



No. PSC/HQ-CC/Consultant/14-2017/  
**Punjab Seed Corporation**  
4-Lytton Road, Lahore

Tele: 042 9921 2571-74  
Fax: 042 9921 2570

**EXPRESSION OF INTEREST (EOI) FOR PRE-QUALIFICATION OF CONSULTING FIRMS**

Punjab Seed Corporation (PSC) is a semi-autonomous body of the Government of the Punjab, established under Punjab Seed Corporation Act 1976 plans to revamp the Marketing strategy of seed business.

- ❖ The Expression of Interest (EOI) from the firms, for the Development and Deployment of a Strategic Marketing Plan consist upon assessment and Diagnostics leading to Development of Marketing Strategy and Plan, Facilitating and Monitoring the Deployment of the Marketing Plan, Ongoing Marketing Advisory Support to PSC, who are on Active Taxpayers List of the Federal Board of Revenue for the services of Marketing Management/Research Services. Method of selection will be Quality and Cost Based.
- ❖ Expression of Interest documents containing detail terms and conditions, deliverables, Criteria, etc. can be obtained from the office of the undersigned by submitting a written request after payment of a non-refundable tender price of **Rs.1,000/-** (Rupees One thousand only) in the form of DD/PO/CDR by or before **28-08-2017**. EOI can also be downloaded from the websites [ppra.punjab.gov.pk](http://ppra.punjab.gov.pk) or on PSC website [psc.agripunjab.gov.pk](http://psc.agripunjab.gov.pk). In case of downloaded documents, EOI fee must be attached in the form of DD/PO/CDR at the time of submission of the bid, failing which, the bid shall not be entertained.
- ❖ The expression of interest, prepared in accordance with the instructions in the EOI documents, must reach at the below mentioned address on or before **28-08-2017 at 11:00 AM**. The same will be opened at **11:30 am on same day** in presence of representative of firms who may wish to attend.
- ❖ Further details can be obtained from the office of the undersigned during office hours on all working days.

**Director Administration**  
Punjab Seed Corporation  
4-Lytton Road, Lahore  
Ph.042-99212571-5  
Fax:-042-99212570  
[psmd@psc.punjab.gov.pk](mailto:psmd@psc.punjab.gov.pk)