

EXPRESSION OF INTEREST (EOI)

FOR

STRATEGIC E-COMMERCE PLATFORM PARTNERSHIP UNDER
PUNJAB E-COMMERCE INITIATIVE
EOI No: E20042026-1



Punjab Information Technology Board (PITB)

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1. GENERAL

Punjab Information Technology Board (PITB) intends to invite EOI proposals from interested Strategic Platform / Partners. All well-reputed, registered and established e-commerce platforms having requisite technical and operational capabilities are invited to participate in the EOI process for the above said Project through submission of their proposals.

2. PURPOSE OF THIS DOCUMENT

The purpose of this document is to shortlist / qualify eligible applicant(s), capable of accomplishing the tasks outlined in this document. The applicants are required to provide profiles of their firm comprising experience, personnel and financial strength along with proposed technical requirements.

3. TERMS AND CONDITIONS OF THE PRE-QUALIFICATION

Definitions

In this document, unless there is anything repugnant in the subject or context:

- I. Applicant means the party which submits a proposal in response to this EOI Document.
- IV. "Authorized Representative" means any representative appointed, from time to time, by the Applicant, Purchaser or Client.
- V. "Purchaser" and "Client" means the Punjab Information Technology Board (PITB), or any other entity for the time being or from time to time duly appointed in writing by the Government to act as Purchaser for the purpose.
- VI. "Day" means calendar day.
- VII. "Employer" means Purchaser and/or Client.
- VIII. "EOI Document" means the Expression of Interest Document in consideration.
- IX. "Person" includes an individual, an association of persons, firm, company, corporation, institution and organization, etc.
- X. "Prescribed" means prescribed in the EOI Document.

Disclaimer

This EOI document for "STRATEGIC E-COMMERCE PLATFORM PARTNERSHIP UNDER PUNJAB E-COMMERCE INITIATIVE" ('the Project') contains brief information about the Project and qualification process. The purpose of the Document is to provide the applicants with information to assist the formulation of their EOI proposal and to qualify Interested Parties / Firms.

While all efforts have been made to ensure the accuracy of information contained in this EOI Document, this document may not contain all the information required by the Applicants. The Applicants should conduct their own independent assessment, investigations and analysis and may prepare their proposals in the light of relevant experience and international best practices. PITB, Government of the Punjab, or any of its employees or advisors/consultants, shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the EOI Document.

PITB reserves the right to change any or all conditions / information set in this EOI Document by way of revision, deletion, updating or annulment through issuance of appropriate advertisement as the Client may deem fit in accordance with the PPRA Rules 2014. Participation in the EOI process does not qualify any applicant for the next stage of the procurement process.

PITB, and any other Government Department will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the EOI proposal to be submitted in terms of this Document.

Introduction

The Punjab e-Commerce Initiative is a flagship project of the Punjab Information Technology Board (PITB), aimed at digitally enabling and scaling Small and Medium Enterprises and e-commerce businesses across the province. The Initiative provides end-to-end support to businesses transitioning from traditional operations to digital commerce, covering product development, branding, digital marketing, logistics facilitation, and marketplace onboarding.

At the core of the Initiative are E-Commerce Readiness Hubs, where selected SMEs receive structured capacity building including product collateral development, photography, marketing content, and digital store setup before being formally on boarded onto a partner marketplace platform.

PITB is now seeking to onboard a qualified e-commerce marketplace operating in Pakistan as a strategic platform partner. The selected platform will receive a pipeline of market-ready sellers developed and prepared by PITB, and will be expected to provide an enabling environment for their growth and scalability.

4. Scope

The main scope of the partnership involves facilitation and integration of upscaled sellers from the e-commerce readiness hubs across Punjab. The idea is to give them access to the wide buyer base and helping them in selling their products nationwide and international. The main items included in scope are:

Product Listing & Marketplace Access

1. Free registration on offered platforms
2. Dedicated storefront or seller account for the upscaled sellers on the partner platform.
3. Priority listing and promotional placement for selected product categories.
4. Access to the platform's existing registered buyer base.

Order Management & Fulfillment

1. Integration of order management systems for seamless processing.
2. End-to-end fulfillment support including warehousing (owned or rented), logistics, and last-mile delivery.
3. Real-time tracking and reporting of order completion rates.

Commercial & Revenue Arrangements

1. Negotiated commission/margin structure on per-item or per-transaction basis.
2. Revenue-sharing or profit-participation arrangements, including potential equity or income-sharing mechanisms.
3. Transparent settlement cycles and reconciliation reporting.

