



RUDA Land and Property Disposal Regulations 2024

NOTIFICATION

No. RUDA/LW/Notifications/16-24: In exercise of the powers conferred under section 55 of The Ravi Urban Development Act 2020 (amended and updated), the Board of the Ravi Urban Development Authority is pleased to frame the Ravi Urban Development Authority (RUDA) Land and Property Disposal Regulations, 2024 with effect from 23rd August 2024:

CHAPTER I – GENERAL PROVISIONS

1. Short title and commencement. – (1) These regulations may be called the RUDA Land and Property Disposal Regulations 2024.

(2) The regulations shall come into force at once.

2. Definitions and interpretation. – (1) In these regulations, unless the context otherwise requires.

- (a) “Act” means the Ravi Urban Development Authority Act, 2020 (XVII of 2020);
- (b) “auction” means an auction process carried out in relation to immovable property of the Authority in accordance with these regulations for determining the successful bidder;
- (c) “Auctioneer” means an officer of the Authority, or engaged otherwise as such from outside the Authority, by the L&PD Management Committee to carry out an auction;
- (d) “Auction Document” means the comprehensive document prepared for the purpose of conducting an auction as per regulation 11, which may include the bidding documents, Information Memorandum, draft Advertisement, Letter of Acceptance, documents of transfer, draft contract or agreement to be executed with the successful bidder, other relevant details necessary for making an informed decision on whether to proceed with the auction on the proposed terms and conditions, and any other document that the Authority may decide to include;
- (e) “auction venue” means, in case of an open and public auction, the place where the auction will be held and, in case of an auction by invitation of sealed bids, the place where the bids shall be opened;
- (f) “auction with reservation” means a type of auction where the reserve price may or may not be disclosed to the public and the Authority reserves the right to accept or reject the highest bid even if it is in excess of the reserve price;





RAVI URBAN DEVELOPMENT AUTHORITY
Housing Urban Development & Public Health Engineering Department
Government of the Punjab



- (g) "Ballot Document" means a document containing the material terms and conditions of the ballot;
- (h) "balloon payment" means a payment option that allows buyers to make accelerated payments of at least two or more instalments together in advance of the due date specified in the installment plan;
- (i) "bid" means the price offered at an auction by a bidder for immovable property put to auction which once made cannot be withdrawn without the permission of the Auctioneer;
- (j) "bidding documents" in relation to an auction means the instructions to bidders or the RFP or any document of a similar nature by whatever name called that includes details about the land being put to auction, the method of auction, the type of auction, the date and place of auction, the reserve price, earnest money, the mode and manner of payment of consideration, the terms and conditions of transfer, and other details that enable a person to understand the requirements for participating in an auction and the terms and conditions applicable thereto;
- (k) "bidder" means the qualified bidder, the highest bidder and/or the successful bidder as the case may be;
- (l) "Board" means the Board of the Authority established under section 4A of the Ravi Urban Development Authority Act, 2020;
- (m) "bulk sales partners" means a registered real estate agent who, in relation to a development project or scheme, is interested in getting inventory of at least twenty (20) residential plots in bulk for selling them to the end-user(s) and who, in the case of residential apartments, is interested in getting inventory of such number of units as specified in the sales strategy for onward selling to the end user of that development project or scheme;
- (n) "commission" means the amount paid or payable to a registered real estate agent(s) as consideration in accordance with these regulations;
- (o) "end user application form" means the form submitted by an end-user as specified or amended by the Commercial Department from time to time;
- (p) "land valuer" means a person, partnership, firm or company listed on the panel of approved valuers maintained by the Pakistan Bankers Association or State Bank of Pakistan;
- (q) "Government" means the Provincial Government as prescribed under Article 129 of the Constitution of Pakistan 1973;
- (r) "highest bidder" means the bidder at an auction who offers the highest price for the property at auction and has been declared as such by the Auctioneer;
- (s) "Information Memorandum" means the information relating to the property;





- (t) "inventory" means any or all form of real estate plot(s) or unit(s)/apartment/files of a development project or scheme whether residential, commercial, mix-use etc. offered by the Authority for the purpose of sale, rent, lease etc. or any other form of transfer/disposal;
- (u) "international sales and marketing partner" means any juristic person having international presence and offers complete sales and marketing solutions including advertising, customer service, call centers and ability to conduct road shows worldwide and increase outreach beyond Pakistan;
- (v) "invitation by sealed bid" means an auction process in which sealed bids are invited from the public and opened at such place and on such time that has been duly notified in advance to the public;
- (w) "large sales and marketing partner" means a natural or juristic person(s) who offers complete sales and marketing solutions including advertising, customer service, call centers etc.
- (x) "minimum bid auction" means a type of auction where the reserve price is disclosed to the public and the Authority must accept the highest bid provided it is equal to or above the reserve price;
- (y) "open and public auction" means an ascending English auction that takes place in a traditional manner where bids are made in public in the presence of other qualified bidders and which is concluded with the fall of the hammer;
- (z) "potential bidder" means any bidder enlisted with the Authority for an open and public auction as per terms of these regulations;
- (aa) "property" means land, benefits to arise out of land, and things attached to the earth, or permanently fastened to anything attached to the earth;
- (bb) "qualified bidder" means the bidder at a public auction who fulfills all legal and codal requirements mentioned in these regulations and is declared eligible to participate in the auction conducted;
- (cc) "real estate agent" means any natural or juristic person registered with the Authority for the sale, lease, rent, or any other form of transfer or disposal of the Authority's property, including but not limited to individual sales partners, bulk sales partners, large sales and marketing partners, and international sales and marketing partners, as specified under these regulations.
- (dd) "regulations" means the RUDA Land and Property Disposal Regulations 2024;
- (ee) "sales partner" means any of the different categories or types of registered sales agents that may work with the Authority in different categories;





- (ff) "successful bidder" means the bidder who has fulfilled all requirements and has been confirmed to be the successful bidder in accordance with regulation 23 hereof;
- (gg) "sealed bid" means a bid submitted in a sealed package or packages in such manner that the contents of the bid are fully enclosed and cannot be known until duly opened;
- (hh) "transfer" means the conveyance or grant of the Authority's title, right and/or interests in an immovable property subject to such terms and conditions as may be determined by the Authority and includes a transfer by way of registered sale deed, conditional sale, leasehold or allotment.
- (ii) "Individual sales partners" means a natural person or juristic person who is registered as a registered real estate agent and who is interested in the transfer, sale, rent or lease of inventory of a development project or scheme one at a time in consideration for a commission.

(2) Any expression used but not defined in these Regulations shall have the same meaning as is assigned to it in the Act.

Chapter II – Land Disposal

3. Methods of Disposal. – (1) The Authority may use any of the methods given in sub-regulation (2) for the disposal and transfer of its immovable property.

(2) The methods of disposal available to the Authority include:

- (a) conducting auction in accordance with Chapter III;
- (b) conducting an open public ballot in accordance with Chapter IV;
- (c) sale of unit(s) or plot(s) in the inventory through real estate agents in accordance with Chapter V;
- (d) a combination of one or more methods of disposal for such number of unit(s) or plot(s) as the Authority deems appropriate;
- (e) disposal through negotiations with interested parties in case desired results are not achieved through auction or public ballot.

4. Delegation of powers. – (1) The CEO may, in consultation with ED Commercial, may delegate any power of the Authority under these Regulations to any other Department or officer of the Authority.

5. Principles guiding the Authority. – (1) The Authority will ensure that the method of disposal that it adopts shall, to the fullest extent possible, maximize the economic potential and utility of the property that it intends to dispose without comprising on the principles of transparency and fairness.

(2) The Authority shall take all reasonable measures to ensure that the consideration price set for the unit(s) or plot(s) of property is determined on the basis of fair market value (FMV).

