



TransPeshawar (The Urban Mobility Company)

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Corrigendum/Addendum

Provision of Advertising Services and Documentary Video Production for the Peshawar BRT System

Date: July 5, 2025

IFB No. TPC/COM/OCB/Advertising/2024-25/001

1. Reference to TransPeshawar (The Urban Mobility Company) advertisement regarding **“Provision of Advertising Services and Documentary Video Production for the Peshawar BRT System”** published in The Frontier Post, Dawn and Daily Jung dated **19th June, 2025**.
2. The deadline for submission of bid is extended and rescheduled as **July 14, 2025, 02:30 PM (PST)**. Bids will be opened on same day, **July 14, 2025, 02:45 PM (PST)**, in the presence of the bidders or their authorized representatives, who choose to attend.
3. Minor revision/corrections also been made to Bid Solicitation document. The corrigendum to the effect may be inspected at the websites of TransPeshawar (<http://transpeshawar.pk/>) and KPPRA (<http://www.kppra.gov.pk/>).
4. Other terms and conditions shall remain the same.

Chief Executive Officer, TransPeshawar (The Urban Mobility Company)
TransPeshawar Head Office First (1st) Floor, Main BRT Depot,
Opposite NHA Complex, Khyber Pakhtunkhwa.
Contact Number: 091-2621393-5.

Corrigendum

To

Bid Solicitation Documents For Provision of Advertising Services and Documentary Video Production for Peshawar BRT System

Date: July 5, 2025

Tender No: TPC/COM/OCB/Advertising/2024-25/001

Procuring Entity: TransPeshawar (The Urban Mobility Company)



Bid Solicitation Documents

Procurement Title	Provision of Advertising Services and Documentary Video Production for Peshawar BRT System
Source of Funding	Govt of Khyber Pakhtunkhwa
Tender Ref. No.	TPC/COM/OCB/Advertising/2024-25/001
Bid Security	Two (02) % of bid/quoted price in Pak Rupees in shape of Call Deposit Receipt (CDR) from a scheduled bank of Pakistan in the name of Chief Executive Officer, TransPeshawar (The Urban Mobility Company). The bid security shall be submitted from the account of the bidder who submits the bid. A bid not accompanied by compliant bid security shall be rejected as non-responsive.
Date of Invitation	June 19, 2025
Deadline for Submission of Bids	July 7, 2025, 11:30 AM (PST) July 14, 2025, 02:30 PM (PST)
Date of Bid Opening	July 7, 2025, 11:45 AM (PST) July 14, 2025, 02:45 PM (PST)
Place of Submission	Reception Desk, First (1st) Floor, TransPeshawar Head Office, Main BRT Depot, GT Road, Chamkani, Peshawar, Pakistan.

			<p>TransPeshawar and approved prior to production.</p> <ul style="list-style-type: none"> Filming in full 4K resolution with professional color grading, audio mastering, mixing with suitable lighting Videos to include interviews with relevant stakeholders, as required by TransPeshawar. Celebrity influencer where required to be utilized with prior approval from TPC Infographics, animations, and visual effects to enhance storytelling. Voiceovers in Urdu, Pashto, and English, with prior approval of voice samples by TransPeshawar. Start and end of each video to feature unique themes and branding consistent with TransPeshawar's image. Sample draft video to be presented to TransPeshawar for approval of content, video quality, voice quality etc. Contract must include all elements of production including script, story board, shoot, direction, editing, animations, infographics, voiceovers, translations use of model as required. Service provider shall be responsible for all these costs. Equipment: Use of drones (with prior permission), lighting, microphones, and stabilizers Approvals: Concepts, scripts, and edits must be shared for approval during all stages Deliverables: Final videos in MP4, MKV, AVI, and MPEG formats on USB. Raw footage must also be shared. Ownership: All copyrights and usage rights shall be retained by TransPeshawar Timeline: Each video shall be completed within 30 working days from date of brief
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2.3 Graphic Designing, Photography, Videography, and Video Editing Services through Deputation of Creative and Media Staff

The Service Provider shall deploy two dedicated human resources to provide graphic designing, photography, videography, and video editing services. The staff shall be approved by TransPeshawar and dedicated solely to tasks assigned by the Client.