Marketing & Customer Acquisition

1. Joint digital and traditional marketing campaigns.
2. Agreed monthly marketing budget commitments
3. Co-branded promotional activities targeting expanded customer segments.

Technology & Data

1. API integration or data exchange protocols as mutually agreed.
2. Access to platform analytics including traffic, conversion rates, and customer behavior insights.
3. Data privacy and security compliance with applicable laws and regulations.

5. INSTRUCTIONS TO APPLICANTS

5.1 Submission of Proposal

Applications for EOI containing separate EOI Proposals, one original and one (01) copy should be submitted in separately sealed envelopes to be delivered to Development & Procurement office, Punjab Information Technology Board, no later than **1100 hours** on last date of submission of proposals i.e. **05th May, 2026**. Late proposals shall not be considered. Proposals shall be publicly opened in the Committee Room of Punjab Information Technology Board, 11th Floor, Arfa Software Technology Park, 346-B, Ferozpur Road, Lahore on **1130 hours** on **05th May, 2026**. In case the last date of proposal submission falls in / within the official holidays / weekends of the Purchaser, the last date for submission of the proposals shall be the next working day.

Pre-Proposal Meeting schedule:

Date: 28th April, 2026 at 1200hrs

Venue: 11th Floor, Arfa Software Technology Park, 346-B, Ferozpur Road, Lahore

The proposals are to be prepared in English language. The applicants must provide complete information along with supporting documents. Any lapses to provide essential information may result in disqualification of the applicant.

All documents submitted by the firms should preferably be delivered in one packet/parcel for ease of handling and to avoid loss of documents. Any misleading statement(s) or information by any applicant will result into disqualification at any stage.

The Applicants can seek any clarification regarding the project, pre-qualification documents or evaluation criteria from the following:

Primary Contact

Chaudhry Ahmad Islam Syan

Project Director (eGOV)

Punjab Information Technology Board, Government of Punjab

Email: ahmad.islam@pitb.gov.pk

11th Floor, Arfa Software Technology Park, 346-B,

Ferozpur Road, Lahore, Pakistan.

Ph: 042-99000000

Mohammad Mamoon Hamid

Manager Partnerships (eGOV)

Punjab Information Technology Board, Government of Punjab

Email: mamoon.hamid@pitb.gov.pk

11th Floor, Arfa Software Technology Park, 346-B,

Ferozpur Road, Lahore, Pakistan.

Ph: 042-99000000

Secondary Contact

Muhammad Rizwan UI Haque

Joint Director (Development)

Punjab Information Technology Board, Government of Punjab

Email: rizwan.haque@pitb.gov.pk

11th Floor Arfa Software Technology Park, 346-B, Ferozpur Road, Lahore.

Phone: 042-99000000

Interested Parties should note that during the period from the receipt of the proposal and till further notice from the Primary Contact, all queries should be communicated via the Primary Contact in writing or e-mail only. In the case of an urgent situation where the Primary Contact cannot be contacted, the Interested Parties may alternatively direct their enquiries through the Secondary Contact.

Interested Parties/ are also required to state in their proposals the name, title, fax number and e-mail address of their authorized representative through whom all communications shall be directed until the process has been completed or terminated.

The Employer will not be responsible for any costs or expenses incurred by Interested Parties in connection with the preparation or delivery of proposals.

5.2 Qualification Criteria

5.2.1 General

EOI will be based on all the criteria given in succeeding sections regarding the Applicant's financial soundness, experience, personnel and technical solution as indicated by the Applicant's responses in the forms given in this document.

5.2.2 Mandatory Basic Requirements

Only those applicants fulfilling the following basic requirements shall be considered for further evaluation (relevant documents to be attached):

- i. **Requirements to be Fulfilled by the Applicant** Certificate of Company/Firm Registration/Incorporation under the laws of Pakistan from last three (3) years
- ii. Valid Income Tax Registration
- iii. Valid Sales Tax Registration (Status should be active with the relevant authority)
- iv. The firm is not blacklisted by the procuring agency and PPRA.
- v. The documents/photocopies provided by the firm with its Proposal are authentic. (In case of any fake/bogus document found at any stage of the procurement process, the firm shall be black listed as per Rules / Laws.).
- vi. Audited Financial Statements (Last 3 Years)
- vii. Platform Screenshots / Live Demo Link
- viii. List of active Sellers & Buyers
- ix. Google Analytics / Traffic Report (Last 12 Months)
- x. Warehouse Ownership / Lease Agreements
- xi. Marketing Budget Evidence / Plans
- xii. Contract agreements / Partnership Proposal (if any)

5.2.3 Weightage /Marks

Distribution of Weightage/Marks shall be as under:

