METROPOLITAN CORPORATION ISLAMABAD
DIRECTORATE OF MUNICIPAL ADMINISTRATION

URAAN PAKISTAN

NOTICE INVITING EXPRESSIONS OF INTEREST

Pakistan's Premier Government & Corporate Digital Branding Opportunity

The Metropolitan Corporation Islamabad (MCI) invites Expressions of Interest (EOIs) from leading national and multinational companies, public sector enterprises, financial institutions, telecom operators, automobile manufacturers, FMCG companies, technology firms, real estate developers and other reputable corporate organizations for the installation, operation and maintenance of Digital LED Branding Screens on selected pedestrian bridges along Islamabad Expressway and Srinagar Highway under a Three (03) Year Memorandum of Understanding (MoU). Islamabad Expressway and Srinagar Highway constitute the Capital's principal VIP Corridor. The primary objective of this initiative is to establish a dedicated Government Communication Network while providing an exclusive branding opportunity to selected corporate partners. It is not intended to function as a conventional multi-advertiser commercial platform.

Project Locations

- 08 Pedestrian Bridges along Islamabad Expressway
- 02 Pedestrian Bridges along Srinagar Highway
- Total: 10 Digital LED Branding Locations forming Islamabad's VIP Corridor

Salient Features

- Three (03) Year MoU.
- Maximum allocation of three (03) screens per company.
- During routine operations, 50%–70% of display time may be used exclusively for the selected company's own branding.
- Remaining display time shall remain reserved for MCI and other Government agencies.
- During any VIP/VVIP or diplomatic movement, all screens shall exclusively display content provided by the Ministry of Foreign Affairs, MCI or any other authorized Government agency. No commercial content shall be displayed during such periods.
- Third-party advertising, leasing, sublicensing or sale of advertising time shall not be permitted.
- The selected company shall bear all installation, operation and maintenance costs.

Eligibility Criteria

- Valid registration.
- Sound financial standing.
- Demonstrated technical capability.

Submission & Evaluation

EOIs shall be submitted in hard copy before the deadline. Eligible companies will make a technical presentation before the Evaluation Committee. Complete details are available in the EOI document.

Schedule Availability:

Immediately after publication.

Last Date: **16 July 2026.**

Technical Presentation: **17 July 2026 at 2:00 PM**.

General Conditions

MCI reserves the right to accept or reject any or all EOIs. Issuance of this EOI creates no legal obligation until execution of the MoU after approval by the Competent Authority.

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