 x 10
33	Site at Nagan Chowrangi (IN)	20 x 10
34	Site at UP More (IN)	20 x 10
35	Site at Nagan Chowrangi (OUT)	20 x 10
36	Site at UP More (OUT)	20 x 10