Category	Parameter	Marks	Criteria / Scoring Bands
Platform Value (15 Marks)	No. of Product Categories	6	Less than 5 = 2 5-15 = 4 More than 15 = 6

	Number of Listed Products	5	< 5,000 = 0 5,000–10,000 = 2 > 10,000 = 5
	Conversion Rate	2	<3%= 1 3-5% = 1.5 >5% = 2
	Shopping Cart Abandon Rate	2	>50% = 1 40-50% = 1.5 <40% = 2
Customer & Supplier Base (20 Marks)	Total Completed Orders (Last Year)	8	50K–100K =2 101K–200K = 4 > 200K = 8
	Total No. of Registered Sellers	4	501–1,000 = 1 1,001–2,000 = 3 > 2,000 = 4
	Active Sellers vs. Registered Sellers (%)	2	< 10% = 1 10–30% = 1.5 >30% = 2
	Total No. of Registered Buyers	4	< 100K = 1 100K–500K = 2 > 500K = 4
	Platform Avg. Monthly Traffic	2	< 100K = 1 100K–500K = 1.5 >500K = 2
Revenues (15 Marks)	Average Order Value (PKR)	3	<1K = 1 1K – 4K = 2 >4K = 3
	Last Year Sales (PKR Million)	5	< 100 = 1 100–500 = 3 >500 = 5
	Platform Commission / Item Margin	2	<5% = 2 6–15% = 1.5 >15% = 1
	Last Month Sales (PKR Millions)	5	< 20M = 1 20–50M = 3 >50M = 5
Operational Strength (15 Marks)	Order to Completion Ratio	5	<60% = 1 60–75% = 3 >75% = 5
	No. of Warehouses	5	1–2 = 3 >2 = 5
	Total Team Size	5	< 50 = 1 51–100 = 3 > 100 = 5
Technology (15 Marks)	Mobile App availability	3	No App = 0 Mobile App Available = 2 Mobile App with 4+ rating and min 1k reviews = 3
	Modern Tech Stack with AI capabilities	5	Tech Stack with No AI integration = 1

			Tech Stack with limited AI integration = 2 Self Code stacks with AWS/Azure/GCP based platforms = 5
	Platform Uptime with dedicated hosting (cloud or local)	2	< 95% = 0 95 – 98% = 1 >98% = 2
	API integration capability	2	No API = 0 Limited = 1 All stores integration and custom availability = 2
	Data Security and Compliance	3	No certificate = 0 Basic Security = 1 ISO/IEC 27001 / PCI-DSS or equivalent = 3
Marketing Budget (20 Marks)	Monthly Marketing Budget (PKR Million)	5	< 1M = 1 1–3M = 3 > 3M = 5
	Influencer Marketing	5	Yes = 5 No = 0
	Affiliate Marketing	5	Yes=5 No = 0
	Customer Acquisition Cost (PKR)	5	< 600 = 5 600-1,200 = 3 > 1,200 = 1

Key for Criteria parameters:

1. Number of Product Categories: Total number of major product categories available on the platform like Fashion (for eg. Kids fashion, Men Fashion etc. will all fall under fashion).
2. Order Conversion Rate: The percentage of website visitors who place an actual order.
3. Shopping cart abandon rate: It is the percentage of products placed in shopping carts but not proceeded to checkout and abandoned.
4. Total Completed Orders (Last Year): Total number of successfully completed orders in 2025.
5. Total Number of Registered Sellers Till Date: Total number of sellers registered on the platform to date.
6. Active Sellers vs registered sellers: Sellers who have an active listing on the platform.
7. Total No of Registered Buyers: The total no of buyers till date who have at least placed one order.
8. Platform Average Monthly Traffic: Total average number of website visitors per month.
9. Average Order Value: The average order amount calculated by dividing last month's total sales by last month's total orders.
10. Last Year Sales: Total sales amount generated in Jan-Dec 2025.
11. Platform Commission/Item margin: charged on selling
12. Last Month Sales: Total sales amount generated in March 2026.
13. Team Size: Total number of employees currently on the company payroll.
14. API Integration Capability: The platform's ability to connect and integrate with other systems, applications, or software including personal stores and other platforms
15. Monthly Marketing Budget: The total budget traditional and digital both

16. Influencer and Affiliate Marketing: If you use influencers and affiliates for marketing
17. Customer Acquisition Cost: The total marketing budget of last month divided by total orders in last month

Note:

