

GOVERNMENT OF KHYBER PAKHTUNKHWA
Peshawar Development Authority



Request for Proposal

**EOI FOR BUSINESS PROPOSALS FROM FIRMS/JV/CONSORTIA FOR
DEVELOPMENT & UTILIZATION OF LAND MEASURING 50 KANAL (25293 Square
Meters) AT NASIR BAGH ROAD, REGI MODEL TOWN, AS A HIGH-RISE MULTI-USE
COMMERCIAL COMPLEX ON JV MODE FOR PROJECT PLANNING, DESIGNING, C**

**ADDITIONAL DIRECTOR GENERAL (RMT)
PESHAWAR DEVELOPMENT AUTHORITY
REGI MODEL TOWN PESHAWAR**

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1. DEFINITIONS

In this document, unless the context otherwise requires,

- a) **“Authority”** means Peshawar Development Authority, Government of Khyber Pakhtunkhwa
- b) **“Firms”** means entrepreneurs/firms/developers/companies/JV/consortia/investors
- c) **“RFP”** means Request for Proposals for the development and commercial utilization of 50 Kanal land at Nasir Bagh Road, Regi Model Town.
- d) **“The Land”** means land measuring of approx. 50 Kanal (272250 square feet/25293 at Nasir Bagh road, Regi Model Town.
- e) **“JV”** means Joint Venture, a combination of two or more multi functioning commercial, technical, & financial firms to pool up their resources for jointly undertaking this project.
- f) **“Government”** means the Government of the Khyber Pakhtunkhwa
- g) **“Private Partner”** means a concessionaire, contractor, lessee, joint venture or any other body corporate under the applicable law.
- h) **“Public Partner”** means Peshawar Development Authority.
- i) **“Province”** means the Province of the Khyber Pakhtunkhwa;
- j) **“Public Private Partnership”** means a contractual or institutional arrangement between the Public Partner and the Private Partner, for providing or using a public asset or service in which the Private Partner bears a significant risk and management responsibilities and receives compensation for it;
- k) **“Public Private Partnership Agreement”** means the agreement between the Public Partner and the Private Partner that sets forth the terms and conditions for the development and implementation of a Project.
- l) **“RMT”** means Regi Model Town, Nasir Bagh Road, Peshawar.
- m) **“VGF”** means the Viability Gap Fund.

2. THE OPPORTUNITY

Peshawar Development Authority (PDA) is seeking proposals (RFP) from financially sound, well-reputed entrepreneurs/firms/developers/companies/JV/consortia herein called “*Firms*” experienced in developing and utilization of a piece land measuring 50Kanal (272250 square feet/25293 square Meters) herein called “*the land*” as a high-rise multi-purpose commercial complex situated on Nasir Bagh Road, Regi Model Town in Joint Venture (JV) mode in accordance with prevailing Government rules.

