

TERMS OF REFERENCES
IN RESPECT OF
“PROPOSAL FOR ADVERTISEMENT RENTAL RIGHTS OF 27 ELECTRIC BUSES (ELECTRO) IN
LAHORE”

[TORs to be reproduced on the letter head of applicant and signed & stamped by the competent authority or authorized representative (if any). Then to be attached with e-proposal]

1. INTRODUCTION

1.1. About Punjab Transport Company:

Punjab Transport Company (PTC), formerly known as Lahore Transport Company (LTC), is a government-owned entity established by the Government of Punjab under Section 42 of the Companies Ordinance, 1984 (now repealed and replaced by the Companies Act, 2017). It is duly registered with the Registrar of Joint Stock Companies. The Company operates in accordance with its Memorandum and Articles of Association and complies with the provisions of the Companies Act, 2017, as well as the Code of Corporate Governance Rules, 2013, issued by the Securities and Exchange Commission of Pakistan (SECP) for public sector companies. The Company is governed by its Board of Directors.

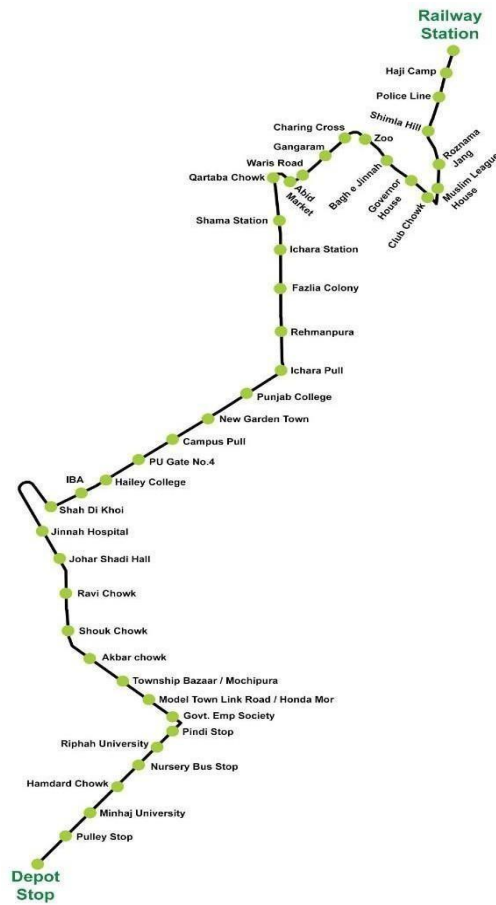
PTC launched a pilot project of induction of 27 electric buses on a 27 km long route, from Green Town to Railways Station. The route line touches main stream areas/roads of Lahore including Mall Road, Canal Road, Jail Road, Ferozpur Road, Queens Road, Molana Shaukat Ali Road, Jinnah Hospital, Punjab University, Minhaj University, Quaid-e-azam Industrial Estate, Press Club, Shadman Market, inter alia. This project is landmark in transforming urban public transport from carbon emission technologies to zero emission technology. These buses are serving approx. 20,000 riders per day.

PTC is inviting proposals for the rental rights of marketing and advertisement on specified spaces on 27 newly launched ELECTRO buses in Lahore. These modern electric buses offer impactful advertising platform.

The salient features of the Electro Buses Project are as under:

- This project consists of 01 routes operating from 06:00 am to 10:00 pm having an average length of 28 kilometers.
- There are total 27 buses which are 12-meter long each with capacity of 80 passengers.
- Fare is collected on-board either through Smart Card or Cash.
- The average daily ridership is approx. 20,000 passengers.

Details of E-Bus Route:



2. SCOPE OF WORK:

- Advertisement on outer side of 27 No. of 12-Meter-Long Electric Buses (Bus Wrapping only on glass windows of three sides except following areas:
 - Complete Front of the bus
 - Number plates, Bus Number, PTC Logo, Route information, etc.
 - Driver Visibility area

Left Side:



Right Side:



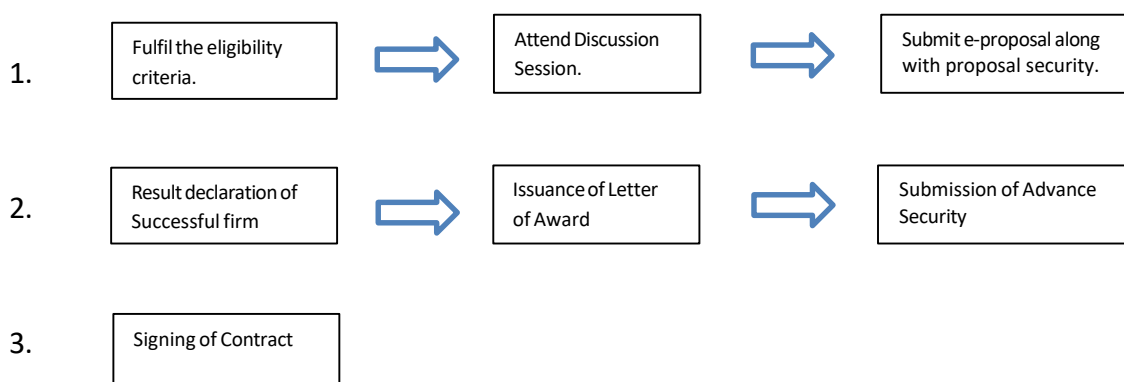
Back Side:



