



EXPRESSION OF INTEREST FOR Acquisition of Kids TV Channel



Shalimar Recording & Broadcasting Company Limited invites workable proposals from reputed private media companies / firms to acquire SRBC's Kids' TV channel on Public private partnership basis.

SRBC Will Offer

- State of the art master control room and transmission studios
- Digital transmission facility
- Power backup plan in case of power failure
- Fully paid rights for Satellite transmission
- Transmission available via satellite to 58 major countries of the world
- Trained and qualified Transmission Engineers
- Administrative and managerial support

Seek Expression of Interest:

Financial Bid for acquiring the kid's Channel

Terms and Conditions:

- Security / earnest money: Rs. 05 Million at the time of award (Refundable)
- Organization's portfolio
- All proposals shall be evaluated in light of SRBC's Standard Operating Procedures,
- Policy guidelines and necessary approvals
- Kids Channel content will conform to the PEMRA code of conduct
- SRBC reserves the right to accept or decline any proposal
- The proposing party shall not have the right to challenge SRBC's decision
- SRBC shall hold complete editorial control over the content
- PPRA rules will be observed

Eligibility Criteria

- The companies / firms duly registered with SECP
- Strong professional credentials and a solid financial profile
- Never been a defaulter of SRBC
- NTN

Last date of submission is 17th January, 2022

All envelopes may please be duly sealed and comprised of two separate proposals i.e. Partnership proposal and Projected Financials.

All proposals shall be reviewed on merit and qualifying parties shall be reached out to for a detailed discussion;

ADEEL SATTAR

Director (Finance)

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