

REDAMCO

RAILWAY ESTATE DEVELOPMENT AND MARKETING COMPANY (PVT) LTD
MINISTRY OF RAILWAYS - STATE OWNED ENTERPRISE



INVITATION TO ADVERTISERS FOR SOCIAL MEDIA MARKETING

Railway Estate Development & Marketing Company (REDAMCO) Wholly owned subsidiary by Ministry of Railways, Government of Pakistan invites Expression of Interest (EOIS) from PID listed Digital Media Agencies

SCOPE OF WORK

Turn REDAMCO Into The Go-To Digital Hub For Pakistan's Railway-Real-Estate Story—Showcasing Prime Land Assets, Private-Sector Partnerships, And Sustainable Development In A Way That Sparks Curiosity And Drives Action. Build A Sleek, Bilingual (English/Urdu) Portal That Showcases Projects And Business Models Activate Verified Handles (Linkedin, Twitter, Instagram, Facebook) With A Content Cadence Of 4-5 Posts/Week, Spotlighting Success Stories, Stakeholder Interviews, And Behind-The-Scenes Glimpses. Run Targeted Campaigns On Google Ads, Linkedin Sponsored Content, And Local Pakistani Platforms Amplify Reach Among Investors and Developers, Deliver monthly dashboards tracking website traffic, social-media engagement, lead generation, and sentiment analysis, plus quarterly ROI review sessions.

Eligibility Criteria - Minimum three (3) years of verifiable experience in social/digital media management, digital-communication.

- Valid SECP registration, NTN, and an affidavit of Non-Blacklisting.
- Demonstrated experience in Parliamentary, Governance, or Reform-focused Digital Campaigns in Public sector will be given preference.

Submission Requirements Interested firms must submit the following documents on or before 09-01-2026

1. Company profile with details of relevant past clients/projects.
2. References from at least three (3) clients (public or private).
3. Copies of PID enlistment, SECP registration, NTN, and affidavit of non-blacklisting.
4. Portfolio or links to recent digital-media campaigns (preferably public-sector or governance-related).

Evaluation & Shortlisting will be evaluated and shortlisted in accordance with the guidelines and procedures prescribed by the Press Information Department (PID) for the empanelment of advertising and digital media agencies.

Note: The shortlisted agencies will be later on called for comprehensive presentation in front of the Evaluation Committee.

MANAGER MARKETING – (CELL 0329-5975969 & 0302-5269452)

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