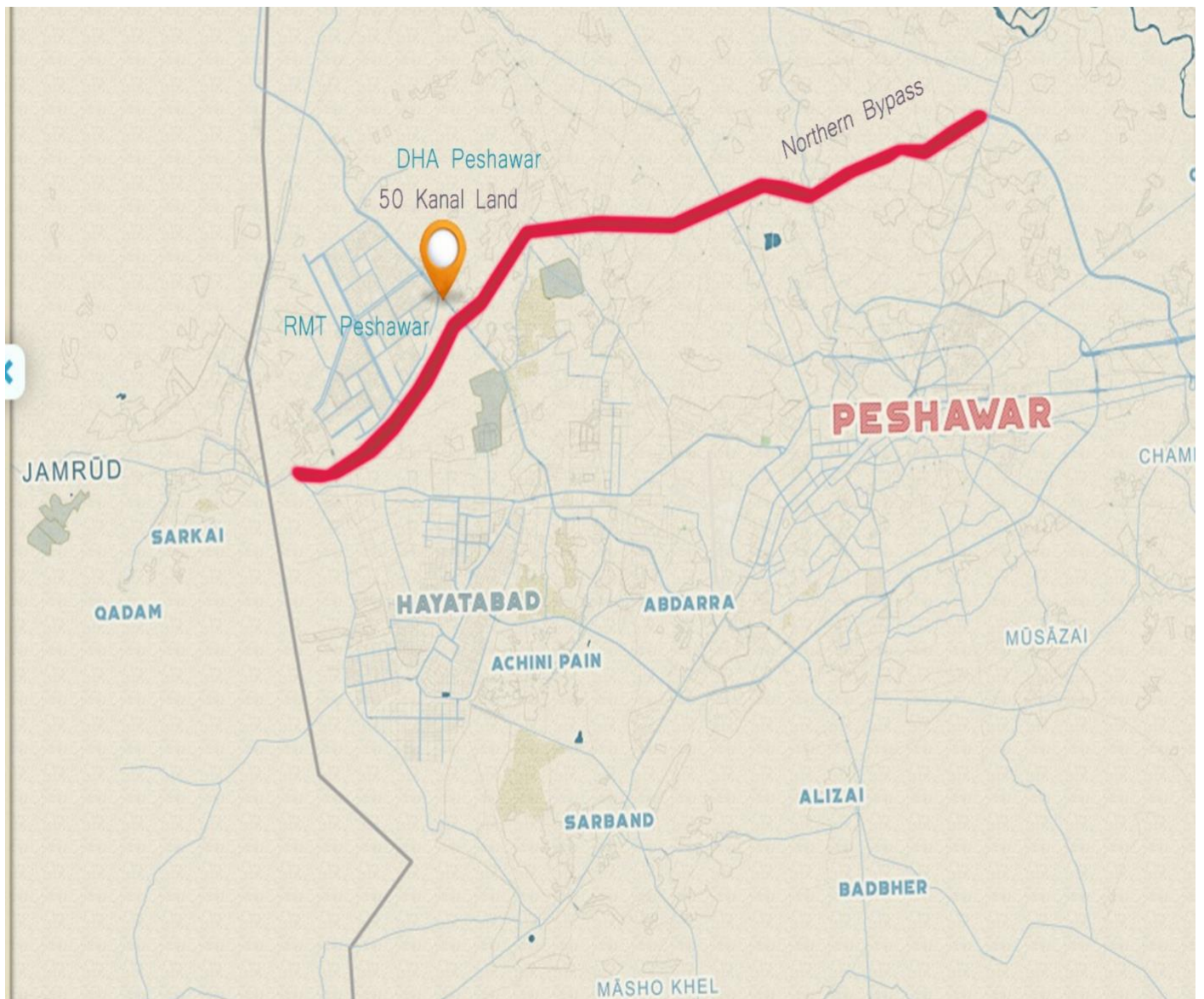
Proposals will be accepted from firms and developers that can develop and utilize the land to the optimum level through suitable business modeling, planning, designing, construction, financing, and, marketing.

Proposals must lucidly demonstrate the need for the use of this land, be acceptable, and deem fit, keeping in view the future opportunities and scope with a sustainable approach, and a non-adverse impact on the surrounding environment. The use of the land shall complement and enhance the current living standards of existing neighborhoods adjacent to the land. The Peshawar Development Authority through this RFP is providing the prime opportunity to the national/international firms to work with the authority for sustainable development of Peshawar and may seek any further information/facts from applicants after the RFP closing date to assist in determining the successful proposer(s).

3. THE LOCATION

The land lies on the facing of the Nasir Bagh Road, at its confluence with Takhta Baigh Khuwar, adjacent to Regi Model Town. Northern bypass which connects M1 & N5 with famous Khyber Pass and is near to completion lies at arm's length from the land. With sprawling heights of Khyber Hills in the background. With the famous Tatar peak of Khyber hills over towering from behind, RMT is one of the best planned housing schemes initiated by the Provincial Government of K.P back in 1990. Nasir Bagh Road and Regi Model Town are significant developments in Peshawar, each with its unique history. Nasir Bagh Road is a prominent thoroughfare in Peshawar, Pakistan. With the passage of time, Nasir Bagh Road has evolved to become a vital artery connecting various parts of Peshawar. Its development has been influenced by urbanization, population growth, and expansion of the city's infrastructure, and serves as a main linkage for the new housing schemes in Peshawar, such as Regi Model Town, Defence Housing Authority (DHA) Peshawar, Sheikh Yaseen Town, Askari housing society, and alike. The development of Regi Model Town was initiated to address the growing housing needs of Peshawar's population and to provide planned urban expansion. It aimed to offer modern amenities and infrastructure in a well planned residential community. RMT has attracted real estate investors, developers, and the public looking for a well-planned serene & scenic living environment. The development of Regi Model Town reflects PDA's vision to accommodate urban growth in a sustainable and organized manner. It provides an

