Request for Proposal

PAKISTAN AIRPORTS AUTHORITY

NAME OF WORK: Production of Promotional (Business Potential) Videos for Karachi, Lahore & Islamabad International Airports, including Composite Promotional Video, Institutional Video of Pakistan Airports Authority, Social Media Short Clips, and High-Resolution Captioned Photographs

DISCLAIMER

The information contained in this Request for Proposal (RFP) document or information provided subsequently to bidders whether verbally or in documentary form by or on behalf of Pakistan Airports Authority (PAA) is subject to the terms and conditions set out in this RFP document.

This document shall not be considered an agreement but an invitation by PAA to qualified parties to submit proposals. The purpose of this RFP is to provide bidders with sufficient information to assist them in preparing competitive proposals. PAA reserves the right to update, amend, or supplement the information in this document at its discretion.

Pakistan Airports Authority (PAA)
Public Relations Branch
Headquarters, Terminal-1 Building, Karachi Airport.

PROCUREMENT NOTICE

CORRIGENDUM NO. 1

PRODUCTION OF PROMOTIONAL (BUSINESS POTENTIAL) VIDEOS FOR KARACHI, LAHORE & ISLAMABAD INTERNATIONAL AIRPORTS, INCLUDING COMPOSITE PROMOTIONAL VIDEO, INSTITUTIONAL VIDEO OF PAKISTAN AIRPORTS AUTHORITY, SOCIAL MEDIA SHORT CLIPS, AND HIGH-RESOLUTION CAPTIONED PHOTOGRAPHS

With reference to the invitation for the submission of Invitation to Bid for the subject Procurement Notice published on 28th September 2026 under the above title in the national dailies as well as on EPADS V2.0, PAA and PPRA websites, Serial No. 6 of the invitation for subject consultancy shall be replaced with serial no. 6 herein below:

6. The e-bids, prepared in accordance with the instructions in the e-Bidding documents, must be submitted through **EPADS v2.0** on or before **Tuesday, November 10, 2026 11:00 AM**. E-bids will be opened on the same day at **11:30 AM**. **Tuesday, November 10, 2026**. Manual submission of Bids shall not be entertained. Those vendors who have not yet registered on the new version of **EPADS v2.0,** may register themselves on https://vendors.epads.gov.pk/. A tutorial to explain the registration process is available at https://www.youtube.com/watch?v=MNW6T38v7tc

Kindly refer EPADS V2.0 for further details of the CORRIGENDUM NO. 1 to the Procurement Notice Document dated 31st September 2026.

ADDITIONAL DIRECTOR PUBLIC RELATIONS
PAKISTAN AIRPORTS AUTHORITY (PAA)
Headquarters Pakistan Airports Authority,
Terminal 1 Building, JIAP, Karachi - Pakistan
+92-219-907-1705

adld.pr@paa.gov.pk
ahmer.azeem@paa.gov.pk

PROCUREMENT NOTICE

PROCUREMENT OF NON-CONSULTANCY SERVICES

1. The **PAKISTAN AIRPORTS AUTHORITY (PAA)** has reserved Funds for the procurement planned for FY **2026-27**. The **PAKISTAN AIRPORTS AUTHORITY (PAA)** intends to apply part of the proceeds of this Fund to cover eligible payments under the contract for the **PRODUCTION OF PROMOTIONAL (BUSINESS POTENTIAL) VIDEOS FOR KARACHI, LAHORE & ISLAMABAD INTERNATIONAL AIRPORTS, INCLUDING COMPOSITE PROMOTIONAL VIDEO, INSTITUTIONAL VIDEO OF PAKISTAN AIRPORTS AUTHORITY, SOCIAL MEDIA SHORT CLIPS, AND HIGH-RESOLUTION CAPTIONED PHOTOGRAPHS** with the reference of **"P119158"**

2. The **PAKISTAN AIRPORTS AUTHORITY (PAA)** invites Bids through **EPADS v2.0** from eligible Bidders registered on **EPADS v2.0** for provision of Non-Consultancy Services.

