

MULTAN ELECTRIC POWER COMPANY

TENDER NOTICE FOR MEDIA MANAGEMENT COMPANY FOR PROMOTION OF APNA METER APNI READING APP AGAINST TENDER NO. 36/26 TO BE OPENED ON 01.08.2025

INVITATION TO BID

The following **E-BIDS** are invited by adopting **Single Stage One Envelope** bidding procedure as per PPRA rules without involving any foreign exchange component for procurement of **one-time services of Media Management Company for promotion of Apna Meter Apni Reading App** of below mentioned services at MEPCO IT Directorate, Multan.

CAMPAIGN PLAN					PLAN DETAILS				Date & time of Submission
Sr.No	Platform	Geo Tagging	Ad Format with Description	Activity	Description	KPI Category	KPI Results	Fixed Bid Amount	
1	Social Media (Meta, TikTok, YouTube)	Pakistan	Video Ad, Static Ad, Animated Ad		Instream Video Ad: Reel (Vertical) + Stories (Vertical Format) + Feed Ad (Square Format) + Skippable in-stream ads + In-feed ads + Shorts ads + (Vertical Format) & In Search	Impressions	12,200,000	60000/-	01.08.2025 at 1030 HRS
2						Power Smart App Downloads	3,000		

Bidding documents containing detailed term & conditions, method of procurement, procedure of submission of bids, bid security, bid validity, evaluation criteria etc. are available for the registered bidders on **EPADS** at (www.eprocure.gov.pk). Interested eligible bidders who are not yet registered are requested to register themselves on EPADS.

The tenders will be opened publicly in presence of bidders or their representatives who wish to attend on above mentioned date & time in the office of Director (Procurement) Dist: MEPCO Khanewal Road, Multan.

The electronic bids shall be Opened half an hour after the bid submission time by using EPADS. Manual bids shall not be accepted. E-Bids will be opened on the mentioned dates & time.

Tender shall remain valid for 60 days after the opening date. Bid Security/Guarantee for fixed amount mentioned in bidding documents in light of PPRA Rules (amended to-date) in shape of Deposit-at-Call, Bank

Draft, Pay Order & Bid Guarantee issued by any scheduled Bank of Pakistan valid for 90 days from the opening date of tender in favor of Chief Executive Officer MEPCO Multan must accompany with the Bid by the bidders, **The Original Bid Security shall be submitted on or before the deadline for the submission of bids in the O/O Director (Procurement) Distribution MEPCO H/Q Multan otherwise Bid will be rejected.**

The conditional tender will not be accepted. All rights are reserved. This advertisement is also available on MEPCO & PPRA websites at www.mepco.com.pk & www.ppra.org.pk respectively.

(Engr. Muhammad Husrain Shakeel)
DIRECTOR (PROC. DIST.)
MEPCO LTD. MULTAN