alternative to the congested city center, offering residents a suburban lifestyle with access to essential services and facilities. Presently The Regi model town is home to more than 15,000 inhabitants, whereas, the union council population of Regi and Nasir Bagh is more than 150,000. The Northern bypass Peshawar, which touches the land will serve as a major trade route connecting Pakistan to Afghanistan. **The strategic location of the land has the potential to be the hub of trade between Pakistan & Afghanistan leading up to Central Asia.** In addition to its potential for international trade, has great prospects for development because of its connectivity to the major arteries of Peshawar and access to the nearby utilities. Topographically the land having the coordinates as Latitude 34.031791° , Longitude 71.438926° is plain and suitable for swift development and construction.



4. THE BUSINESS POTENTIAL

The business potential of any venture at the site is based on various factors such as the future economic landscape, commercial activity around the site, growing population in the vicinity, infrastructure development plans, and the potential for future growth linked with Khyber Pass Economic Corridor (KPEC). However, here are some aspects for the proposers' consideration.

Commercial Activity: The Northern Bypass & its parallel running Ring Road connection are the emerging routes of the Peshawar District. The existing businesses, shops, markets, and commercial establishments along Nasir Bagh Road, are generating handsome revenue for their investors. However, the revenue potential of this land would be influenced by the type and scale of the businesses, their turnover, and their ability to attract customers.

Population Density: In case of retail business and service sector establishment, the catchment area for this proposed business complex falls in **high rise building zone of Peshawar**, spans over a huge area comprising of various housing schemes. Its aura & glamour will serve as a great attraction to the class and taste of the residents of rapidly developing housing schemes like RMT, DHA, Askari, Police Housing Society, University Model Town, Durrani Media colony, Professor colony, Sheikh Yasin Town, etc offer great business prospects with every passing day thus providing a revenue potential for businesses operating on the land.

Infrastructure Development: The infrastructural development undertaken by the PDA and other provincial government departments. At present, the improved infrastructure, such as widened roads, better connectivity, and enhanced public transportation, has the potential that can stimulate economic activity and increase revenue potential by attracting more businesses and customers.

Property Values: Property values in Peshawar generally and the area surrounding the proposed site are particularly escalating day by day due to investments of the planned housing societies & investment of other allied businesses. Rising property values indicate growing demand and investment interest, which can lead to increased commercial activity and higher revenue potential for businesses operating in the area.

Government Policies: The Provincial Government of Khyber Pakhtunkhwa has undertaken steps to make the environment favorable for the business. The PPP mode and the new laws, policies, regulations, and incentives for business operating agencies create a favorable environment for private developers to work with PDA and the Provincial Government of Khyber Pakhtunkhwa.

Future Projections: The future projections for population growth, urbanization, and economic development surrounding the proposed site are the factors that provide insights into the long-term revenue potential.

5. OBJECTIVE OF THE PROJECT

“To Develop & Utilize 50 Kanal Land at Regi Model Town, Peshawar as a High-Rise Multi Use Commercial Complex, in joint venture with Private partner(s)”

6. SCOPE OF PROJECT

- I. The scope of the project, is but not limited to;
- II. Develop and utilize the land to the optimum level through suitable business modeling.
- III. Planning of the project from the initial stage to the final stage.
- IV. Designing of the project including technical, conceptual, and 3D modeling of the project.
- V. Construction of infrastructure and allied facilities for the project.
- VI. Overall financing of the project.
- VII. Marketing & selling of the facilities provided in the project.

7. Roles & Responsibilities

Role	Responsibility		
	PDA	JV Partner(s)	Mutual
Transaction structuring and bidding process.	√		
Feedback from the private parties	√		
Ensuring land possession and ROW	√		
Design and construction of project		√	
Marketing activity for commercial utilization of the project		√	
Operation and maintenance project		√	
Financing and achievement of financial close		√	
Viability Gap fund (VGF) during Construction		√	
Facilitation for any sort of demand note, NOCs etc.			√

8. TERMS OF REFERENCES (TOR's)

This part of RFP defines detailed TOR's and other guidelines for the submission of the RFP.

