



# METROPOLITAN CORPORATION ISLAMABAD

(Directorate of Municipal Administration)  
Fire HQ, G-7 Islamabad

## “OPEN AUCTION”

**GRANT OF LICENSE FOR ESTABLISHMENT, OPERATION,  
MAINTENANCE & BEAUTIFICATION OF BACK-LIT ADVERTISEMENT  
WALLS ALONG ISLAMABAD EXPRESS HIGHWAY (KORAL <>  
FAIZABAD) ON YEARLY RENTAL BASIS FOR A PERIOD OF 03 YEARS,  
EXTENDABLE FOR FURTHER 02 YEARS WITH 10% INCREASE IN  
ANNUAL RENT FOR EACH YEAR INCLUDED (EXTENDED YEAR).**

The Directorate of Municipal Administration, Metropolitan Corporation Islamabad intends to conduct open auction for Establishment, Operation, Maintenance & Beautification of Back-Lit Advertisement Walls along Islamabad Express Highway (Koral <> Faizabad) on Yearly Rental Basis for a period of 03 years, extendable for further 02 years with 10% increase in annual rent for each year included (extended year) on same terms and conditions:-

Sr. No	Description	Location	Size of backlit	Quantity .	Auction rate quoted by bidders
1.	<b>Back-Lit Advertisement Walls</b>	Installed along the carriageway from <b>Koral to Faizabad</b>	Size of the backlit and exact location will be final after joint visit with first highest bidder	02 Nos.	Rates will be offered according to per sqft per annum
2.	<b>Back-Lit Advertisement Walls</b>	Installed along the carriageway from <b>Faizabad to Koral</b>	Size of the backlit and exact location will be final after joint visit with first highest bidder	03 Nos.	Rates will be offered according to per sqft per annum

**Note:-**

- The successful highest bidder shall be bound to display **25% advertisements (91 days per annum)** on DMA/MCI backlit displays **as and when required, free of cost**.
- The expenditure for backlit sheets, as required by the Authority, shall be borne by the contractor, including printing and display.
- The remaining **75% advertisements (274 days per annum)** shall be used by the bidder for **commercial advertisements**.
- The final rates shall be **calculated based on the First Highest Bidder's quoted rate (per sq. ft. per annum)** after a **joint site visit with the highest bidder**.
- One (01) year rent will be deposit in advance at the time of issuance of offer letter.

- Open 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 03rd February, 2026**, 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.2.00 million (Rupees Two Million only)** as **earnest money/bid security 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-complacence/ 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 **Tuesday 03rd February 2026 at 11:30 AM** 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 Wednesday 04 February, 2026 in case of unsuccessful closing 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.
- All Terms & conditions are subject to any other eligibility clause mentioned in the TORs documents.

**Director Municipal Administration**

Metropolitan Corporation Islamabad  
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