



Securities and Exchange Commission of Pakistan  
63-NIC Building, Blue Area, Islamabad  
(Administration Department)  
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**Subject      Services required for Development of Television Commercial.**

The Commission intends to hire the service for Development of Television Commercial (TVC) at SECP Head Office, Islamabad.as per requirement/Terms of References given at “**Annex –A**”

**Terms and Conditions:**

- **Price quoted** should be in line with the requirement outlined in Annex –A.
- **It is the responsibility** of the vendor to seek necessary/ required information prior to submission of the quote. Clarification if any on the requirements may also be obtained by sending an email to [ubaidullah.khalid@secp.gov.pk](mailto:ubaidullah.khalid@secp.gov.pk)
- **Prices MUST** be inclusive of all taxes applicable by government of Pakistan and relevant copies of NTN and GST certificates must be attached with the quotation.
- **Delivery** details must be mentioned.
- **Quotation Validity** Minimum 90 days from the quoted date.

**If you are interested, please submit sealed quotation for the above item to the undersigned SECP, 63-NIC Building, Jinnah Avenue, Blue Area, and Islamabad within the specified period.**

With best regards,

M. Ubaidullah Khalid  
Assistant Director (Admin)

**TORs for Development of TVC for Investor Awareness & Education**

Securities and Exchange Commission of Pakistan (SECP) has adopted investor education & awareness as a key strategy to enhance investor protection, promote investor confidence and foster investor engagement in financial planning and decision-making. In this regard SECP is rolling out its investor education program under the brand name of “JamaPunji”

In order to increase the outreach of JamaPunji investor education campaign and to raise the awareness among the masses, SECP intends to develop shoot based Television Commercials (TVCs) on the followings areas:

- i. Investor Complaint - process of filing a complaint with the SECP
- ii. Scams& Frauds/ Beware of unrealistic returns – Avoid investing in non-licensed entity
- iii. Avoid investing on hearsay basis

Initially, the selected vendor will develop a TVC on Investor Complaint highlighting process of filing a complaint with the SECP and thereafter remaining two TVCs will only be ordered if the developed TVC is found satisfactory and up to the marked quality standards.

The details concept on the each above mentioned subject area is as follows:

**(i) Investor Complaint**

There are occasions when a person may have a grievance against a listed company or market intermediary registered with SECP. In the event of such complaint one should first approach the concerned company/ intermediary against whom you have a complaint. However, complainant may not be satisfied with their response. Therefore, he should know whom he should turn to, to get his complaint redressed.

The SECP plays a facilitating role by taking up complaints with the respective insurers, policy holders, companies and brokers. SECP takes up complaints related to issue and transfer of securities, non-payment of dividend announced by the listed companies. In addition, SECP also takes up complaints against the various market intermediaries registered with it and other related issues under its regulatory domain. The SECP has in place an online complaint management system through which a complainant can file his complaint. Similarly a dedicated ServiceDesk facility is also available for guidance of investors and public where they can call during office hours through universal access number (UAN).

**(ii) Scams& Frauds/ Beware of unrealistic returns**

One should not invest just to get quick and high return – Quick returns always carry high risks. While investing investor should always be cautious of illegal get-rich-quick-schemes that promise quick money for your investments. Scammers offer lucrative investment avenues and make false promises and thereafter ran away with public money. Investor should not take investment decision in haste and under pressure. Beware of aggressive sales tactics that urge an investor to decide and act hastily.

**(iii) Avoid investing on hearsay basis**

Prudent Investor never invests on the basis of 'hot' tips and rumors or hearsay. One should select financial advisers carefully if he or she is engaging one and ensure that they are qualified and experienced. Before investing it is better to ask questions and understand the issues, risk and procedures involved. Seeking second opinion is recommended in cases of any doubts.

The developed TVCs will be aired on electronic media. Moreover, the subject TVC will also be available to public on JamaPunji web portal and social media sites.

The required features of the deliverables will be as follows:

- Duration of a TCV (post production): 40 to 50 seconds
- Number of Versions for each TVC: 3 (10 Seconds, 20 -30 Seconds, actual duration)
- Nature: Shoot base TVC
- Language/ Script: Urdu (separate quotes for dubbing each TVCs in Punjabi, Pashtu and Sindhi Languages)
- Voice Over
- Background Music: Yes
- Project time: 20 Days

The vendor will be responsible for all cost pertaining to pre and post production issues. Pre-production cost includes but not limited to Script, Story Board, and Photography. Post Production cost includes Editing, Music score, Graphic and Voice Over.