6. Land & Property Disposal Management Committee. – (1) There shall be a L&PD Management Committee which shall include:





- (a) Executive Director, Commercial (Chairperson);
- (b) Director Sales & CS (Secretary);
- (c) Director Investment and Taxation;
- (d) Deputy Director, Commercial
- (e) Deputy Director, Legal;
- (f) Deputy Director, Procurement;
- (g) Deputy Director, Transfer and Record.

(2) The Director Sales & CS will act as the Secretary of the Committee.

(3) The L&PD Management Committee shall make decisions by a majority-vote with the Chairperson having the power to put a casting vote in the case of equality.

(4) Three (3) people shall constitute a quorum for a meeting of the L&PD Management Committee.

(5) Subject to these Regulations, the L&PD Management Committee shall conduct the auction process and may invite any officer or employee of the Authority for any of its meetings as and when required.

7. Land & Property Disposal Board Committee. – (1) There shall be a Land & Property Disposal Board Committee which shall consist of three (3) or more members to be nominated by the Board, one of which shall be the CEO.

(2) The L&PD Board Committee may co-opt or invite any officer or employee of the Authority to participate in its meetings.

(3) The L&PD Board Committee shall make decisions by a majority-vote.

Chapter III – Auction

8. Method and Type of Auction. – (1) Auction of immovable property under these regulations may be carried out on the basis of open and public auction, auction by invitation of sealed bids or such other method of auction as may be recognized for the transfer of immovable property.

(2) An open and public auction or auction by invitation of sealed bids shall be carried out in the form of an auction with reservation. Only in rare and exceptional cases, the L&PD Management Committee may, for reasons to be recorded in writing, carry out a minimum bid auction and the provisions of this Chapter will be read with such variations as may be necessary to accommodate a minimum bid auction.

9. Preparatory Work. – (1) The preparatory work required to prepare the Auction Document shall be carried out by the Commercial Department in collaboration with the departments of Architecture and Urban Planning Department and Land Acquisition and Estate Management.

(2) The Commercial Department shall work with Architecture and Urban Planning Department) and the Land Acquisition and Estate Management to:



- (a) identify unit(s) or plot(s) of immovable property owned by the Authority or available under some JV/PPP to be auctioned under these regulations;
- (b) appoint, engage and hire land valuer(s), consultant(s), advisor(s) and auctioneer(s) as and when required;
- (c) solicit and review land valuation reports;
- (d) solicit, review and seek recommendations from consultant(s), advisor(s) on structuring transactions for the transfer of immovable property;
- (e) solicit and review recommendations received from consultant(s), land valuer(s) and advisor(s) regarding the transaction structure for auction(s) including appropriate auction procedure, reserve price, amount and deposit of security, earnest money, terms and conditions of transfer, mode and time of payment of consideration, and proposed timeline of the auction; and
- (f) prepare the Auction Document.

10. Property Valuation. – (1) No unit(s) or plot(s) of immovable property shall be put to auction without conducting a valuation through an independent-third party land valuer.

(2) The L&PD Management Committee shall procure a valuation report of the land from at least three land valuers registered with the Pakistan Bankers' Association.

(3) In fixing the reserve price, the L&PD Management Committee shall have due regard to the land valuation conducted by the land valuer(s) and under no circumstances shall the reserve price be less than the combined average of the valuations proposed by the land valuers appointed under sub-regulation (2) above; provided however that the reserve price may be reduced with the sanction of the Board if no bids are received at the reserve price.

(4) In the case that a valuation report of a property of a similar category situated nearby is available, the CEO may dispense with the requirement of obtaining a fresh valuation for subsequent property being disposed of in the same area provided that the existing valuation report remains valid as per the validity period mentioned in the report.

11. Auction Document. – (1) The Commercial Department may engage the services of a consultant and/or advisor(s) to select the appropriate transaction and auction structure and propose the reserve price, the terms and conditions of transfer, the method and type of auction, the amount of earnest money, and other relevant details necessary to determine the viability of using auction as a method of land disposal.

(2) All documents prepared as per the terms of sub-regulation (1) including the bidding documents, Information Memorandum, draft Advertisement, Letter of Acceptance, documents of transfer, draft contract or agreement to be executed with the successful bidder, other relevant details necessary for making an informed decision on whether to proceed with the auction on the proposed terms and conditions, and any other document that the Authority may decide to include, shall collectively constitute the Auction Document.

(3) The proposed terms of the auction shall be finalized in an Auction Document which shall be submitted as recommendations to the L&PD Management Committee as soon as possible after receiving all three valuation reports from the land valuers.



(4) The L&PD Management Committee will review the Auction Document and may approve, reject or modify the Auction Document and the terms and conditions thereof.

(5) In granting its approval of the Auction Document, the L&PD Management Committee shall ensure that the same has been prepared in accordance with these regulations and that the method and type of auction, the minimum reserve price and the earnest money have been duly specified.

(6) The Auction Document shall include the bidding documents, the Information Memorandum, the draft Advertisement, the Letter of Acceptance and other documents of transfer and such other details that may be necessary for making an informed decision on whether to proceed with the auction on the proposed terms and conditions.

(7) Upon approval of the Auction Document by the L&PD Management Committee, it shall recommend the same for approval to the L&PD Board Committee which may approve, reject or modify the Auction Document and the terms and conditions thereof.

(8) Final approval of the Auction Document before its publication shall only be made by the Board.

12. Auctioneer. – (1) In the event that the Board approves the Auction Document and decides to proceed with the auction in terms thereof, the L&PD Management Committee shall appoint an Auctioneer to conduct the auction in accordance with the mandate of the Auction Document.

(2) The Auctioneer shall have no authority to bind the Authority and shall exercise its powers at all times under the supervision and instructions of the Auction Committee.

13. Property may be auctioned in lots. – The L&PD Management Committee may put immovable property to auction in lot(s) so as to obtain the highest possible bid or in a combination of various lots or otherwise.

14. Public Notice.– (1) Within 28 days of the Board's approval or such other time as may be reasonable, the Authority shall cause a public notice of the auction to be made and such notice shall state the time and place of auction.

(2) In addition to the information specified in sub-regulation (1), the public notice shall also specify the following as fairly and accurately as possible:

- (a) a description of the property to be transferred;
- (b) any encumbrances to which the property is liable;
- (c) the costs and procedure for obtaining the Auction Document (bidding documents, the Information Memorandum and other relevant documents);
- (d) the date and time of auction and the venue of auction in the case of an open and public auction;
- (e) the date and time for submitting bids in the case of an auction by invitation of sealed bids;
- (f) any other thing which the L&PD Management Committee considers material for a bidder to know in order to judge the nature and value of the





property and/or understand the type and method of auction.

(3) In cases of auction by invitation of sealed bids, the public notice shall specify the manner and method of submission and receipt of bids in an unambiguous and clear manner.

15. Mode of issuing public notice. – (1) Every public notice shall be made and published in one English and one Urdu newspaper in order to enable free and open competition.

(2) Notwithstanding anything contained in these regulations to the contrary, the date of auction shall be set at least fourteen (14) days after the date of publication of the public notice or such other time as may be reasonable.

16. Inspection of property and provision of Auction Documents. – (1) Interested bidders may inspect and visit the site prior to the auction on the payment of such fees as may be prescribed in the Auction Document.

(2) The Authority may collect such fee as may be reasonable to defray the expenses of preparing the requisite Auction Document and may for this purpose require any bidder to pay the stipulated fee for collection of Auction Document.

17. Open and Public Auctions. – (1) In the case of an open and public auction, interested bidders shall be required to enlist themselves with the Authority in the manner and within the time specified in the Auction Document.

