

Punjab Land Development Company

Invitation of Expression of Interest (EoI) for Public Relations Firms

Punjab Land Development Company (PLDC) intends to hire the services of reputed and experienced PR and Media Management Firm having well established reputation, professionally sound, experienced and well versed with modern electronic and print media concepts to perform the following services

- Protecting, promoting and further building of the Ashiana Housing Projects' image
- Public awareness about Ashiana Housing Projects
- Cultivate positive image of Ashiana Housing Projects to the appropriate segment of population
- Developing and executing a comprehensive PR strategy
- Event Management services
- Newsletter development and dissemination

Firms fulfilling the following criteria will be considered for the assignment:-

- Minimum experience of at least 5 years in PR and media consultancy.
- Reputed client portfolio
- Presence in Lahore and other major cities of Punjab
- Good track record and successful examples of services offered to the portfolio.
- Experience of working with Government of Punjab
- Advertising agencies need not to apply.

Interested firms may apply with the following documents:

- Company profile
- SECP, NTN, GST registration documents
- Technical and Financial Proposal

The Expression of Interest along with the required documents/details must be submitted on or before 12:00 pm, 5th February, 2012; in sealed envelopes marked "Expression of Interest for PR Firms" to the below mentioned address:-

Shahid Khurram

General Manager (Estate Management)
1-A, Off Club Road, GOR-I, Lahore.

Tel:- 04299205551-4

PLDC reserves the right to accept or reject any or all applications without assigning any reason.