

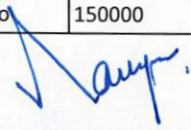

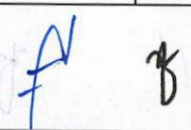
**Financial Bid Price of PIRANA Advertsing Pvt Ltd JV OF M&C SAATCHI**

**Stage 1 Teaser Campaign**

S. No.	Activity	Specification/Description					Sub Total	Grand Total
1	Talk Shows recording	<b>Range</b>						
	and telecast	<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Channel</b>		
		30 min		60 min			0	0
2	Soap Operas	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>			
		30 min		60 min			0	0
3	Agri Shows	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>			
		30 min		60 min			0	0
4	Social Media/Twitter and facebook	Face Book Cover Design,					<b>Unit rates</b>	
5	Mobile Communication	Facebook Header, Facebook Portrait, Facebook Landscape, Facebook Square/Page promotions					0	0
7	Designing of Posters	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Option 3</b>	<b>Unit Rate</b>	
		17" X22"	20000	24' X 36'	20000	22'X28'	20000	60,000
8	Designing of Brochures	<b>Range</b>						
		<b>Option 1</b>	<b>Unit Rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Option 3</b>	<b>Unit Rate</b>	
		8.27' X11.69'	25000	8.5" X14"	25000	11" X 17"	25000	75,000
9	Designing of Leaflets Front only and Front Back both	<b>Range</b>						
		<b>Option 1</b>	<b>Unit Rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Option 3</b>	<b>Unit Rate</b>	
		A5	25000	8.27" x 11.69"	25000	11.69" x 16.94	25000	75,000
<b>S. No.</b>	<b>Activity</b>	<b>Specification/Description</b>					<b>Unit rate</b>	
1	Submission of action plan						675000	675000
2	Proposal for Brand Name						100000	100000
3	Development of Logo						285000	285000
		<b>Range</b>						0
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		A4	250000 for 50 pages and 400000 for 100 pages	A5	250000 for 50 pages and 400000 for 100 pages			800000

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5	Designing of White Papers	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>		
		A4	15000				15000	15000
6	Info graphics	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>		
		2D	150000 per minutes	3D	250000/minutes	2D/3D Animated	500000/minutes	900000
7	Op-eds					50000	50000	
8	Press Releases					50000	50000	
9	Blogs	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		Tier 3 Blogs	75000	Tier 2 Blogs	150000	Tier 3 Blogs	250000	475000
10	Video Spots	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		HD		Ultra HD		4k		
		Canon 5D Mark 4	176000	Ursa Mini	346000	Arri Elexa	946,000	1,468,000
		3 way lightings	20000	KINO,HMI,DIDO lights	85000	KINO,HMI,DIDO lights	85000	190,000
		track S/R	15000	Creative writing	200000	Creative writing	200000	415000
		Zoom audio recorder	15000	Porta Jib	50000	Jimmy JIB	75000	140000
		2 adaptations	36000	4 channel Zoom with collar mics	20000	4 channel Zoom with collar mics	20000	76000
		02 DVDS	1000	4 adaptations	65000	4 adaptations	65000	131000
		creative writing	200000	04 DVDS	1400	04 DVDS	1400	202800
		01 USB 2.0	800	01 USB 3.0	1000	01 hard drive SSD	19000	20800
		production studio	200000	Prime Lens	30000	Prime Lens	30000	260000
				Proudcntion Studio	300000	production studio	350000	650000
		11	Podcasts	<b>Range</b>				
<b>Option 1</b>	<b>Unit rate</b>			<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
HD				Ultra HD		4k		
Canon 5D Mark 4	150000			Ursa Mini	150000	Arri Elexa	150000	450000
3 way lightings	20000			KINO,HMI,DIDO lights	20000	KINO,HMI,DIDO lights	20000	60000
track S/R				Creative writing		Creative writing		0
Zoom audio recorder	10000			Porta Jib	10000	Jimmy JIB	10000	30000
2 adaptations				4 channel Zoom with collar mics		4 channel Zoom with collar mics		
02 DVDS	1000			4 adaptations	1000	4 adaptations	1000	3000
creative writing	100000			04 DVDS	100000	04 DVDS	100000	300000
01 USB 2.0	800			01 USB 3.0	800	01 hard drive SSD	800	2400
								0
production studio	150000			Prime Lens	150000	Prime Lens	150000	450000