(2) A unique bidding number shall be provided to each potential bidder by the L&PD Management Committee whose name shall be entered into a list of bidders to be maintained by the Authority.

(3) Only potential bidders enlisted with the Authority shall be allowed to participate in the open and public auction.

(4) The Authority may collect such fees for registration as may be prescribed in the Auction Document.

(5) Notwithstanding anything contained in this regulation, the Authority may as a condition of registration require the interested bidder to furnish such security or provide such information or documentary evidence concerning its professional, technical, financial or legal competence as may be necessary; provided however that any such conditions have already been specified in the Auction Document.

(6) In imposing any conditions under sub-regulation (5), the Authority shall ensure that the conditions are narrowly tailored for achieving the objectives of the Authority and do not unduly restrict or hamper competition.

(7) The Authority shall have the right not to enlist any person who does not fulfill the conditions of registration specified in the Auction Document.

18. Earnest Money. – (1) The L&PD Management Committee shall fix the amount of





earnest money payable against the auction of immovable property under these regulations,

(2) The earnest money shall be payable at such time and at such stage of the auction process and in such form as may be specified in the Auction Document.

19. Bids to be made and opened in public. – (1) On the day of auction, the Auctioneer shall in the case of an open and public auction, carry out an ascending English (numeric) auction at the auction venue in the presence of the enlisted bidders to discover the highest price.

(2) In the case of an auction by invitation of sealed bids, the bids shall be opened on such time at the auction venue as specified in the public notice. Notwithstanding anything contained in these regulations, bids may be opened on the same date as the bid submission date and in the presence of all those bidders who chose to attend the bid opening.

20. Record of Auction. – (1) The Commercial Department and Land Acquisition & Estate Management Department shall maintain a complete record of the auction process.

(2) In case of an open and public auction, the L&PD Management Committee or any person authorized by it shall record each bid on a record sheet.

21. Acceptance or rejection of a bid. - (1) All bids received in auction proceedings shall be deemed to be offers that are subject to acceptance by the L&PD Board Committee in accordance with these regulations.

(2) The bidder who submits the highest bid and whose bid is equal to or greater than the reserve price shall be declared the highest bidder upon the recommendation of the L&PD Management Committee.

(3) In case the L&PD Management Committee does not recommend the Auctioneer to make a declaration of the highest bidder, the L&PD Management Committee shall record the reasons of rejection of the highest bid in writing.

(4) In the event that the bids received in auction are less than the reserve price, all such bids shall be rejected by the Auctioneer upon the recommendation of the L&PD Management Committee.

(5) Notwithstanding anything contained in these regulations or in any Auction Document issued pursuant thereto, the CEO reserves the right to reject all or any of the bids at any stage without assigning any reason whatsoever and any decision to that effect will be final.

(6) A declaration of the highest bidder in accordance with sub-regulation (3) above shall not *ipso facto* entitle such bidder to be declared as the successful bidder and the same shall not constitute an acceptance of the offer.

22. Acceptance of bid below the reserve price. – If no bid is received equal to or above the reserve price, the Authority shall place the matter before the L&PD Board Committee to:

- (a) examine the reasonability of the bids;
- (b) lower the reserve price and carry out a re-auction; or





- (c) transfer of property through any other method of disposal.

23. Intimation of acceptance of bid. - (1) As soon as the recommendation from the L&PD Management Committee about the acceptance or rejection is received, approval shall be sought from the L&PD Board Committee prior to:

- (a) communicating acceptance of the highest bid by a written letter to the successful bidder and confirming it as the successful bidder; and
- (b) directing the successful bidder to enter into a written agreement for the transfer of property in accordance with the Auction Document; and
- (c) directing the successful bidder to fulfill its obligations in accordance with the terms and conditions mentioned in the Auction Document.

(2) The cost of executing the agreement, including any direct or indirect cost, taxes, duties, charges or fees levied in relation to the transfer of property shall be borne by the successful bidder.

(3) Subject to the terms and conditions of transfer as may be specified in the Auction Document, the auction shall stand cancelled, the deposits made by the successful bidder shall stand forfeited and the land put to re-auction if the successful bidder fails to:

- (a) deposit dues as per the terms and conditions of auction;
- (b) enter into written agreement(s) within thirty (30) days of the communication made under sub-regulation (1) or such other period as may be specified in the Auction Documents; or
- (c) commits a material default under the terms and conditions of the Auction Document.

24. Submission to the Board. - (1) The L&PD Management Committee shall ensure that the details of each auction carried out by the Authority are placed in the form of a report before the Board for its information after the successful completion of the auction process.

25. Power to Cancel. - (1) The L&PD Management Committee and/or the L&PD Board Committee may direct the Auctioneer to cancel the auction at any time without assigning any reason whatsoever.

26. Grievance Committee. - (1) The CEO shall constitute a committee of odd number of persons, with necessary powers and authorizations, to address the complaints of the bidders that may occur during auction proceedings in accordance with these regulations.

(2) Any bidder may file its written complaint against the eligibility parameters, evaluation criteria, or any other terms and conditions prescribed in the Auction Document if found contrary to the provisions of these regulations and the same shall be addressed by the Grievance Committee.

(3) Any bidder feeling aggrieved by any act of the Auctioneer or L&PD Management Committee may lodge a written complaint concerning his grievances within seven days of the auction date in the case of open and public auction, or the date of opening of bids in the case of auction by invitation of sealed bids.





(4) Any bidder or party not satisfied with the decision of the Grievance Committee, may file an appeal before the Chairman of the Board within thirty days of communication of the decision, subject to depositing a fee of PKR 250,000 and in accordance with the procedure issued by the Authority. The decision of the Chairman shall be considered as final.

(5) Unless specified otherwise by the CEO, the Grievance Committee constituted under sub-regulation (1) shall consist of the following members:

- a) Chief Operating Officer (Chairman);
- b) Executive Director Engineering;
- c) Executive Director Architecture & Urban Planning

Chapter IV – Ballot

27. Ballot. – (1) Where the Authority decides to conduct a ballot, the provisions of this Chapter shall apply to the ballot and govern its conduct.

28. Valuation under Ballot. – (1) The L&PD Management Committee shall procure the services of a land valuer(s) for conducting a valuation of the property/inventory.

(2) For the purpose of sub-regulation (1) above, the L&PD Management Committee shall obtain valuations from no less than three (3) land valuers.

(3) The price for a unit(s) or plot(s) to be fixed for the ballot shall under no circumstances be less than the weighted average of the unit(s) or plot(s) of property provided by the valuers.

(4) The L&PD Management Committee shall obtain the approval of the CEO for the price fixed under sub-regulation (3) above. No advertisement for ballot shall be made till the CEO's approval is obtained under this regulation.

(5) The Commercial Department shall also prepare a Ballot Document containing the material terms and conditions of the ballot, including the information mentioned in regulation 29(2) below. The L&PD Management committee shall recommend the ballot document for CEO's approval, may then proceed to advertise the ballot in accordance with these regulations.

29. Public Notice under Ballot. – (1) Within 28 days of the approval mentioned in regulation 28(4) above or such other time as may be reasonable, the Authority shall cause a public notice of the ballot to be made and such notice shall state the date on which the ballot shall be conducted, the process for participating in the ballot and the terms and conditions applicable thereof.

(2) In addition to the information specified in sub-regulation (1), the public notice shall also specify the following as fairly and accurately as possible:

- (a) a description of the property;
- (b) any encumbrances to which the property is liable;
- (d) the terms and conditions of the ballot including conditions of participation, process of participation, registration fee, down payment, schedule of payment, and up-front



- fees payable to the Authority for participation in the ballot along with the maximum period within which the fee must be deposited;
- (e) the costs and procedure for obtaining additional information (if any) pertaining to the ballot;
- (f) the date of the ballot, and
- (g) any other thing which the Authority considers material for the general public.

