



# EXPRESSION OF INTEREST FOR Acquisition of FM Radio Network



Shalimar Recording & Broadcasting Company Limited invites workable proposals from reputed private media companies / firms to acquire SRBC's Nine (9) FM Radio Stations in major cities; Islamabad, Lahore Karachi, Peshawar, Quetta, Faisalabad, Hyderabad, Multan, and Daska in the following manner.

- Acquire entire network of 9 FM Radio stations, or
- Acquire stand alone station in any of the city indicated above or,
- Combination of stations in the cities indicated above

#### SRBC Will Offer

- Only FM network of Pakistan with Nine Stations in major cities: Islamabad, Lahore Karachi, Peshawar, Quetta, Faisalabad Hyderabad, Multan, and Daska, on One frequency 94.6 MHz
- Connected with Headquarters Islamabad for national wide transmission
- Capable of local transmission
- Fully operational for 24-hour transmission
- Manned by qualified Engineers, programmers and transmission staff
- Caters to over half of country's population
- Average 4-5 Engineers and transmission staff
- Fully operational recording and transmission studios
- Liabilities up to the date of outsourcing will be the responsibility of SRBC
- Administrative and managerial support

#### Seek Expression of Interest:

Financial Bid for acquiring FM Radio Stations as mentioned in para 1 above

#### Terms and Conditions:

- Security / earnest money: Rs. 1 million for single station, Rs. 1.5 for combination of stations upto three station, Rs. 2.5 million for entire network at the time of award (Refundable)
- Organization's portfolio
- All proposals shall be evaluated as per SRBC's Standard Operating Procedures Policy guidelines and necessary approvals
- 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

#### Eligibility Criteria

- The Companies or firm duly registered with SECP
- Strong professional credentials and a solid financial profile
- Never been a defaulter of SRBC.
- NTN

#### Last date of submission is 17<sup>th</sup> January, 2022

All envelopes must be duly sealed and must comprise 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)**

Shalimar Recording & Broadcasting Company Limited

Plot 36, Sector H-9, Islamabad (Pakistan)

Tele No. (92-51) 9265601-605 (5 Lines)

E-mail: [contact@srbc.com.pk](mailto:contact@srbc.com.pk)

PID(I) 4353/21