3. Single Stage-Two Envelope Procedure of Principal Method of Procurement (i.e. Open Competitive Bidding) will be used by adopting **Quality and Cost Based Selection (QCBS)**Technique for the subject procurement, in line with the Public Procurement Rules, 2004 and any Regulations, and Instructions issued by the Authority (from time to time).

4. All Bids must be accompanied by a Bid Security described in Bid Security Section in Bidding Document in the form of **Pay Order, Banker's Cheque, Bank Guarantee** or Bid Securing Declaration on the prescribed format described.

5. E-Bidding documents, containing detailed terms & conditions, specifications and requirements etc. are available on **e-Pak Acquisition and Disposal System (EPADS)** at **https://epads.gov.pk/opportunities/federal/procurements/119158**.

6. The e-bids, prepared in accordance with the instructions in the e-Bidding documents, must be submitted through **EPADS v2.0** on or before **Monday, October 26, 2026 11:00 AM**. E-bids will be opened on the same day at **Monday, October 26, 2026 11:30 AM**. Manual submission of Bids shall not be entertained. Those vendors who have not yet registered on the new version of **EPADS v2.0,** may register themselves on https://vendors.epads.gov.pk/. A tutorial to explain the registration process is available at https://www.youtube.com/watch?v=MNW6T38v7tc

7. A Pre-Bid Meeting shall be held on 13th October, 2026, in the office of undersigned.

8. In terms of Rules 48 of Public Procurement Rules, 2004 Grievance Redressal Committee (GRC) is notified for the subject procurement and notification copy is available on the procuring agency's website and also available on **EPADS v2.0** as well as Authority's website at (www.ppra.org.pk).

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SECTION II – SCOPE OF WORK / TERMS OF REFERENCE

1. Objective	1.1. To develop creative, data-driven video content that projects Pakistan's major international airports as modern, investment-friendly aviation hubs, while also presenting the Pakistan Airports Authority as a forward-looking national organization managing airport infrastructure and civil airspace efficiently and technologically.
2. Deliverables	2.1. Three (03) Airport-Specific Documentaries • Short professional videos for Karachi, Lahore, and Islamabad International Airports, each highlighting commercial potential, passenger and cargo volumes, investment prospects, and strategic advantages. *(Approx. 3–4 minutes each)* 2.2 One (01) Composite Corporate Video • A combined video incorporating all three airports, focusing on Pakistan's overall aviation and business landscape. *(Approx. 5–6 minutes)* 2.3 One (01) Institutional Video Introducing Pakistan Airports Authority (PAA) A fast-paced, visually engaging video *(approximately 1½–2 minutes)* designed to: Present PAA's organizational purpose, mandate, and achievements; Explain how civil airspace and airports are managed through advanced systems and skilled professionals; Illustrate PAA's modern infrastructure, technology, and safety oversight functions through digital graphics, 3D animation, and infographics; Project the Authority as a modern, forward-looking organization committed to excellence and innovation. This video shall combine real footage with animated visualizations to explain complex aviation and communication systems clearly and quickly. 2.4 Short Media Clips and Edits Prepare multiple short edits suitable for television, social media, and digital platforms, optimized for varying formats. 2.5 High-Resolution Captioned Photographs Capture and deliver high-quality edited and captioned photographs of all three airports (exteriors, terminals, commercial spaces, passenger facilities, etc.). 2.6 Scripting, Voice-Overs, and Re-recordings Scripts shall be data-based and approved by PAA. Any re-recordings required due to agency error will be done at no additional cost. 2.7 Use of Existing Footage PAA will provide existing raw footage of Islamabad and Karachi International Airports only. The agency shall utilize this material effectively and justify, in writing, any need for additional shooting before approval by PAA. 2.8 Animations, Graphics, and Post-Production All animations, 3D graphics, and digital enhancements shall be considered included in the quoted price. No separate payment will be made for such items. 2.9 Delivery and Ownership All final videos, raw footage, scripts, and photographs shall be delivered on reliable storage media.