(3) The Commercial Department may publish the Ballot Document on the website and shall ensure that the link remains available for download by the general public till the ballot is completed.

30. Mode of Public Notice. – (1) Every public notice under this Chapter shall be made and published in one English and one Urdu newspaper in order to enable maximum participation.

31. Participation. – (1) Any person desirous of taking part in the ballot may apply to the Authority in accordance with the terms and conditions of the Ballot Document.

(2) Any application under sub-regulation (1) above shall be accompanied by the payment of a non-refundable registration and processing fee, along with an undertaking to abide by all the terms and conditions of the ballot, which must be paid to the Authority in accordance with such procedures and within such time as specified in the Ballot Document.

(3) Where a person has submitted an application for participation in the ballot along with the non-refundable registration and processing fee along with an undertaking, in accordance with this regulation, she/he shall be allotted an identification number.

32. Ballot. – (1) The Authority shall through the L&PD Management Committee conduct ballot on the date mentioned in the public notice.

(2) The ballot shall be conducted through electronic means and the Authority shall ensure the integrity of the process and data-systems.

(3) All successful applicants in the ballot shall be notified by the Authority within fourteen (14) days of the ballot or such other time as may be reasonable

(4) The Commercial Department shall notify each successful applicant who shall be required to deposit the down-payment in accordance with the terms of the Ballot Document.

(5) Save as otherwise provided in the terms and conditions of the Ballot Document, each successful applicant will be issued a provisional document of transfer, by whatever name called, on such terms and conditions as may be mentioned in the Ballot Document.

33. Cancellation. – (1) Save as otherwise provided in the terms and conditions of the ballot, if an applicant fails to deposit any installment or commits a breach of the terms and conditions of the Ballot Document or any of the provisions of the provisional document of transfer, the ED Commercial may, on the recommendation of Director Sales & CS, revoke and cancel the provisional document of transfer and re-possess the inventory.

(2) If the Authority's invokes its right to revoke and cancel any provisional document of transfer, the unit(s) or plot(s) so revoked and cancelled may be:

- a) disposed of through fresh ballot or real estate agents in accordance with these regulations, or
- b) disposed of through any other suitable method of disposal as may be recommended by the Director Sales & CS to ED Commercial;

provided that the method of disposal is approved by the CEO.

34. Ballot Failure. – (1) In the event that the total number of participants registered under regulation 31 above is less than the total number of unit(s) or plot(s) of property to be transferred by ballot, the unit(s) or plot(s) that are left in the Authority's inventory may be:

- a) disposed of through fresh ballot or real estate agents in accordance with these regulations; or
- b) disposed of through any other suitable method of disposal as may be recommended by the Director Sales & CS to ED Commercial including direct sale.

Provided that before exercising its powers under this regulation, the approval of the L&PD Board Committee shall be obtained.

Chapter V – Real Estate Agents

35. Transfer through real estate agents. – Where the Authority decides to dispose of and transfer its immovable property through real estate agents, the provisions of this Chapter shall apply.

36. Project Sales Strategy. - (1) Each development project or scheme in which the Authority's inventory of unit(s) or plot(s) is intended to be disposed of using the method given under this Chapter, the Commercial Department shall prepare an independent sales strategy with the approval of the CEO.

(2) The sales strategy for each development project or scheme may include the following information:

- i. number and type of different unit(s) or plot(s) in the inventory available for disposal;
- ii. the proposed market value determined by the land valuers;
- iii. the proposed rate per sq. foot, or other similar metric, to be fixed as consideration for the different unit(s) or plot(s) in the inventory;
- iv. proposed payment plans including proposed down-payment as a percentage of the total sale price for each unit(s) of plot(s) including planned development charges and other terms and conditions of transfer with the down-payment percentage determined by the ED Commercial on the recommendation of Director Sales & Customer Service;
- v. the number and combination of different types of real estate agents to be used as part of the sales and marketing strategy;

- vi. the maximum rate of commission for local large sales and marketing partner(s) and international large sales and marketing partners which may be subsequently negotiated by the Authority; and
- vii. any other material terms and conditions that are relevant including but not limited to late-payment surcharges, cancellation terms, refund etc.

(3) The Authority shall exercise its powers under this Chapter within the ambit of the sales strategy approved by the CEO.

(4) Where successful marketing and sales of a development project or scheme requires a revision of the sales strategy, the same may be revised or amended with the approval of the CEO.

37. Authorized Real Estate Agents. - (1) The Authority shall dispose of and transfer its immovable property only through authorized real estate agents who are registered with the Authority in accordance with these regulations.

(2) The Authority shall register real estate agents in accordance with these regulations, which shall be valid for a period of two (2) years, extendable to such period as the Authority deems fit.

(3) Upon advertisement of a new development project or scheme, the Authority shall, subject to the sales strategy, inform the registered real estate agents of the new development project or scheme and the Authority's sales strategy in respect thereof.

(4) The real estate agents registered with the Authority shall be entitled to the commission fixed in the sales strategy on such terms and conditions as specified therein.

(5) Notwithstanding anything contained in these regulations, plot or units shall be allotted to registered sales agents from the inventory on open basis or with specific plot or unit number(s) and in the case of the latter, such specific plot or unit number(s) may be assigned either through a computerized ballot or through any other method specified in the Sales Strategy for that particular project/scheme; provided always that any computerized ballot conducted pursuant to this clause shall not be governed by Chapter IV of these regulations.

38. Registration. - (1) Any person desirous of getting itself registered with the Authority as a real estate agent may apply to the Authority by submitting the application form annexed as part of Schedule A to these regulations.

(2) A person interested in registration as a real estate agent shall submit the following documents along with the application:

- a) Registration with relevant tax authorities.
- b) Registration as a DNFBP with FBR;
- c) Registration fee;
- d) Affidavit confirming that the real estate agent is not blacklisted from any provincial or federal department, agency, organization, or autonomous body or has been convicted by any court of law; and
- e) In case of International Sale and Marketing Partner, proof of registration with the relevant authority in the country of registration.



(3) A minimum processing fee of Rs. 100,000 shall be submitted along with the application; provided that this fee may be decreased or increased by the Executive Director, Commercial on the recommendation in writing of Director Sales and Customer Service.

(4) All applicants who fulfil the criteria mentioned in these regulations shall be registered as real estate agents.

(5) A registered real estate agent may work with the Authority as an individual sales partner, a bulk sales partner, a large sales and marketing partner, an international sales and real estate marketing partner, a rent or leasing partner and so on.

39. Individual Sales Partner. – (1) A registered real estate agent desirous of selling a unit or plot in a development project or scheme as an individual sales partner shall submit the end user application form to the Authority and shall ensure that the down payment for such unit or plot is deposited by the end-user in favor of the Authority for allocation of inventory.

(2) Upon credit of down-payment in the Authority's bank account, the Authority shall issue an intimation letter in favor of the end user confirming the allocation.

(3) An individual sales partner shall be entitled to the payment of commission in accordance with the sales strategy for the development project or scheme which shall be fixed at 4% of the total sale price of the unit or plot.

(3) The disbursement of the commission will be as follows:

- a) 50% of the commission will be disbursed after (i) down payment against the unit or plot is deposited in the Authority's bank account and (ii) submission of end-user application form;
- b) The remaining 50% of the commission shall be disbursed after the first instalment from the end-user is deposited in the Authority's bank account by the due date given in the payment plan; provided however that if payment of the first instalment is delayed beyond the due date, the commission payable to the individual sales partner under this sub-regulation may be reduced by half, provided further that any delay in payment of the first instalment beyond 45 days of the due date may result in a complete forfeiture and cancellation of the individual sales partner's commission under this sub-section.