12	Print Ads	Designing in English & Urdu	production studio	2000/hr	production studio	25000	25000		
13	TVC's	<b>Range</b>							
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>		
		HD	0	Ultra HD	0	4k	0	0	
		Canon 5D Mark 4	176000	Ursa Mini	346000	Arri Elexa	946000	1468000	
		3 way lightings	20000	KINO,HMI,DIDO lights	85000	KINO,HMI,DIDO lights	85000	190000	
		track S/R	15000	Creative writing	200000	Creative writing	200000	415000	
		Zoom audio recorder	15000	Porta Jib	50000	Jimmy JIB	75000	140000	
		2 adaptations	36000	4 channel Zoom with collar mics	20000	4 channel Zoom with collar mics	20000	76000	
		02 DVDS	1000	4 adaptations	65000	4 adaptations	65000	131000	
		creative writing	200000	04 DVDS	1400	04 DVDS	1400	202800	
		01 USB 2.0	800	01 USB 3.0	1000	01 hard drive SSD	19000	20800	
		production studio	200000	Prime Lens	30000	Prime Lens	30000	260000	
				production studio	300000	production studio	350000	650000	
14	Documentaries	<b>Range</b>							
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>		
		HD	0	Ultra HD	0	4k	0	0	
		Canon 5D Mark 4	412000	Ursa Mini	492000	Arri Elexa	1092000	1996000	
		3 way lightings	40000	KINO,HMI,DIDO lights	60000	KINO,HMI,DIDO lights	60000	160000	
		track S/R	40000	Creative writing	200000	Creative writing	200000	440000	
		Zoom audio recorder	8000	Porta Jib	50000	Jimmy JIB	75000	133000	
		2 adaptations	36000	4 channel Zoom with collar mics	20000	4 channel Zoom with collar mics	20000	76000	
		02 DVDS	1000	4 adaptations	65000	4 adaptations	65000	131000	
		creative writing	200000	04 DVDS	2000	04 DVDS	2000	204000	
		01 USB 2.0	800	01 USB 3.0	1000	01 hard drive SSD	19000	20800	
		production studio	300000	Prime Lens	30000	Prime Lens	30000	360000	
				production studio	350000	production studio	400000	750000	
15	Social Media Page, website/content development					100000	100000		
<b>S. No.</b>	<b>Activity</b>	<b>Specification/Description</b>				<b>Unit rate</b>			
1	Organize High level Press Conference of each event	10. tier 1 Nos Media group covering the PC				1000000	1000000		
2	Intensive Media Coverage of the events	10. Nos Tier 1of newspaper and TV channels covering the event				100000	100000		
3	TV Talk Shows					700000	700000		
4	Press Ads	English & Urdu Tier 1 newspapers				1000000	1000000		

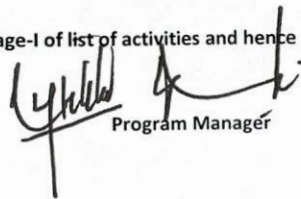
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5	Publication of Advertorials		500000	500000
6	Designing White Papers	A-4	21700	21700
7	Designing of Streamers	6x4 Feet with frame and fitting. China Flex OR Star Flex	7500	7500
10	Designing of Banners	3x10 Feet (Printed) China Flex OR Star Flex	5000	5000
11	Active Presence on Facebook	Per day activity charges including all social media platforms	20000	20000
<b>Total Bid Price (Inclusive of all applicable taxes) Item wise on actual basis is exluded</b>				<b>19,712,600</b>

**Note:**

The firm did not quoted the unit rates of Page-I of list of activities and hence provided the incomplete bid