- 8.1 All the laws, regulations, and policies of the provincial government i.e. Government of Khyber Pakhtunkhwa shall strictly be followed.
- 8.2 The EOI should contain all relevant Technical details (certificates, NOCs, reports, experience letters/ certificates, affiliation letters, and other necessary documents related to the firms) and financial business proposals.
- 8.3 In the case of joint venture JV/Consortium, the partnership deed on required judicial stamp paper duly attested by notary public, shall be attached with the proposal.
- 8.4 The PDA may physically verify the project/properties/offices/Banks (whether abroad or in Pakistan) as claimed by the firm/JV in submitted proposal documents.
- 8.5 The proposer are required to present their submitted proposals to the office of the Additional Director General RMT, PDA.
- 8.6 The Business proposals & technical proposal shall be evaluated in parallel.
- 8.7 **The technical proposal shall contain the following information about the firm or its JV partner:**
 - Detail profile of the firm/JV
 - Supporting documents/details of firm/JV partner for credentials of developing and utilizing land of a similar nature.
 - Registration with SECP, FBR, and other national or international bodies or relevant authorities
 - Shareholders details
 - Last three years audited financial statements
 - Attested copies of all valid Certificates/NOCs/affiliations/memberships/licenses
 - The complete list of required documents is available in section 8 below
- 8.8 The successful firm/JV will be required to construct the property in accordance with PDA Building Regulation which at present allows FAR of 1:8 and may be relaxed by the PDA Board on request exclusively for this project.

9. LIST OF DOCUMENTS REQUIRED

The firms, /JVs. will provide the following documents along with the proposal.

Sr. No	Document required
1	Detailed profile of the firm/JV
2	Supporting documents/details of firm/ JV partners as a proof of execution of similar nature projects
3	JV agreement and complete profile of each JV partner as an investor or developer in similar nature projects.
4	Valid registration with SECP, FBR, and other national or international bodies or relevant authorities
5	Legal Shareholders details
6	Last three years audited financial statements
7	Attested copies of all valid Certificates/NOCs/affiliations/memberships/licenses
8	List of key staff along with role and responsibility of the proposer
9	Attested copies of the bank statements of last three years, along with credit limit
10	Any other relevant document

10. EVALUATION CRITERIA

The cumulative qualifying marks for technical and business proposals are 70%.

S.No	Evaluation Criteria/Parameters	Explanation	Marks
A	Technical (40%)		40
1.	Number of similar projects completed	<ul style="list-style-type: none"> • 5 marks will be awarded for each completed similar project, having cost of Rs 5 billion or more. (maximum of 10 Marks) • 2.5 marks will be awarded for each completed similar project, having cost between Rs 3-5 billion, (maximum of 10 Marks) 	10
2.	Number of similar projects in hand	<ul style="list-style-type: none"> • 5 marks will be awarded for each similar project in hand, having cost of Rs 5 billion or more. (maximum of 10 Marks) • 2.5 marks will be awarded for each similar project in 	10

		hand, having cost between Rs 3-5 billion, (maximum of 10 Marks)	
3.	Lead team technical members	Core team members and their technical capability as per qualification and experience given in relevant section Project Manager, 2 marks Principle Architect, 2 marks Construction Manager, 2 Marks Finance Expert 2 marks Marketing and Sales Expert 2 marks	10
4.	Machinery/Equipment (List of all the machinery should be provided on required stamp paper with ownership or rental status)	Concrete Batching plant 2 Marks Tower crane 2 Marks Transit mixer 2 Marks Concrete pump 2 Marks Excavator & dumpers 2 Marks Asphalt plant	10
TOTAL			40
B.	Business Proposal / Model (60%)		
1	Conceptual Master Plan of the site The proposers are expected to present a conceptual/schematic plan of the whole site clearly showing the amenities that can be established. proposal shall contain 3D Model, videos and any other pictorial presentation of the actual site may be given. The plan should have the maximum possible details, building plan, site plan and architectural details etc.	<ul style="list-style-type: none"> • 3D Modeling and Animation • Covered to Green Area Ratio. • Utilization of sustainable advance building materials 	10
2	Business Plan of the project	This means a document containing the following areas but not restricted to; <ul style="list-style-type: none"> • Project Goal and objectives, Description & rationale (2 Marks) 	10