(4) The evidence of payment in the Authority's bank account shall be provided by the sales partner to the satisfaction of the Authority.

40. Bulk Sales Partners. – (1) A registered real estate agent who wants to become a bulk sales partner for a development project or scheme will be required to follow the process outlined below:

- a) The registered real estate agent will submit a Letter of Intent (LOI) to the Commercial Department showing its intention to book the minimum number of



- unit(s) or plot(s) required to qualify as a bulk sales partner as mentioned in regulation (2)(1)(n) hereof];
- b) The Commercial Department through Director Sales & CS shall issue a response letter to the registered real estate agent confirming the number and type of unit(s) or plot(s) available in the inventory for such development project or scheme along with the down-payment payable in lieu thereof;
 - c) The registered real estate agent will then submit a confirmation on its letter-head availing the offer specifying the total number of unit(s) or plot(s) against which allocation is sought including proof of deposit with the Authority of the down-payment against such number of unit(s) or plot(s);
 - d) The Commercial Department through its Director Sales & CS shall upon receipt of the down-payment allocate the inventory to the registered real estate agent in accordance with these regulations; and
 - e) The Authority and the registered real estate agent shall enter into a sales agreement to govern the terms and conditions of engagement based on the standard bulk sales partner contract.

(2) The down-payment required to be made under this regulation shall be fixed in the sales strategy for each development project or scheme. The Authority may allow a period of 60 days for the payment of the down payment.

(3) Upon payment of the down payment by the bulk sales partner, or when the Authority allows 60 days for payment of the same as per sub-regulation (2) above, whichever is earlier, the relevant inventory shall be allocated to the bulk sales partner and shall be blocked in the Authority's record for allocation to other registered real estate agents for a period of 120 days.

(4) The 120 days' period for the bulk sales partner to submit the end-user application forms for the inventory, as per sub-regulation (3) above, shall commence from the day the bulk sales partner pays the down payment, or when the Authority allows the 60 days' period for payment, whichever is earlier.

(5) In the event that bulk sales partner is unable to submit the end-user application forms for the unit(s) or plot(s) in its inventory within a period specified in the sales agreement not exceeding the period specified in sub-regulation (4) above, the Authority shall have the right to treat the unsold inventory as cancelled and withdrawn and up-to 50% of the down-payment made by the bulk sales partner against the unsold inventory shall be forfeited.

(6) Notwithstanding anything contained in sub-regulation (5) above and subject to the terms and conditions of the sales agreement, in special circumstances where the bulk sales partner is unable to submit the end-user application forms for all unit(s) or plot(s) in its inventory within the given time, the Commercial Department reserves the right to extend the period of allocation in favor of the bulk sales partner for an additional period of 30 days with the approval of the Director Sales & CS. Any further extension, of a period not exceeding 60 days, may be granted to the bulk sales partner only with the prior approval of the Executive Director Commercial, on the recommendation of Director Sales & CS and subject to a penalty of up to 1% of the total sale price of the remaining inventory which shall be deducted from the commission payable to the bulk sales partner. The Commercial Department right to extend the time-period shall be without prejudice to its powers under sub-regulation (5) above and the exercise of one right shall not constitute a waiver of the other.



(6) Bulk sales partners will be paid commission in accordance with the sales strategy for the development project or scheme at 8% of the total sale price of the unit(s) or plot(s).

(7) The disbursement of the commission will be as follows:

a) 50% of the total commission will be disbursed after

- (i) down payment from the bulk-sales partner is deposited in the Authority's bank account against the entire inventory allocated to the sales partner, and
- (ii) end-user application forms against a minimum of 40% of the unit(s) or plot(s) that form a part of the inventory allocated to the sales partner have been submitted to the Authority.

b) The remaining 50% of the total commission in relation to each unit(s) or plot(s) allocated to the bulk sales partner shall be disbursed after receipt of the first instalment in the Authority's bank account by the due date given in the payment plan; provided however that if payment of the first instalment is delayed beyond the due date, the commission payable to the bulk sales partner under this sub-section may be reduced by half, provided further that any delay beyond 60 days from the due date may result in a complete forfeiture and cancellation of the individual sales partner's commission under this sub-section.

(8) The evidence of payment in the Authority's bank account shall be provided by the sales partner to the satisfaction of the Authority.

(9) Save as otherwise provided in these regulations or the sales strategy, the allotment to registered sales agents under sub-regulation (3) shall be in the form of inventory with the specific plot or unit number(s) assigned through a ballot or otherwise specified in the Sales Strategy for the particular project/scheme.

(10) Unless provided otherwise in the sales strategy, the bulk sales agreement between the Authority and the bulk sales partner shall be in accordance with these regulations.

41. Large Sales and Marketing Partner. – (1) A registered real estate agent that wants to become a large sales and marketing partner for a development project or scheme will be required to follow the process outlined below:

- a) The registered real estate agent will submit a Letter of Intent (LOI) to the Commercial Department to book at least 50 unit(s) or plot(s) required to qualify as a large sales and marketing partner which shall also include a marketing plan;
- b) The Commercial Department through Director Sales & CS may seek such clarifications and information from the registered real estate agent as it may deem necessary to evaluate to its complete satisfaction that the applicant meets the eligibility criteria of a large sales and marketing partner as prescribed in Schedule B;
- c) After satisfying itself with the competence and eligibility of the applicant, the Commercial Department may register the applicant as a large sales and



marketing partner in relation to the concerned development scheme or project and issue a response letter confirming the unit(s) or plot(s) available in the inventory for such development project or scheme along with the down-payment payable in lieu thereof;

- d) The registered real estate agent will then apply to avail the offering by submitting the form specifying the total number of unit(s) or plot(s) whose allocation is sought and shall also deposit with the Authority the down-payment against such number of unit(s) or plot(s);
- e) The Commercial Department through Director Sales & CS shall upon receipt of the down-payment allocate the inventory to the registered real estate agent;
- f) The Authority and the registered real estate agent shall enter into a sales agreement to govern the terms and conditions of engagement based on the standard large sales and marketing partner contract.

(2) The provisions of sub-sections (2) – (5) and (8) – (10) of regulation 40 shall apply *mutatis mutandis* to large sales and marketing partners also.

(3) The large sales and marketing partner will be paid commission in accordance with the sales strategy for the development project or scheme which shall not under any circumstances exceed 12% of the total sale price of the unit(s) or plot(s), as the case maybe.

(4) The disbursement of the commission and its structure shall be subject to negotiations. The terms of negotiations will be finalized by ED Commercial for approval of CEO on the recommendation of Director Sales & Customer Service.

42. International Real Estate Sales and Marketing Partners. – (1) A registered real estate agent that wants to become an international real estate sales and marketing partner for a development project or scheme will be required to follow the process outlined below:

- a) The registered real estate agent will submit a Letter of Intent (LOI) to the Authority to book at least 50 unit(s) or plot(s) required to qualify as an international real estate sales and marketing partner which shall also include a marketing plan along with the proof of registration;
- b) The Commercial Department through Director Sales & CS may seek such clarifications and information as it may deem necessary to evaluate to its complete satisfaction that the applicant meets the eligibility criteria of an international real estate sales and marketing partner as prescribed in Schedule B;
- c) After satisfying itself with the competence and eligibility of the applicant, the Commercial Department may register the applicant as an international real estate sales and marketing partner in relation to the concerned development scheme or project and issue a response letter confirming the unit(s) or plot(s) available in the inventory for such development project or scheme along with the down-payment payable in lieu thereof;
- d) The international real estate sales and marketing partner will then apply to avail the offering by submitting the form specifying the total number of unit(s) or plot(s) whose allocation is sought and shall also deposit with the Authority the down-payment against such number of unit(s) or plot(s);



- e) The Commercial Department through its Director Sales & CS shall upon receipt of the down-payment allocate the inventory to the international real estate sales and marketing partner;
- f) The Authority and the international real estate sales and marketing partner shall enter into a sales agreement to govern the terms and conditions of engagement based on the standard international real estate sales and marketing partner approved by the CEO on the recommendation of the Legal Department.

