

**GOVERNMENT OF PAKISTAN
MINISTRY OF RAILWAYS
ISLAMABAD**

No. 22/3/2021-R.B (Advt-Agencies)

Islamabad 9th July, 2026

The Director/Advertisement

Press Information Department (PID)
Ministry of Information and Broadcasting,
Government of Pakistan,
Islamabad

Subject: - **APPOINTMENT OF ADVERTISEMENT AGENCIES**


Please arrange the publication of the enclosed advertisement under classified column of newspapers according to requirement specified below: -

| | |
|--------------------------|---|
| Purpose | Appointment of Advertisement Agencies |
| Language (s) | English |
| Region (s) | Rawalpindi/Islamabad, Karachi and Lahore |
| No. of insertion (s) | One (1) |
| Date of Publication | 12-07-2026 |
| Any special instructions | Ordinary & Black & White |
| Publication in | Two (2) Leading Urdu Newspapers Two (2) Leading English Newspapers |

2. It is, certified that necessary funds within the sanctioned budget grant are available to meet the entire cost of this advertisement. After receiving of verified bills passed by PID, payment will be made within 15 days.

3. The expenditure is debit-able against the budget grant of this Ministry/Division/Department, under the head: -

Major Head A03907
Minor Head A03907
Demand No. Grant No. 134-Pak-Railways
For the Year 2026-27


(MUHAMMAD HASEEB IMDAD)
Assistant Director/Railway Board
051-9207650

Copy to: -

1. PS to Secretary Railway Board, Ministry of Railways, Islamabad.
2. Director/IT, Pakistan Railways, Headquarters Office, Lahore alongwith copy of advertisement with the request to upload the same on website of Pakistan Railways.
3. Assistant Director/IT, Ministry of Railways, Islamabad alongwith copy of advertisement with the request to upload the same on website of Pakistan Railways.
4. Director/Administration, Ministry of Railways, Islamabad.
5. Office of Director (Media), Ministry of Railways, Islamabad.
6. **Mr. Ahsan Farooq, Account Director, Manhattan Communication (Pvt) Ltd,** office No. 201, 2nd Floor, Mushtaq Mansion, Blue Area, Islamabad



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**EXPRESSION OF INTEREST (EOI)
APPOINTMENT OF ADVERTISING AGENCIES**

1. Ministry of Railways (MOR) intends to hold an open competition for the **Appointment of Advertising Agencies** for handling of Advertisements/Publicity Assignments etc for a period of two years.
2. All the advertising agencies enlisted with press information department (PID), Government of Pakistan (**excluding suspended/blacklisted advertising agencies**) are requested to submit their profiles, designs and artwork for print, electronic, Digital, Social as well as outdoor Advertising regarding display Advertisement, Even Management and its related jobs in Room No. 427 4th Floor Ministry of Railways, Islamabad (**both soft as well as hard copies**)
3. Last date of Submission is **28th July, (Tuesday) 2026 1600 hours.**
4. Selection /Appointment of Advertising Agencies will be made in accordance with Guidelines and Procedure of Advertisement Policy 2021, issued by Press Information Department (PID).
5. For eligibility criteria and further details, please refer to PID's Advertisement Policy-2021 available on www.pid.gov.pk.

(ARIF-UR-REHMAN)

Director/Administration
Ministry of Railways, Pak-Secretariat, D-Block
Islamabad
Phone No. 051-9205154