3. ELIGIBILITY CRITERIA / MANDATORY REQUIREMENTS:

Category	Description
1.	Tax Certificates (Status shall be “Active”) <ul style="list-style-type: none"> • NTN • PRA
2.	Registration Certificate of the applicant firm/Company/AOP/Sole Proprietor from statutory body/authority
3.	The applicant is also required to submit an Affidavit to the effect that: <ol style="list-style-type: none"> i. The applicant is not currently blacklisted by PTC or by any other government agency / department / organization / authority. ii. The documents/photocopies provided with proposal are authentic. In case of any fake/bogus document found at any stage, the applicant shall be blacklisted, and legal proceedings will be initiated accordingly. iii. Failure to perform the contract or any obligation thereunder with PTC or by any other government agency / department / institution should not have occurred as a result of default by the applicant.

4. PROCESS



5. SUBMISSION OF PROPOSAL:

- a) The applicant shall submit mandatory information as required in the e-form.
- b) The dates have been updated through corrigendum. E-proposals can be submitted on PTC official website: <https://ptc.punjab.gov.pk> as per mentioned requirements and information on or before **14th July 2025 (Monday), till 12:00 PM**. No proposal shall be accepted in any form after the aforementioned date and time. The submitted proposals will be opened at **12:30 PM on the same day i.e. 14th July 2025 (Monday)**, in the presence of the representative(s) (if desire so).
- c) The proposal documents carrying all details can be downloaded from PTC’s official website <https://ptc.punjab.gov.pk>
- d) Proposal Security amounting to **PKR 100,000/-** in the form of CDR / Demand Draft / Pay Order issued by a scheduled bank, regulated by State Bank of Pakistan, in the name of

“Punjab Transport Company”. No proposal shall be accepted without a Proposal Security. The original Proposal Security shall be submitted in the office of PTC on or before **14th July 2025 (Monday), till 12:00 PM.**

- e) The **Processing Fee** amounting to **Rs. 5,000/-** (non-refundable) shall be submitted into Punjab Transport Company’s Account No. 6580003250800016 (Bank of Punjab). The evidence of submission shall be attached with proposal. No proposal shall be accepted without Processing Fee.
- f) The proposal will be evaluated in accordance with the Terms and Conditions (TORs) including all relevant annexures and forms. The applicant offering the **highest rental** in their proposal against the above-mentioned Electro Buses will be declared as successful applicant (fulfilling Mandatory requirements / Eligibility Criteria).
- g) PTC shall not be responsible for any cost or expense incurred by prospective applicants in connection with the preparation or submission of proposals.
- h) PTC reserves the right to cancel the entire process at any time, without assigning any reason and without serving prior notice.
- i) The e-proposal shall include the Financial Proposal Form (**Annex-A**), duly reproduced on the applicant's letterhead, signed and stamped by the applicant or authorized representative, and attached with the e-proposal.
- j) The e-proposal shall contain **Authorized Representative Form (Annex-B)** where it’s applicable, duly signed and stamped by competent authority.
- k) The e-proposal shall contain a copy of the active NTN Certificate, PRA Registration Certificate, and registration certificate of the applicant (Company/AOP/Sole Proprietor) from statutory body/authority.

6. Terms & Conditions:

- a) Letter of Award will be issued to the successful applicant within 7 days after the declaration of result.
- b) The successful applicant shall submit Advance Security in favour of Punjab Transport Company in the form of a Pay Order/Demand Draft/CDR within 15 days of issuance of Letter of Award **equivalent to one month quoted rental price.**
- c) The Contract between PTC and successful applicant will be signed within 15 days of receipt of Advance Security.
- d) The duration of this Contract shall be three (3) years, commencing from the Effective Date. Upon mutual consent of both parties, the Contract may be extended for an additional period of two (2) years. The contract price shall be subject to a ten percent (10%) increase annually, and the Advance Security shall be renewed and adjusted accordingly each year to reflect the revised contract price.
- e) A mobilization period of ninety (90) days shall be given to the successful applicant. In this period, applicant shall only pay the rental of the buses that are being advertised.
- f) After completion of the mobilization period, the successful applicant shall be liable to pay a fixed rental of 15 (fifteen) buses along with the rental of buses that are being advertised other than the fixed 15 (fifteen) buses for the rest of the contract duration.
- g) PTC shall not be liable for theft or damage to advertising materials, including but not limited to skins, flexes, or other property belonging to the successful applicant or any third

party.