(2) The provisions of sub-sections (2) – (5) and (8) – (10) of regulation 40 shall apply *mutatis mutandis* to international real estate sales and marketing partner also except that the period of 120 days mentioned in sub-regulations (3) and (4) of regulation 40 shall, to the extent of international real estate sales and marketing partner, be read as 365 days instead.

(3) The international real estate sales and marketing partner will be paid commission in accordance with the sales strategy for the development project or scheme which shall not under any circumstances exceed 15% of the total sale price of the unit(s) or plot(s), as the case maybe.

(4) The disbursement of the commission and its structure shall be subject to negotiations. The terms of negotiations will be finalized by ED Commercial for approval of CEO on the recommendation of Director Sales & Customer Service.

(5) Where a real estate agent is an international sales and marketing partner, it will open up an office or have an existing office in Pakistan for carrying on business in the country.

(6) Notwithstanding anything contained in these regulations, the approval of the sales strategy shall not be a bar to negotiations with the international sales and marketing partner and any terms and conditions finalized with such partner with the approval of the CEO shall be deemed to have been incorporated into the sales strategy.

43. Exclusive Sales and Marketing Rights. – (1) Where the approved sales strategy requires the Authority to engage with real estate agents offering services available with a local or international large sales and marketing partners by giving exclusive sales and marketing rights for the entire development project or scheme, the L&PD Management Committee shall conduct a competitive bidding process. The competitive bidding process shall be conducted in accordance with these regulations notwithstanding anything contained in the Procurement Regulations 2022.

(2) The L&PD Management Committee through PR Department shall issue an advertisement containing the details of the development project or scheme, the terms and conditions on which sales and marketing rights will be given, the date of submission of bids, the bid opening date and other material information that is considered relevant in the market.

(3) The bidders will be given at least fourteen (14) days to respond with their bids in a sealed envelope or such other time as may be reasonable

(4) Bids shall be opened in the public at a date and time intimated in advance to all bidders.

(5) The bidder that offers the most advantageous bid shall be declared the successful bidder and shall be issued an acceptance letter. The Authority shall enter into a contract with the



successful bidder for awarding exclusive sales and marketing rights for the development project or scheme.

(6) Notwithstanding anything contained in these regulations, the L&PD Management Committee reserves the right to cancel the bidding at any stage before accepting the bid in accordance with sub-regulation (5) above.

(7) The successful bidder hired under this regulation may or may not be required to submit complete down payment in advance.

(8) Evaluation of bids may be done on the basis of least cost or quality and cost-based selection.

44. Property Leasing and Renting Agents. – (1) Where a development project or scheme requires the Authority to dispose of its immovable property on a lease or rental basis, a registered real estate agent shall be entitled to such commission on success basis and on such terms and conditions as maybe approved in the sales strategy for the development project or scheme; provided however that under no circumstances shall the commission exceed the limits specified hereunder:

- a) A minimum of 25% of one month's rent may be paid as commission to the registered real-estate agent(s) renting or leasing facilities offered by RUDA;
- b) A maximum of one month's rent may be paid as commission to the real-estate agent(s) renting or leasing facilities offered by RUDA.

45. Exclusions. – (1) Notwithstanding anything contained in these regulations, where:

- (a) any bulk sales partner, local large sales and marketing partner or international real estate partner (i) submits a Letter of Intent (LOI) for the allocation of an entire block/part there of a development project or scheme, and (ii) deposits partial or complete down payment for the same, the Commercial Department may reserve the said block in favour of the sales partner who made the down payment. Upon reservation of a block or part thereof, the same shall be allotted to the sales partner and blocked in the Authority's record for allocation to other sales partners. The block or part thereof allocated to a sales partner under this sub-regulation shall be excluded from the ballot conducted by the Authority for allocation of plot or unit numbers.

any local large sales and marketing partner or international real estate partner submits a Letter of Intent (LOI) for the allocation of equal to or more than 100 unit(s) or plot(s) of inventory across any category with specific unit or plot numbers in a development project or scheme, the down-payment required against all such unit(s) or plot(s) may, in the response letter issued by the Commercial Department through Director Sales & CS, be allowed to be paid in such installments as the Commercial Department deems fit keeping in mind the prevalent market conditions; provided that the total period for depositing the entire down-payment shall not exceed 120 days from the effective date of the agreement. Further, the Commercial Department may upon request in the LOI allocate numbered unit(s) or plot(s) which shall be excluded from the ballot. Subject to availability, the breakdown of the allocation may be determined by the Authority .



- (b) any bulk sales partner, local large sales and marketing partner or international real estate partner (i) submits a Letter of Intent (LOI) for the allocation of a minimum of 75 units or plots with specific unit or plot numbers in a development project or scheme, and (ii) deposits complete down-payment against the allocation sought, the Authority may allocate numbered unit(s) or plot(s) that shall be excluded from the ballot. Subject to availability, the breakdown of the allocation will be as provided in sub-clauses (i) – (iv) of sub-regulation (b) above.

(2) Where the provisions of sub-regulation (1) apply, any provision to the contrary contained in these regulations shall be read down accordingly.

46. Commission Structure for Commercial Units. – (1) Notwithstanding anything contained in these regulations, the Authority may, subject to the terms of the sales strategy, offer a different commission structure to its sales partners for unit(s) or plot(s) in its inventory that are of a commercial nature.

(2) Where the provisions of sub-section (1) above apply, the Authority shall adopt the following commission structure:

- a) 4% of the total sale price shall be payable as commission where the commercial unit(s) or plot(s) is less than or equal to PKR 15 million;
- b) 3% of the total sale price shall be payable as commission where the commercial unit(s) or plot(s) is between PKR 15 million and PKR 30 million;
- c) 2% of the total sale price shall be payable as commission where the commercial unit(s) or plot(s) is in excess of PKR 30 million.

(3) The disbursement of the commission shall be at the time of deposit of down payment with the Authority.

47. – Disposal of Inventory. – Subject to any agreement to the contrary between the Authority and the registered sales agent, for the purposes of determining whether the inventory allocated to a sales partner has been sold or disposed of, the Authority shall consider if the down-payment has been deposited with the Authority along with the end-user application forms and deposit of the first installment.

48. – Mode of Payment. – (1) Unless expressly permitted otherwise in the sales strategy, where these regulations require the deposit of down-payment in favor of the Authority, the same shall only be paid by a registered real estate agent or the end-user in the form of a demand-draft, pay-order or banker's cheque or any other payment method/instrument acceptable to the Authority.

(2) A sales partner will be permitted to aggregate payments from end-users and deposit them with the Authority either through a single demand draft, pay order or banker's cheque or through multiple demand draft(s), pay order(s) or banker's cheque(s) or any other payment method/instrument acceptable to the Authority.

49. – Negotiations on Commission. – Nothing in these regulations shall be read as preventing the Authority from negotiating a further discount on the commission fixed in the sales

strategy; provided that no negotiations will be permissible for the commission already fixed for individual sales partners and bulk sales partners under regulation 39 and 40 above.

50. – Adjustment of Inventory against Commission. – (1) The Commercial Department may adjust the commission certified to be due by the Internal Audit to a sales partner by making an in-kind adjustment through the allocation of additional inventory.

51. Reporting Obligations. – (1) All real estate agents will have a responsibility to furnish a sales report to the Authority when required by the Sales & Customer Service Directorate.

(2) The real estate agents shall provide when required by the Sales & Customer Directorate a clear breakdown of the number of unit(s) or plot(s) transferred or sold.