Sr.	Designation	Quantity	Description
1	Graphic Designer	01	<ul style="list-style-type: none"> Responsible for creating high-quality graphic designs for print and digital media, including social media content, posters, and public service messages.

- viii. In case of any change of approved PID / APNS Government Rates for any newspaper or publication, inform TransPeshawar before publication of Advertisement in the said publication.

3.2 Obligations regarding Video Production:

- i. Develop scripts and storyboards for videos in consultation with TransPeshawar, within one week of TransPeshawar's notifying of the requirement of a video. Ensure the script is developed according to the brief shared by TransPeshawar.
- ii. Ensure approval of concept, script and storyboard before start of shoot.
- iii. Record relevant interviews in Urdu, Pashto, and English, as required by TransPeshawar.
- iv. Produce and deliver each video within three (03) weeks of script approval.

v. Technical Specifications:

- A. **Filming:** Ensure filming in full **4K resolution** with professional color grading, shading, tonality and high-quality sound as specified below. Video and sound quality to be approved by TransPeshawar at appropriate stages.
 - B. **Camera and Lens Specifications:** The service provider shall use professional-grade cinema cameras with a minimum Super 35 mm or full-frame sensor and high-quality lenses (f/2.8 or faster) to ensure superior image quality, dynamic range, and depth of field.
 - C. **Color Depth and Color Grading:** Videos shall be recorded at a minimum of 24 fps or 30 fps, using a high-bitrate codec with 10-bit color depth or higher to ensure flexibility in post-production and high-quality color grading.
 - D. **Lighting:** The service provider shall use professional lighting equipment (e.g., LED panels or soft boxes) ensure accurate color reproduction. Lighting shall be customized for each scene to enhance mood, depth, and visual clarity, with setups approved by TransPeshawar prior to shooting.
 - E. **Sound Quality:** Audio shall be recorded using professional-grade shotgun or lavalier microphones at a minimum of 48 kHz and 24-bit depth. Post-production shall include basic audio processing (e.g., noise reduction, equalization, and mastering) to ensure clear dialogue and synchronized audio-video output. Voiceovers in Urdu, Pashto, and English may be required as per project needs.
 - F. **Stabilization:** The service provider shall use stabilization equipment (e.g., gimbals, Steadicams, or sliders) to ensure smooth camera movements for all shots, including drone footage. Shaky or unstable footage will not be accepted unless approved by TransPeshawar for specific artistic purposes.
 - G. **Post-production** shall be conducted using professional editing software (e.g., Adobe Premiere Pro, DaVinci Resolve, or Final Cut Pro). Final videos shall be delivered in 4K resolution (3840 x 2160) with professional color grading. The service provider shall provide at least two rounds of revisions based on TransPeshawar's feedback at no additional cost.
 - H. **Drone footage** shall be captured using professional-grade drones with 4K or higher recording capability. The service provider shall comply with all local aviation regulations and obtain prior approval from concerned authorities and TransPeshawar for drone shoots within the BRT corridor.
 - I. **Accessibility Features:** Sign language translations shall be synchronized with the audio, and displayed clearly in the corner of the screen. Closed captions in Urdu, Pashto, and English shall be provided, formatted for accessibility with high-contrast text and a minimum font size, approved by TransPeshawar.
 - J. **Third-Party Music and Assets:** If music or stock footage is used, require royalty-free or fully licensed assets with proof of licensing provided to TransPeshawar to avoid copyright issues.
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- vi. Ensure a consistent visual and audio style (e.g., color palette, transitions, music themes) across all videos to reinforce TransPeshawar's branding. However same shots should not be repeated in the same or separate videos; Use unique shots for each video, avoiding repetition of footage across videos.
 - vii. Incorporate drone shots, infographics, animations, and visual effects to enhance video quality as necessary and as required by TransPeshawar
 - viii. ~~Celebrity Influencers or spokespersons to be engaged as required by TransPeshawar.~~
 - ix. ~~All models, celebrities,~~ voice overs (Urdu, English, Pashto) to be approved from TransPeshawar to ensure they are in sync with TransPeshawar's image.

