

September 25, 2020

**ANNOUNCEMENT**  
**Shortlisting of Advertising Agencies for Print, Electronic and Digital Media**

Tender No. BOK/Proc/Corporate Communication/30/July/202 was floated on 18 July, 2020 Shortlisting of Advertising Agencies for Print, Electronic and Digital Media. Bids were opened on 6 August, 2020 and following bidders participated:

1. Interlink Advertising Pvt Ltd
2. Channel 7 Communications Pvt Ltd
3. Message Communications
4. Adage Communications Pvt Ltd
5. Creative Junction Pvt Ltd
6. Maxim Advertising Co., Pvt Ltd
7. Oktopus 360 Media
8. M&C Saatchi World Services Pakistan Pvt LTD
9. Revolution Media Pvt
10. Blimp Digital Marketing & PR
11. Admax Pvt Ltd

Following bidders did not meet mandatory requirements of the bid document therefore their bids were non responsive.

1. M/s. Admax Pvt Ltd
2. M&C Saatchi World Services Pakistan Pvt Ltd
3. Maxim Advertising Co., Pvt Ltd
4. Adage Communications Pvt Ltd
5. Oktopus 360 Media

Following bidders met mandatory requirements of the bid document. Evaluation for Technical/ demo/presentation was carried out, result as follows.

Vendor	Part A	Part B	Qualify/Non Responsive
Interlink Advertising Pvt Ltd	Obtained mandatory marks	Obtained mandatory marks	Qualified
Channel 7 Communications Pvt Ltd	Obtained mandatory marks	Obtained mandatory marks	Qualified
Message Communications	Obtained mandatory marks	Obtained mandatory marks	Qualified
Revolution Media Pvt	Did not obtain mandatory marks	Did not obtain mandatory marks	Non Responsive
Blimp Digital Marketing & PR	Did not obtain mandatory marks	Did not obtain mandatory marks	Non Responsive
Creative Junction Pvt Ltd	Did not obtain mandatory marks	Did not obtain mandatory marks	Non Responsive

Following Bidders qualified mandatory requirements and gave well defined demo/presentation to Management of the Bank, and selected.

1. Interlink Advertising Pvt Ltd
2. Channel 7 Communications Pvt Ltd
3. Message Communications