(3) To ensure the protection of the interests of end users, customers, and investors and to prevent instances of overselling and fraud, the Sales & Customer Service Directorate shall update the list of unit(s) or plot(s) transferred or sold by each real estate agent when deemed necessary.

Chapter VI – Miscellaneous

52. Special Dispensation. – (1) Notwithstanding anything contained in these regulations for the time being in force, the Board shall have the power to grant a special dispensation from any one or more provisions of this regulation.

(2) Where these regulations require anything to be done within a particular period, the CEO may extend the time for doing of any act or thing and no such act or thing shall be invalid or otherwise ineffective by reason only that it was not done within that period.

(3) Notwithstanding anything contained in any other regulations, the appointment and hiring of land valuers under these regulations shall not be governed by RUDA Procurement Regulations 2022. Instead, ED Commercial shall invite request-for-quotations from at least six (6) land valuers and shall appoint the lowest three valuers to conduct valuation for the purposes of these regulations.

(4) Notwithstanding anything contained in these regulations for the time being in force, the Authority may enter into any agreement for the lease of amenity plots that are:

- (a) identified in the master plan for mosques, graveyard, educational institutes, hospitals, community center etc.; and
- (b) that are not likely to attract competition from the market and/or are not suitable for disposal based on any of the methods given in the regulations,

to any interested person on such terms conditions as it may deem fit and reasonable; provided that the powers of the Authority under this regulation shall be exercised by the CEO on the recommendation of the L&PD Management Committee.

53. Rebates. – The real estate agents may be given rebate if permissible in the Auction Document or the Ballot Document, as the case may be, in accordance with the terms and conditions thereof.

54. Deductions. – (1) All payments whether in the form of a commission, rebate or otherwise are subject to any provincial and/or federal taxes imposed under the law from time to time including any levies imposed by the Authority.

(2) The payments due and payable to the international real estate sales agents and marketing agents shall be deposited in their local bank accounts situated in Pakistan and the repatriation of any such proceeds shall be subject to the laws of Pakistan including the State Bank of Pakistan.

(3) Subject to these regulations, any commission that becomes due and payable to an international real estate sales and marketing partner shall be converted into foreign currency on the same exchange rate that was notified by the State Bank of Pakistan as the buying rate for such foreign currency on the effective date of the agreement.

55. Discounts and balloon payment option – (1) In relation to each development project or scheme, the Authority may, subject to the limitations imposed by this regulation, grant discounts on the price of unit(s) transferred through any of the land disposal methods stated above.

(2) An upfront payment discount shall apply to residential and commercial units upon receipt of full payment of the unit price including down payment amount or within fifteen (15) days of the intimation letter after the down payment has been submitted in case of residential units and within thirty (30) days of the intimation letter in case of commercial units.

(3) The percentage of upfront payment discount shall be determined by the CEO on the recommendation of the Executive Director Commercial on a case-to-case basis or in the sales strategy and may be changed subsequent to publication of the sales strategy depending on market trends and conditions.

(4) Subject to the terms of the sales strategy, overseas Pakistanis who deposit funds may be eligible for an additional discount of up to ten percent (10%) on the total sale price.

(5) Customers making balloon payments shall be eligible for up to a five percent (5%) discount on the total amount of the instalments being paid together provided that the payments are made on or before the due date. This will not apply to installments that are overdue.

(7) Customers may make balloon payments more than once during the pendency of the payment period.

(8) The Sales & Customer Service Directorate may at any time discontinue or alter the terms & conditions of the discounts or balloon payment option under this regulation.

56. Refund. – Upon cancellation of inventory, the Authority shall refund a portion of the amount paid for the cancelled property in a manner as may be determined.

57. Reinstatement of cancelled inventory. – (1) The CEO shall have the power to reinstate any cancelled inventory.

(2) Such reinstatement shall be made on the recommendation of the ED, Commercial,



58. Terms and Conditions. – Any disposal of the Authority's immovable property under these regulations shall be governed by the terms and conditions of such disposal which shall be duly communicated to the public which may include terms governing the cancellation of inventory, refund of installments, forfeiture of installments, and the imposition of late-payment surcharge (LPS) on delayed payments.

59. Exemption from RUDA Procurement Regulations, 2022. - Notwithstanding anything contained in the RUDA Procurement Regulations, 2022, all services to be engaged by the Authority as per the terms of these regulations, including but not limited to valuers, consultants, advisors, and real estate agents, shall be engaged as per the terms of these regulations.

60. Authorized Signatory. – The CEO, or any employee of the Authority duly authorized by the CEO may sign any documents/agreements prepared as per the terms of these regulations.

61. Repeal and Savings. – (1) The RUDA Land Auction Regulations, 2022 and RUDA Inventory Sales Regulations, 2023 stand repealed.

(2) Notwithstanding the repeal of the RUDA Land Auction Regulations, 2022 and RUDA Inventory Sales Regulations, 2023, all auction proceedings conducted pursuant thereto including any action taken, rights created, or transferred shall be deemed to have been validly conducted and executed under these Regulations.

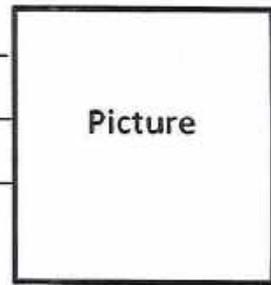




**DETAILS OF ALL OWNERS / PARTNERS/ DIRECTORS
 (USE COPY OF THIS PAGE IN CASE OF MORE THAN 3)**

A. ADDITIONAL OWNERS / PARTNERS/ DIRECTOR

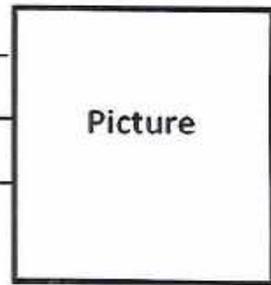
1. Name: _____ S/o: _____
2. Residential Address: _____
3. Designation: _____ Joining Date: _____
4. CNIC No: _____ NTN _____
5. Telephone (Res): _____ Mobile No: _____



Signature

B. ADDITIONAL OWNERS / PARTNERS/ DIRECTOR

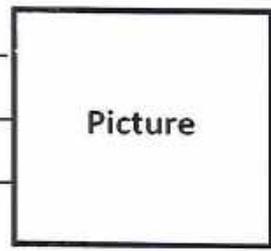
1. Name: _____ S/o: _____
2. Residential Address: _____
3. Designation: _____ Joining Date: _____
4. CNIC No: _____ NTN _____
5. Telephone (Res): _____ Mobile No: _____



Signature

C. ADDITIONAL OWNERS / PARTNERS/ DIRECTOR

1. Name: _____ S/o: _____
2. Residential Address: _____
3. Designation: _____ Joining Date: _____
4. CNIC No: _____ NTN _____
5. Telephone (Res): _____ Mobile No: _____



Signature





DOCUMENTS REQUIRED FOR REGISTRATION OF AGENTS

1. Application Form for Registration (Particulars of Applicant).
2. Valid Copy of FBR Registration Certificate as "DNFBP".
3. Valid Copy of FBR Active Filer Status Certificate.
4. Valid Copy of Excise and Taxation Registration Certificate.
5. Photocopies of CNIC for each Owner / Partner / Director.
6. 1x coloured photographs (1"x1") for each Owner / Partner / Director.
7. Bank Draft/ Pay Order for Registration Fee of an amount of Rs 100,000/-(Non Refundable) in Favor of "Ravi Urban Development Authority".
8. NTN certificate copy of Business Entity and for any of the Owner / Partner / Director.
9. Undertaking / Affidavit on stamp paper of Rs. 300- duly attested by Oath Commissioner (Specimen Attached).