	All material shall remain the exclusive property of PAA, and no copies shall be retained or shared by the agency. 2.10 Independent Working & Accountability The agency shall work independently with minimal supervision. Any firm found overly dependent on PAA or showing lack of professional capability shall be held accountable and may be blacklisted in accordance with PPRA Rules.

BID SPECIFICS - ANNEX-A TECHNICAL VENDOR

1. Duration and Delivery	1. The assignment shall be completed within sixty (60) calendar days from the date of signing of contract from the date of award of work and security clearance ministry of defence. Any extension shall be subject to written approval by the competent authority of PAA.
2. Rights Reserved	2. PAA reserves the right to accept or reject any or all bids without assigning reasons, as per PPRA Rules.

Permits: PAA will secure all necessary permissions from the Ministry of Defence and coordinate with ASF and airport managements for filming.

Confidentiality: All footage, data, and materials are confidential and remain property of PAA.

ANNEX–A TECHNICAL

TECHNICAL PROPOSAL SUBMISSION FORM

(To be printed on bidder's letterhead)

Date: _____

To:
The Additional Director (Public Relations)
Pakistan Airports Authority (PAA)
Headquarters, Terminal–1 Building, Karachi Airport

Subject: Technical Proposal for Hiring of Advertising/Production Agency for Production of Promotional (Business Potential) Videos for Karachi, Lahore & Islamabad International Airports, including Composite Promotional Video, Institutional Video of Pakistan Airports Authority, Social Media Short Clips, and High-Resolution Captioned Photographs

Dear Sir,

Having examined the bidding document, including the Terms of Reference, Instructions to Bidders, and other sections, we, the undersigned, offer to provide the required services in accordance with the conditions of the bidding document.

We attach herewith our Technical Proposal containing:
Organizational profile and experience record;
Creative concept and treatment plan;
Equipment specification proforma
Work plan and schedule; and
Relevant supporting documents and certificates.

We understand that our Technical Proposal will be evaluated in accordance with the criteria set forth in the bidding document, and that the Financial Proposal will be opened only if we qualify technically.

We further declare that:

1. All information provided is true and correct to the best of our knowledge.
2. No commissions, gratuities, or corrupt practices have been undertaken in connection with this bid.

Yours faithfully,

Authorized Signatory: _____
Name & Designation: _____
Company Name: _____
Address: _____
Contact: _____
Official Seal: _____

ANNEX–B FINANCIAL VENDOR SUBMISSION

FINANCIAL PROPOSAL SUBMISSION FORM

(To be printed on bidder's letterhead and sealed separately)

Date: _____

To:
The Additional Director (Public Relations)
Pakistan Airports Authority (PAA)
Headquarters, Terminal–1 Building, Karachi Airport

Subject: Financial Proposal for Production of Promotional (Business Potential) Videos for Karachi, Lahore & Islamabad International Airports, including Composite Promotional Video, Institutional Video of Pakistan Airports Authority, Social Media Short Clips, and High-Resolution Captioned Photographs

Dear Sir,

We, the undersigned, offer to undertake the assignment described in the bidding document in accordance with the Scope of Work and Terms of Reference.

Our total quoted price, inclusive of all applicable taxes, duties, and levies, is as follows:

Description Amount (PKR)

Production of Three Individual Airport Videos (Karachi, Lahore, Islamabad) ____
Production of Composite Corporate Video ____
Production of Institutional Video Introducing PAA ____
Social Media Short Clips _____
High–Resolution Captioned Photographs (All Airports) ____
Total All–Inclusive Price (PKR) ____

Amount in words: _____

The above amount includes all costs related to concept development, scripting, filming, editing, animations, 3D graphics, travel, logistics, post-production, and delivery of all final and raw files to PAA.
We confirm that:
No additional payments will be claimed.

Bid Security of PKR 500,000 is enclosed with this proposal.

Yours faithfully,

Authorized Signatory: _____
Name & Designation: _____
Company Name: _____
Address: _____
Contact: _____
Official Seal: _____