  
Procurement Specialist

  
Program Manager

   
Program Officer, PIU    Rep. Planning & Development Board

Rep. Agri. Department

Program Director, PIU

**Financial Bid Price of Creative Junction Pvt Ltd.**

**Stage 1 Teaser Campaign**

S. No.	Activity	Specification/Description					Unit rate	
1	Talk Shows recording	<b>Range</b>						
	and telecast	<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Channel</b>	<b>Sub Total</b>	<b>Grand Total</b>
		30 min	32,400	60 min	64,800		97,200	97,200
2	Soap Operas	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>			
		30 min	54,000	60 min	108000		162,000	162,000
3	Agri Shows	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>			
		30 min	27000	60 min	54,000		81,000	81,000
4	Social Media/Twitter and facebook	Face Book Cover Design,					Unit rates	
5	Mobile Communication	Facebook Header, Facebook Portrait, Facebook Landscape, Facebook Square/Page promotions					5000	5000
7	Designing of Posters	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Option 3</b>	<b>Unit Rate</b>	
		17" X22"	2000	24' X 36'	2000	22'X28'	2000	6,000
8	Designing of Brochures	<b>Range</b>						
		<b>Option 1</b>	<b>Unit Rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Option 3</b>	<b>Unit Rate</b>	
		8.27' X11.69'	2000	8.5" X14"	2000	11" X 17"	2000	6,000
9	Designing of Leaflets Front	<b>Range</b>						
	only and Front Back both	<b>Option 1</b>	<b>Unit Rate</b>	<b>Option 2</b>	<b>Unit Rate</b>	<b>Option 3</b>	<b>Unit Rate</b>	
		A5	2000	8.27" x 11.69"	2000	11.69" x 16.94	2000	6,000
S. No.	Activity	Specification/Description					Unit rate	
1	Submission of action plan						FOC	0
2	Proposal for Brand Name						FOC	0

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3	Development of Logo						FOC	0
		<b>Range</b>						0
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		A4	2000/Page	A5	3000/page		5000	
5	Designing of White Papers	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>		
		A4	2000/page				2000	
6	Info graphics	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>		
		2D	FOC	3D	5400 per second	2D/3D Animat	5400 Per second	
							10800	
7	Op-eds						<b>25 per word</b>	25
8	Press Releases						5400 per publication	5400
9	Blogs	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		Tier 3 Blogs	1000	Tier 2 Blogs	2160	Tier 3 Blogs	5400	
							8560	
10	Video Spots	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		HD		Ultra HD		4k		
		Canon 5D Mark 4	5400 per shift	Ursa Mini	10800 per shift	Arri Alexa	86400/per shift	
		3 way lightings	2160 per light	KINO,HMI,DIDO lights	10800 per light/ per shift	KINO,HMI,DID lights	10800 per light per shift	
		track S/R	2000	Creative writing	5000	Creative writin	5000	
		Zoom audio recorder	2000	Porta Jib	2000	Jimmy JIB	16200 per shift	
		2 adaptations	FOC	4 channel Zoom with collar mics	5000	4 channel with collar	5000	
		02 DVDS	400	4 adaptations	FOC	4 adaptations	FOC	
		creative writing	5000	04 DVDS	800	04 DVDS	800	
		01 USB 2.0	1000	01 USB 3.0	1200	01 hard drive SSD	7020	
		production studio	2000/hr	Prime Lens	FOC	Prime Lens	FOC	
				Proudction Studio	2000/hr	production stu	2000/hr	
							4000	
		<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		HD		Ultra HD		4k		

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11	Podcasts	Canon 5D Mark 4	5400 per shift	Ursa Mini	10800 per shift	Arri Elexa	0	16200
		3 way lightings	2160 per light	KINO,HMI,DIDO lights	10800 per light per shift	KINO,HMI,DID lights	10800 per shift/per light	23760
		track S/R	2000	Creative writing	5000	Creative writin	5000	12000
		Zoom audio recorder	2000	Porta Jib	2000	Jimmy JIB	16200 per shift	20200
		2 adaptations	FOC	4 channel Zoom with collar mics	5000	4 channel Zoom with collar	5000	10000
		02 DVDS	400	4 adaptations	FOC	4 adaptations	FOC	400
		creative writing	5000	04 DVDS	800	04 DVDS	800	6600
		01 USB 2.0	1000	01 USB 3.0	1200	01 hard drive SSD	7020	9220
		production studio	2000/hr	Prime Lens	FOC	Prime Lens	FOC	2000
				production studio	2000/hr	production stu	2000	4000

