

**GUIDELINES FOR**  
**COMPANIES/AGENCIES/CONSULTANTS/FREELANCER TO ASSIST**  
**FOR GENERATING BRANDING REVENUE FROM COACHES RUNNING**  
**IN TRAINS OVER PAKISTAN RAILWAYS NETWORK**

**Scope:**

These guidelines are prepared to invite Companies/Agencies/Consultants/Freelancers which includes Creative, Media, Digital, Outdoor, BTL Agencies and Freelancers/individual Freelancers/consultants to bring their clients and join hands in Pakistan Railways "Commercialization and Beautification of Pakistan Railways" initiative. Agencies/Consultants/Freelancers will be offered slab based Referral fee of the Total Revenue generated through their client base. Agencies/Freelancers will act on their Client behalf and Pakistan Railways will sign a tri-party agreement which will include Client, Agency and Pakistan Railways. Roles and responsibilities of each part will be clearly spelled out and the agency referral fee will also be specified in the agreement. Eligibility criteria for Agencies is developed and subsequently Agencies/Consultants/Freelancers will be invited through an advertisement in the Newspaper to give fair chance and working in the market. Agencies/Consultants/Freelancers meeting the established criteria will be registered with Pakistan Railways Commercial Department as preferred partners for bringing Clients for Branding at Pakistan Railways Assets.

**Pre-Qualification Criteria:**

**For Direct Branding by Companies:**

- a. Registration with Security and Exchange Commission of Pakistan.
- b. NIT Number.
- c. Minimum 10 Million Rupees annual turnover.
- d. Not blacklisted with any Federal/Provincial Government.
- e. Company representative nomination on letter head.

**For Agencies/Consultants/Freelancers:**

- a. Three years relevant experience of working with sound client base and bringing good Sponsors
- b. Should be a marketed Oriented
- c. Should have valid NTN number and be on Active Tax Payers List of FBR
- d. Should have proven track record for bringing business individually or through firm.
- e. Should have worked locally and preferably internationally.

- f. Financially sound and are not blacklisted with any Federal/Provincial Government.
- g. Minimum 25 Million Rupees annual turnover.
- h. Department or Public Sector Enterprise
- i. Have the required expertise in terms of HR, Technology tools to effectively attract, position and market Pakistan Railways Branding Opportunity to prospective clients.
- j. Minimum 10 coaches booking for advertisement.

**Referral Fee Based Structure:**

Following Referral Fee Structure is designed to compensate the agencies/freelancers for bringing business to Pakistan Railways for Branding Opportunity.

Revenue Amount Generated through Branding	Referral Percentage
Flat Referral Fee	10%

The Agencies/Freelancers will be paid Flat 10% Fees on the Revenue generated through their references and clients. Agencies/Clients will submit invoices/quarterly basis based on cumulative Revenue generated by them during the Quarter. Pakistan Railways will pay the Agencies/Freelancers after due verification for Business they have generated for Pakistan Railways. The payment to the Agencies/Freelancers will be made after realization/receiving payment from Clients and it will be paid as per the payment terms agreed with the client like any advance payment, quarterly payment or full payment after execution of Branding Agreements.

**Registration Form:**

The registration form for Agencies/Consultants/Freelancers is attached at Annexure-A.

**Tariff Detail:**

Following tariff will be charged for this activity:

Tenure	Asset	Tariff in RS.
1 Month	1 x Coach	500,000/-

**General Terms and Conditions:**

- i. Coaches will be offered for advertisement for first come first serve basis.
- ii. 10% Early Birds discount over and above for purchasing branding rights up to 31<sup>st</sup> March.
- iii. 10% discount will be offered in case of advertisement for 6 consecutive months.

## Application form for the Branding Opportunity

### A. Where the applicant is an individual:

Complete Name:

CNIC Number:

Address:

Mobile Number:

Phone Number:

Work Details:

### B. Where the applicant is a business:

Name of business:

Company type: (Sole Proprietorship/ Partnership/ Corporation etc.)

Business Registration Number

Address:

Mobile Number:

Phone Number

Work Details:

- iv. 20 % discount will be offered in case of advertisement for 12 consecutive months.
- v. Companies will allow to advertise inside and outside of the trains, however Railway management will identify the spaces for the earmarked.
- vi. Advertisement will be nice and presentable.
- vii. No objectionable content will be allowed at any cost.
- viii. Advertisement should preferably be designed by professional agencies.
- ix. All advertisements are subject to the approval of the concerned from Railways Authorities.
- x. Any damage to Railway Coach will be paid by the concerned Company/Agency/Freelancers/representatives.
- xi. On expiry of the term, the advertiser will be bound to restore the coaches in their original condition, color and design.
- xii. In addition to monthly payment in advance, the advertiser will give bank guarantee equivalent to one month fee.
- xiii. If for any reason, any advertisement cannot be exhibited or if the Railway Administration is unable to continue to exhibit the advertisement for the full term of the contract, the Railway will allow a proportional abatement of rental charges for the period of the non-exhibition but no other claim on account of non-exhibition will be admissible.
- xiv. The Railway reserves the right to refuse any advertisement without assigning any reason.

I hereby declare that all the information mentioned above is correct and I have attached all the required documents with the application.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**In Case of Company:**

Company Name: \_\_\_\_\_ Capacity: \_\_\_\_\_

Official Seal/Stamp

# EXCELLENT OPPORTUNITY FOR TRAIN BRANDING

## PASSENGER COACHES / FREIGHT WAGONS



Pakistan Railways invites Corporate Sector and renowned advertising agencies to advertise their Brands on its network of trains reaching out to millions of Consumers / Passengers.

Private Companies and Advertisement Companies / Agencies interested in availing this Opportunity are requested to contact the following persons for booking the coaches / wagons on first come, first serve basis. Application forms along with rates for Branding are available at Ministry of Railways website [www.railways.gov.pk](http://www.railways.gov.pk) / [www.pakrail.gov.pk](http://www.pakrail.gov.pk). For booking or further information, please contact the following officers:

**Amjad Ali Malik**

Director General Coordination  
Ministry of Railways Islamabad.

**051-9202012**

**Ali Rizwan Rizvi**

Chief Commercial Manager  
Pakistan Railways, Lahore

**042-99201736**

**Websites: [www.railways.gov.pk](http://www.railways.gov.pk) / [www.pakrail.gov.pk](http://www.pakrail.gov.pk).**