		<ul style="list-style-type: none"> • Market Analysis (Analyze the competitive landscape, including existing high-rise developments in the surroundings, and repositioning of the proposed complex as hub for international trade. (2 Marks) • Project Construction Schedule (2 Marks) • Team & Partnership (2 Marks) • Exit Strategy (Define clear exit strategies for investors or stakeholders, on completion of the project, evaluate potential exit timing, valuation metrics, and liquidity events to maximize returns and mitigate risks for all parties involved) (2 Marks) 	
3	Financial Modeling of the project	<p>This means a financial plan prepared in the light of business plan, addressing the following areas but not restricted to;</p> <ul style="list-style-type: none"> • Cost Estimation and Budgeting (5 Marks) • Financing strategy (5 Marks) • Cash flow management & revenue generation (5 Marks) • Risk management and contingency planning (5 Marks) • Financial modeling & analysis (5 Marks) • Calculate projected returns on investment (ROI), net present value (NPV), internal rate of return (IRR), and other financial metrics to assess the 	30

		project's viability and attractiveness to investors. (5 Marks)	
4.	Marketing & Operating plan and Strategy	This means a document containing the following areas but not restricted to; <ul style="list-style-type: none"> • Value Proposition (1.5 Marks) • Branding and Positioning (1.5 Marks) • Marketing Mix (1.5 Marks) • Sales Strategy (1.5 Marks) • Customer Relationship Management (CRM) (1 Marks) • Operational Plan (2 Marks) • Monitoring and Evaluation (01 Marks) 	10
5	Total		60
Grand Total (A+B)			100

11.PDA TEAM FOR PROJECT INFORMATION AND ASSISTANCE

For project information and assistance please contact the following officials or call _____

<p>Additional Director General RMT/Incharge RMT, Peshawar Development Authority</p> <p>Email: <u>info.pda@kp.gov.pk</u></p> <p>Contact: <u>091-5846882</u></p>	<p>Director Estate Management, RMT, Peshawar Development Authority</p> <p>Email: _____</p> <p>Contact: _____</p>
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12. QUALIFICATION OF LEAD TEAM PROJECT MEMBERS

Member	Qualifications	Relevant Experience	Marks
Project Manager	Masters in Engineering/ MBA/ Architecture/ Urban Planning	At least 15 years	2 marks
Principle Architect	Masters in Architecture PCAT Registered	At least 15 years	2 marks
Construction Manager,	Masters in Civil Engineering, PEC Registered	At least 15 years	2 marks
Finance Expert	MBA Finance/CA/ACCA	At least 15 years	2 marks
Marketing and Sales Expert	MBA Marketing/Sales	At least 15 years	2 marks

13.SPECIAL INSTRUCTIONS

To avoid any uncertainty or misunderstandings, please note the following:

1. PDA reserves the right to change the schedule/timeframe given in this document for processing the proposal with intimation to all firms that have participated.
2. PDA reserves the right to accept or reject any proposal at its discretion with the cogent reasons.
3. This document is not an undertaking or contractual offer by the PDA.
4. Notification of acceptance of any proposal by PDA does not create a binding agreement under the relevant laws.
5. Unless and until a written contract is properly executed by PDA and an applicant; PDA has no legal obligations about any projects or business opportunities of the party submitting the proposal.
6. Subject to law, PDA has no liability whatsoever as a result of any matter or anything in connection with a party's proposal.

14.SUBMISSION OF Proposal

1. The Proposals should be accompanied by all the documents as mentioned in the relevant section above.
2. Only those Proposals will be considered which are accompanied by bank draft of PKR 100,000/- (One Hundred Thousand Rupees only) as processing fee in favor of Director General PDA.

3. The pre-proposal meeting to address the queries of the prospective bidders will be held on 25th April 2024 in the conference room of DG PDA.
4. Proposal shall be complete in all respects & no incomplete Proposals shall be entertained.
5. Interested bidder/s may send in their Proposals to the office of the Additional Director General RMT/In Charge RMT office of the Peshawar Development Authority, Zone-III Regi Model Town Peshawar.