



“ADDENDUM” OPEN AUCTION

INSTALLATION & OPERATIONS OF DIGITAL ADVERTISEMENT SCREENS AT DIFFERENT LOCATIONS OF ISLAMABAD ON YEARLY RENTAL BASIS (EACH PATCH) FOR A PERIOD OF 03 YEARS, FURTHER EXTENDABLE FOR 2 YEARS”.

The Directorate of Municipal Administration, Metropolitan Corporation Islamabad intends to conduct open auction for 'INSTALLATION & OPERATIONS OF DIGITAL STREAMERS & SCREENS AS ADVERTISING MEDIA for commercial advertisement purpose AT DIFFERENT LOCATIONS OF ISLAMABAD' on yearly rental basis (each patch) for a period of 03 years further extendable for 02 years with mutual consent of the authority on same terms and conditions of at the following sites:-

Patch	Roads	Type of Media	Locations & comments	No of Screens proposed & Size
01	I-8 Markaz	Digital Pylon, max size 10x5ft & 6x3 Digital Streamers	I-8 Markaz & adjacent roads (not in center round about)	4 pylons (10x5ft) 24 Digital Streamers
02	Margallah Road F-10 to E-11 Interchange	Digital Streamer, max size 6x3ft	Main Margallah Road (Adjacent to DCI main gate to DCI-Gate 4 Bolan Gate)	42(6x3ft)
03	Srinagar Highway	Digital Streamer, max size 6x3ft	Between two pedestrian Bridges, starting from Nust Chowk TO Sain Mirchu Darbarturn.	44(6x3ft)
04	Fazal-Haq-Road	Digital Pylon, max size 5x10ft.	From 7 th Ave Station towards Fazla-e-Haq Road till Parking Lot in front of D-Watson/City bank, Tahzeeb bakers Parking Area included (not center medians).	10(10x5ft) Total 10
05	Dhok Kala Khan Bridge	Digital Screen, max size 85x8ft on both sides	Expressway Islamabad having Digital Screen, max size 85x8ft on both sides (With option to either digital / backlit on one side.	Two Screens 85x8ft at least one digital.
06	Sector H-8	Digital Streamer, max size 6x3ft	Pitras Bukhari Road uptill Faiz Ahmed Faiz Road.	32(6x3ft)
07	Park Road	Digital Streamer, max size 6x3ft	From Rawal Chowk to Garrys Office on Park Road.	42(6x3ft)
08	Iran Avenue	Digital Streamer max size ,6x3ft	20 Nos of Digital Streamers in front of Road adjacent D-12/3 & D-12/4 & 38 No of Digital Streamers in front of Road Adjacent to E-11/3 before Bridge.	20+38(6x3ft)
09	Beverley Center	Digital Pylon 8x4 ft. & 55x8 Back Lit.	Digital pylons 8x4ft. 4Nos on each side of Beverley center and approximately 55x8ft backlit board adjacent to corner of Beverley centre covering generator son Nazim-ud-din Road.	Digital Pylon 4(8x4ft) & 55x8ft of Backlit
10	Khanna Pul Bridge	Digital Screen Maximum Size 85x10ft.	Expressway Islamabad having Digital Screen, max size 85x8ft on both sides (With option to either digital / backlit on one side.	Two Screens 85x8ft at least one digital.
11	Jinnah Avenue	Digital Screen Maximum Size 20x10ft.	On Jinnah Avenue Between New Blue area and F-10, must place parallel to each other on opposite road.	One screen 20x10ft on each side. Total 2 screens
12	Margallah Road	Digital Screen Maximum Size 20x10ft.	(i) Faisal Chowk facing 8 th Avenue, (ii) E-7 Rana market Chowk, Digital Screens having Unipole Structure.	One 20x10ft screen at each location. Total 2 screens
13	Sector F-11	Digital Screen 20x10ft Maximum Size 20x10ft.	Digital Screen of max Size 20x10ft Digital Screen must have Unipole Structure.	01 Nos screen (20x10ft)
14	Sector F-10	Digital Streamer 6x3ft, & Digital Screen 20x10ft Maximum Size 20x10ft.	Digital Stemmer son Sumbal Road in front of markaz. & (01) Digital Screen of max Size 20x10ft Digital Screen must have Unipole Structure F-10 Service Road.	10 Nos. (6x3ft) 01 Nos. (20x10ft)

Details of site earmarked in TOR's, Maximum Size Could Not Be Exceeded After Commencement Of Auction.

- Auction will be held in accordance with the terms and conditions mentioned in TORs by the Directorate of Municipal Administration, MCI.
- The Terms and Conditions/ (TORs) for the Open Public Auction can be obtained from the office of Deputy Director DMA, MCI, Fire Headquarters Building, Sector G-7/1, Islamabad, on or before 19th November, 2025, on a written request on company letterhead along with a non-refundable pay order of Rs.10,000/- (Rupees Ten Thousand only) in favor of D.D.O, DMA, MCI.
- Interested participants shall submit a Pay Order/CDR of Rs.1.00 million (Rupees One Million only) as earnest money/bid security (for patch no 1, 2, 3, 4, 5, 6, 7, 8 & 9) & Pay Order/CDR of Rs.2.00 million (Rupees Two Million only) (For patch 10, 11 & 12) in favor of D.D.O, DMA, MCI along with requested eligibility documents mentioned in TOR's on or before auction day @ 10:00AM for issuance of TOKEN, only ONE token will be issued against ONE bid security.
- Earnest money of 2nd highest bidder will be retained until acceptance of the offer with highest bidder, in case of non-compliance/ failure/default of highest bidder, the same offer may be offered to 2nd highest bidder respectively on same terms and condition; upon discretion/decision of the authority. The security deposit will be forfeited of 1st and 2nd highest bidder respectively, in-case of the default.
- The OPEN PUBLIC AUCTION will be conducted on Wednesday 19th November 2025 at 11:30AM in the presence of the Auction Committee and all interested participants at the Conference Room, Mayor Office, G-6 Islamabad. The highest bid offered during the auction shall be provisionally accepted, subject to fulfillment of requisite criteria and final approval by the competent authority. Alternate day of Auction 20th & 21st November, 2025 in case of unsuccessful closing / remaining of first day of auction. Authority reserves right to issue additional TOR's & Tokens to bidders on alternate day of auction.
- The Authority reserves the right to cancel or reject the auction proceedings, or any individual bid, without assigning any reason, in accordance with the applicable rules as provided in PPRA.
- Only one representative per firm may participate in the auction.
- Firms/companies must be registered, having a valid NTN and must not be defaulters of any government department including MCI/CDA/FBR etc.