- x. Costs of all models, celebrities, voice over artists, drone usage, animations, infographics, addition equipment such as drones, and permissions thereof etc. to be incorporated in the total production cost and borne by the service provider.
- xi. The videos should be presented to TransPeshawar for approval during various stages and edited as required
- xii. Provide videos to TransPeshawar in multiple formats (mkv, avi, mp4, mpeg) to facilitate dissemination on plasma screens at BRT stations and online platforms and other platforms as needed. (PowerPoint presentations, digital screen, smd screens etc)
- xiii. Submit raw footage of all shoots and editable digital formats of final videos to TransPeshawar, along with the final 4K video deposited on a USB prior to final payment.
- xiv. Store all raw footage and provide it to TransPeshawar upon request.
- xv. Obtain prior approval from TransPeshawar for any video shoots within the BRT corridor or stations.
- xvi. Perform any additional activities required to produce high-quality documentary videos.
- xvii. Copyrights of video shall belong to TransPeshawar;

3.3 Obligations regarding Graphic Designing, Photography, Videography, and Video Editing Services through Deputation of Creative and Media Staff

- i. Depute two dedicated two (02) Creative and Media Staff to TransPeshawar namely: Graphic Designer and Photographer/Videographer
- ii. Ensure that both staff members are deputed from the first month of the agreement at the TransPeshawar office
- iii. Ensure staff are equipped with suitable Laptops/PCs for their tasks, with all costs borne by the service provider.
- iv. Ensure provision of photography / videography equipment for Photographer / videographer including but not limited to High quality camera, Tripod, lights, memory cards and required cables and other equipment as per specifications in clause 3.3.1.
- v. In the event of any damage, malfunction, or performance issues with the equipment provided under this contract, the Service Provider shall be responsible for repairing or replacing the affected equipment within a timeframe stipulated by TransPeshawar, based on the nature and criticality of the equipment. For critical equipment (e.g., cameras, laptops, drones), the replacement or repair shall be completed within one week from the date of notification. All repair or replacement costs shall be borne by the Service Provider, and service delivery must continue without disruption during the resolution period.
- vi. Ensure staff are paid at least two times the prevailing minimum wage (PKR 37,000) and adhere to the work schedule (5 days a week, 8 hours per day).
- vii. Submit CVs, portfolios, and samples of previous work for TransPeshawar's approval prior to staff deployment.
- viii. Ensure staff produce high-quality graphic designs, photographs, videos, and edited content as per TransPeshawar's requirements and brand guidelines.
- ix. Ensure staff Coordinates with TransPeshawar's Communication Department and report to the Communication Specialist for task assignments.
- x. Deliver all graphic designs, photographs, and videos in formats specified by TransPeshawar, with editable files provided upon request.
- xi. Ensure staff comply with all applicable federal, provincial, and local laws, including labor and environmental laws, and possess necessary permits or licenses.
- xii. Maintain a clean and professional work environment during shoots or installations, restoring any property to its original condition if damaged.
- xiii. Staff deputed shall remain under the direction of TransPeshawar throughout the tenure.
- xiv. Any substitution or replacement of deputed staff must be approved by TransPeshawar.
- xv. In the event that TransPeshawar is not satisfied with the performance or conduct of the deputed resource, the Service Provider shall be obligated to replace the individual upon request from TransPeshawar, without any delay or additional cost.
- xvi. All intellectual property created by the deputed staff under this contract shall be the sole property of TransPeshawar.