RAVI URBAN DEVELOPMENT AUTHORITY
Housing Urban Development & Public Health Engineering Department
Government of the Punjab



UNDERTAKING

I, Mr. S/O
bearing CNIC No....., being Sole Proprietor /
 Lead Partner / CEO of.....resident of
 in possession
 of my full faculties and senses and of my free will and without any coercion or duress do
 hereby solemnly affirm and declared: -

- I will abide by the all rules and regulations issued by Federal/ Provincial Governments and RUDA.
- I will abide by the instructions / SOP given by RUDA Authorities.
- I will not work against the interest of RUDA.
- In case of any dispute / query arises against me, my Partners/ Directors or employees, Decision of the Executive Director Land Acquisition, RUDA as an arbitrator will be final and acceptable and me, my Partners/ Directors or employees shall not go to any court of law against the decision.
- RUDA has right to accept / reject / Cancel my application of Registration / Renewal without assigning me any reason at any time. I will not go to any court of law against the decision.
- I completely understand that Me, my Partners / Director and employees are not Government employees.
- I hereby declare and assure that Me, my Partners / Director are never been convicted, not involved in any fraudulent activity, defaulter, blacklisted by any Government Department / Attached Department / Agency / Autonomous body / Housing Society.
- In case of my, my Partners/ Directors or employee's involvement found in any fraudulent activity / financial corruption, registration should be cancelled forth with.
- I also understand that it is my responsibility to intimate change(s) in the provided details in Application Form, if any to RUDA, as and when occurs.

DEPONENT

VERIFICATION

Verified on oath at Lahore this _____ day _____ of _____ 20__ that the contents of this undertaking are true and correct to the best of my knowledge and belief and nothing has been concealed therein.

DEPONENT





SCHEDULE B

Eligibility Criteria for Registration as a Local Sales & Marketing Company

1. Mandatory Requirements:

1.1. Digital Marketing:

The company must possess demonstrable expertise in digital marketing, encompassing both lead generation and conversion optimization. Evidence may include:

- Managing digital marketing campaigns for similar clients.
- Measurable results demonstrating lead generation and conversion success.

1.2. Dedicated Sales & Customer Team:

The company must maintain a dedicated sales and customer team of at least five members based within the local jurisdiction. The team must possess the skills and experience necessary to effectively engage with potential and existing customers. Evidence may include:

- Resumes and qualifications of team members demonstrating relevant sales and customer service experience.
- Clear organizational structure defining roles and responsibilities within the team.

1.3. Sales & Marketing Office:

The company must maintain a physical office within the local jurisdiction dedicated to its sales and marketing activities. This office must be adequately equipped to support the team and its operations. Evidence may include:

- Photographs/ virtual tour/ in person visit by Sales & CS team of the office demonstrating its suitability for sales and marketing operations.
- Adequate infrastructure for team communication, collaboration, and client interaction.

2. Optional Requirements:

Fulfilling any or all of the following optional requirements may enhance a company's eligibility for a higher rebate percentage, as defined in the relevant regulations/policy.

2.1. Out of Home Advertising:

Managing and executing out-of-home advertising campaigns. Evidence may include:

- Partnerships with established out-of-home advertising providers.
- Profile of partner OOH advertiser

2.2. Broadcast Media/Electronic Media:

Ability to manage broadcast media or electronic media campaigns. Evidence may include:

- Portfolio of broadcast media or electronic media productions.
- Partnerships with media outlets or production companies.

2.3. Print Media:

Expertise in managing print media campaigns, including newspapers, magazines, and other publications. Evidence may include:

- Proven track record of successful print media campaigns.
- Relationships with established print media outlets.

2.4. Event/Road Shows Management:





Demonstrated ability to plan, organize, and execute successful events and road shows. Evidence may include:

- References showcasing successful event management projects.

3. Compliance:

Registered companies must maintain compliance with all eligibility requirements throughout their registration period. Failure to comply may result in the revocation of registration.

4. Additional Note:

These eligibility criteria may be subject to change, as deemed necessary, based on evolving industry trends and government regulations.

Eligibility Criteria for Registration as an International Sales & Marketing Company

1. Mandatory Requirements

1.1. Digital Marketing:

The partner must possess demonstrable expertise in digital marketing, encompassing both lead generation and conversion optimization. Evidence may include:

- Managing digital marketing campaigns for similar clients.
- Measurable results demonstrating lead generation and conversion success.

1.2. Dedicated Sales & Customer Team:

The partner must maintain a dedicated sales and customer team of at least five members based within the local jurisdiction. The team must possess the skills and experience necessary to effectively engage with potential and existing customers. Evidence may include:

- Resumes and qualifications of team members demonstrating relevant sales and customer service experience.
- Clear organizational structure defining roles and responsibilities within the team.

1.3. Sales & Marketing Office:

The partner must maintain a physical office within the local jurisdiction dedicated to its sales and marketing activities. This office must be adequately equipped to support the team and its operations. Evidence may include:

- Photographs/ virtual tour/ in person visit by Sales & CS team of the office demonstrating its suitability for sales and marketing operations.
- Adequate infrastructure for team communication, collaboration, and client interaction.

1.4. Event/Road Shows Management:

Demonstrated ability to plan, organize, and execute successful events and road shows. Evidence may include:

- References showcasing successful event management projects.

2. Optional Requirements:

Fulfilling any or all of the following optional requirements may enhance a partner's eligibility for a higher rebate percentage, as defined in the relevant regulations/policy.





2.1. Out of Home Advertising:

Managing and executing out-of-home advertising campaigns. Evidence may include:

- a) Partnerships with established out-of-home advertising providers.
- b) Profile of partner OOH advertiser

2.2. Broadcast Media/Electronic Media:

Ability to manage broadcast media or electronic media campaigns. Evidence may include:

- a) Portfolio of broadcast media or electronic media productions.
- b) Partnerships with media outlets or production companies.

2.3. Print Media:

Expertise in managing print media campaigns, including newspapers, magazines, and other publications. Evidence may include:

- a) Proven track record of successful print media campaigns.
- b) Relationships with established print media outlets.

3. Eligibility:

3.1. Foreign Company Operating in Pakistan

It must be registered as a foreign company having a branch or liaison office in Pakistan. In case of non-registration, special exemption should be obtained from CEO.

3.2. Trade/Business License:

The partner must possess the required approvals and certification as per the governing laws for the region/country they are operating in.

- ISMPs must hold a valid trade license/business license issued by the relevant authorities.

3.3. RERA Certification applicable for UAE:

- ISMFs must be registered and certified by the Emirate's Real Estate Regulatory Authority (RERA).
- RERA certification ensures that the SMF adheres to the regulatory framework and adheres to ethical business practices.

3.4. Mainland Office and License:

The company must maintain a physical office within the international jurisdiction dedicated to its sales and marketing activities in the region/country they are operating in.

- ISMFs must have a physical office in the mainland, not in a free zone, virtual office, or shared office.

3.5. Valid VAT Certificate

- ISMFs must possess a valid Value-Added Tax (VAT) certificate, or by whatever name called in that jurisdiction, issued by the relevant tax authorities of the region/country they are operating in.
- This certificate confirms the company's compliance with VAT regulations and its ability to invoice and collect VAT on real estate transactions.

5. Compliance:





RAVI URBAN DEVELOPMENT AUTHORITY
Housing Urban Development & Public Health Engineering Department
Government of the Punjab



Registered partners must maintain compliance with all eligibility requirements throughout their registration period. Failure to comply may result in the revocation of registration.

6. Additional Note:

These eligibility criteria may be subject to change, as deemed necessary, based on evolving industry trends and government regulations.

The exchange rate on the day of the transaction would be considered for all payments.

(Imran Amin)

Chief Executive Officer
Ravi Urban Development Authority