12	Print Ads	Designing in English & Urdu					FOC	0
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13	TVC's	<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		HD	0	Ultra HD	0	4k	0	
		Canon 5D Mark 4	5400 per shift	Ursa Mini	10800 per shift	Arri Elexa	86400 per shift	102600
		3 way lightings	2160	KINO,HMI,DIDO lights	10800 per light /pr shift	KINO,HMI,DID lights	10800 per light /pr shift	23760
		track S/R	2000	Creative writing	5000	Creative writin	5000	12000
		Zoom audio recorder	2000	Porta Jib	2000	Jimmy JIB	16200 per shift	20200
		2 adaptations	FOC	4 channel Zoom with collar mics	5000	4 channel with collar	5000	10000
		02 DVDS	400	4 adaptations	FOC	4 adaptations	FOC	400
		creative writing	5000	04 DVDS	800	04 DVDS	800	6600
		01 USB 2.0	1000	01 USB 3.0	1200	01 hard drive SSD	7020	9220
		production studio	2000 per hr	Prime Lens	FOC	Prime Lens	FOC	2000
				production studio	2000	production stu	2000	4000

		<b>Range</b>						
		<b>Option 1</b>	<b>Unit rate</b>	<b>Option 2</b>	<b>Unit rate</b>	<b>Option 3</b>	<b>Unit rate</b>	
		HD	0	Ultra HD	0	4k	0	
		Canon 5D Mark 4	5400 per shift	Ursa Mini	10800 per shift	Arri Elexa	86400 per shift	102600
		3 way lightings	2160	KINO,HMI,DIDO lights	10800/pr light/pr shift	KINO,HMI,DID lights	10800/pr light/pr shift	23760

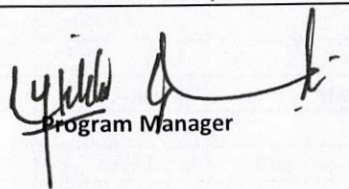
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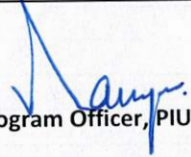
14	Documentaries	track S/R	2000	Creative writing	5000	Creative writin	5000	12000
		Zoom audio recorder	2000	Porta Jib	2000	Jimmy JIB	16200 per shift	20200
		2 adaptations	FOC	4 channel Zoom with collar mics	5000	4 channel with collar	5000	10000
		02 DVDS	400	4 adaptations	FOC	4 adaptations	FOC	400
		creative writing	5000	04 DVDS	800	04 DVDS	800	6600
		01 USB 2.0	1000	01 USB 3.0	1200	01 hard drive S	7020	9220
		production studio	2000 per hr	Prime Lens	FOC	Prime Lens	FOC	2000
				production studio	2000 per hr	production stu	2000 pr hr	4000

15	Social Media Page, website/content development	54000 per month	54000
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S. No.	Activity	Specification/Description	Unit rate	
1	Organize High level Press Conference of each event	10. tier 1 Nos Media group covering the PC	30000 per event	30000
2	Intensive Media Coverage of the events	10. Nos Tier 1of newspaper and TV channels covering the event	30000 per event	30000
3	TV Talk Shows		40000 for 30 minths	40000
4	Press Ads	English & Urdu Tier 1 newspapers	As per PID rate	0
5	Publication of Advertorials		As per PID rate	0
6	Designing White Papers	A-4	2000 per page	2000
7	Designing of Streamers	6x4 Feet with frame and fitting. China Flex OR Star Flex	800 per piece	800
10	Designing of Banners	3x10 Feet (Printed) China Flex OR Star Flex	900 per piece	900
11	Active Presence on Facebook	Per day activity charges including all social media platforms	5000 per day	5000
<b>Total Bid Price (Inclusive of all applicable taxes) Item wise on actual basis is exclud</b>				<b>1,234,405</b>

  
Procurement Specialist

  
Program Manager

  
Program Officer, PIU

  
Rep. Planning & Development Board

Rep. Agri. Department

Program Director, PIU