- To qualify, the firm must obtain overall **50 marks out of a possible 100 marks**. In addition, the firm should score minimum 50% of each category as stipulated in above mentioned evaluation criteria.
- The applicants who have duly complied with the qualification criteria will be eligible for further processing.
- The proposals which do not conform to the qualification criteria will be rejected.
- Verifiable Documentary evidence / read-only dashboard access to review the submitted information is required for all above evaluation parameters
- In cases where a parameter is not applicable or verifiable, the Evaluation Committee reserves the right to assign a score of zero (0) or seek clarification from the applicant. For verification purposes, the team requires read-only dashboard access to review the submitted information. All scoring decisions of the Evaluation Committee shall be final and binding. Highest scoring platform will be selected for further processing.
- Google search console and google analytics report should be submitted which should duly signed and stamped.
- All information provided by the platform including sheets, screenshots etc. should be duly signed and stamped by the platform while submitting.
- All scoring decisions of the Evaluation Committee shall be final and binding.

6. Other Factors

6.1 If a firm submits more than one EOI proposals, all proposals involving such firm shall be rejected and stands disqualified.

6.2 The Purchaser may reject all proposals at any time prior to the acceptance of a proposal. The Purchaser shall upon request, communicate to any Applicant, the grounds for its rejection of all proposals, but shall not be required to justify those grounds. The Purchaser shall incur no liability, solely, by virtue of its invoking sub-rule (1) of Rule-35 of Punjab Procurement Rules, 2014 towards the Applicants. However, Applicants shall be promptly informed about the rejection of the proposals, if any (As per Rule 35 of Punjab Procurement Rules, 2014).

6.3 The Applicant shall bear all costs / expenses associated with the preparation and submission of the Proposal(s) and the Employer shall in no case be responsible / liable for those costs / expenses.

Letter of Application

[Letterhead paper of the Applicant, or partner responsible for a joint venture, including full postal address, telephone no., fax no., telex no. and e-mail address]

Date:

To:
.....

[Name and address of the Employer]

Sir,

1. Being duly authorized to represent and act on behalf of..... (hereinafter “the Applicant”), and having reviewed and fully understood all the EOI information provided, the undersigned hereby applies to be qualified for conducting the “COLLABORATION WITH STRATEGIC PLATFORM / PARTNERS FOR AN E-COMMERCE PLATFORM”:

2. Attached to this letter are copies of original documents defining:

- (a) The Applicant's legal status;
- (b) The principal place of business;
- (c) The place of incorporation (for applicants who are corporations); or

The place of registration and the nationality of the owners (for applicants who are partnerships or individually-owned firms);

All document mentioned in section ---

1. The Client and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this proposal, and to seek clarification from our bankers and clients regarding any financial and technical aspects. This Letter of Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by the Employer or its authorized representative to verify statements and information provided in this proposal, or with regard to the resources, experience, and competence of the Applicant.

2. The Employer and its authorized representatives may contact the following persons for further information, if needed.

General and Managerial Inquiries	

Contact 1	Telephone 1
Contact 2	Telephone 2
Personnel Inquiries	
Contact 1	Telephone 1
Contact 2	Telephone 2
Technical Inquiries	
Contact 1	Telephone 1
Contact 2	Telephone 2
Financial Inquiries	
Contact 1	Telephone 1
Contact 2	Telephone 2

5. This proposal is made with the full understanding that:
 - (a) Proposals by applicants will be subject to verification of all information submitted for pre-qualification.

7. The undersigned declare that the statements made and the information provided in the proposal are complete, true, and correct in every detail.

Signature of the Applicant

Application Form A-1

General Information

All applicants / Platforms applying for qualification are requested to complete the information in this form..

1	Name of Firm	
2	Head Office Address	
3	Telephone	Contact Person: Name: Title:
4	Fax	Telex
5	Place of incorporation/Registration	Year of incorporation/registration

Application Form A-2

Financial Strength

Name of Applicant

Applicants, should provide financial information to demonstrate that they meet the specified requirements. A copy of the audited reports/balance-sheets should be attached.

Bank	Name of bank	
	Address of bank	
	Telephone	Contact name and title
	Fax	Telex

All individual firms are requested to provide information related to annual turnover.

Annual Turnover		
Year	Turnover (in Pak Rupees)	Turnover in Millions.
1.		
2.		
3.		

Summarize actual assets and liabilities in Pak Rupees for the previous three years, based upon known commitments, projected assets and liabilities in Pak Rupees.

Financial information in Pak Rs.	Detail of Last three year		
	1	2	3
1. Total assets			
2. Current assets			
3. Total liabilities			

4. Current liabilities			
5. Profits before taxes			
6. Profits after taxes			

Firms owned by individuals, and partnerships, may submit their audit reports / balance sheets certified by a registered accountant.