- h) All the advertisement / branding content shall be vetted by PTC before installation on buses.
- i) All advertisements shall be exclusively displayed within the designated and approved spaces as specified by the PTC.
- j) The successful applicant shall display PTC's publicity materials, including Government Notifications, PTC/GoPb logos, etc., at designated spots on buses, free of charge. The successful applicant shall facilitate government campaigns by displaying relevant messages as per government rates, as directed by the Company (when required).
- k) Rental payment of buses shall be made monthly in advance, by the 10th of each month.
- l) Once the advertisement or branding is displayed on a bus, it shall be deemed that the bus is hired for the entire calendar month, regardless of the actual number of days the branding remains displayed during that month.
- m) Furthermore, if the branding continues to be displayed on the bus for up to five (5) days into the subsequent month, the bus shall be deemed hired for that entire subsequent month as well.
- n) All rental charges shall be calculated on a monthly basis only. Rentals shall not be prorated or calculated on a daily basis. Accordingly, any bus hired for advertising purposes shall be considered as hired for the full month, particularly for the purpose of determining rental fees.
- o) Advertisement materials shall be used exclusively for commercial/outdoor advertising purposes.
- p) The successful applicant shall be fully responsible for any loss or damage that occur to PTC's asset or passengers travelling in Electro buses due to advertisement material. In case of any loss, PTC shall determine the compensation and recover the same from the successful applicant immediately through liquidating advance security which shall be later on replenish by the Successful Firm.
- q) The advertisement material shall be one-vision (see through from inner side), water resistant, non-damaging to body paint and window glass.
- r) Non-exercise or delay in exercising any rights by the PTC shall not constitute a waiver of those rights.
- s) Advertisements shall be wrapped on buses during non-operational hours and with proper intimation to the operator of the Buses. Any garbage, debris, etc shall be removed from the bus depot after wrapping of advertsiment and during non-operational hours of buses.
- t) Any content which is against the norms and values of Pakistani society, against a political party/personality, promoting vulgarity, promoting sectarianism, a campaign against a government agency / department, etc. shall not be displayed on advertisement.
- u) The successful applicant shall be responsible for the prompt removal of any substance

affixed illegally on contracted advertising spaces, i.e., without the consent or authorization of PTC.

- v) PTC reserves the right to terminate this contract at any time by providing one (1) month's prior written notice to the other party, without the obligation to provide any reason for such termination.
- w) The successful participant shall have no right to terminate this contract for an initial period of one (1) year from the Effective Date. Thereafter, the participant may terminate the contract by providing the other party with a written notice of termination at least three (3) months in advance.
- x) In case bus(s) becomes off-road for more than a period of seven (07) days straight, that period shall be subtracted from the rental in respect of per day quoted price.

Annex-A
Financial Proposal Form

[To be reproduced on the letter head of applicant and signed & stamped by the competent authority or authorized representative (if any). Then to be attached with e-proposal]

Description	Per Bus Price (PKR)	Total quoted Price of 27 Buses (PKR)
ADVERTISEMENT RENTAL RIGHTS OF 27 ELECTRIC BUSES (ELECTRO) IN LAHORE		

Note:

- The applicant offering the highest rental price to PTC in their proposal against the above-mentioned electric buses will be declared as successful applicant.

Applicant Name: _____

Authorized Representative: _____

Signature: _____

Seal/Stamp: _____

Date: _____

Annex-B
AUTHORIZED REPRESENTATIVE FORM

[To be reproduced on the letter head of participate applicant and signed & stamped by the competent authority. Then to be attached with e-proposal]

To:

The Convener
Auction Committee
Punjab Transport Company (PTC)

Subject: Letter of Authorization

We, **[Full Legal Name of Applicant]**, a company duly incorporated under the laws of the land, having our registered office at **[Registered Address of Applicant]**, do hereby irrevocably authorize Mr./Ms./Mx. **[Full Name of Authorized Representative]**, holding **[National ID Card Number/Passport Number]** and serving as **[Designation of Authorized Representative]** in our organization, to act as our duly authorized representative in all matters pertaining to our participation in the advertisement rental rights of 27 electric buses (electro) in Lahore.

This authorization specifically extends to, but is not limited to, the following acts:

1. To submit and sign all proposals, documents, correspondences, and declarations on behalf of the applicant.
2. To participate in all discussion sessions, technical discussions, financial negotiations, and any other meetings or communications related to the aforementioned auction.
3. To receive and acknowledge all official communications, clarifications, and notifications from Punjab Transport Company (PTC) regarding this auction.
4. To commit the applicant to all terms and conditions, financial obligations, and contractual agreements arising from our participation in, and potential award of, the auction.
5. To make any necessary amendments, corrections, or withdrawals of proposals as required, in accordance with the Terms of Reference (TORs).
6. To execute all agreements, contracts, and other instruments necessary for the conclusion of the auction process and, if successful, the execution of the contract.

We hereby ratify and confirm that all acts done by our said Authorized Representative pursuant to this authorization shall be binding on us as if done by ourselves.

Signatures of Competent Authority

Name: _____

Designation: _____

Signature: _____

Official Seal of Applicant: