

October 26, 2023

## **ANNOUNCEMENT**

### **Shortlisting of Advertising Agencies for Print, Electronic and Digital Media under KPPRA rules for Non consulting Services under framework contract for three years single stage two envelope**

Tender No. BOK/Proc/CCBD/18/2023 was floated 28 May 2023, Shortlisting of Advertising Agencies for Print, Electronic and Digital Media under KPPRA rules for Non consulting Services under framework contract for three years single stage two envelope. Bid opening was held on 13 June 2023.

Following bidders participated:

1. M/s. Orient Communications Pvt Ltd.,
2. M/s. Smart Ways Communications Pvt Ltd.,
3. M/s. Time & Space Media Pvt Ltd.
4. M/s. Interlink Advertising Pvt Ltd.,
5. M/s. Channel 7 Communications Pvt Ltd
6. M/s. Maxim Advertising Co., Pvt Ltd.,
7. M/s. ABC Advertising Business Consultants Pvt Ltd.
8. M/s. Creative Junction Pvt Ltd.,
9. M/s. Fast Track Communications Pvt Ltd.
10. M/s. Oktopus

Following bidder did not met eligibility criteria of the tender.

1. M/s. ABC Advertising Business Consultants Pvt Ltd.
2. M/s. Creative Junction Pvt Ltd.,
3. M/s. Fast Track Communications Pvt Ltd.
4. M/s. Oktopus

Above Bidder met eligibility criteria for the knockout round. Following is a summary of technical evaluation.

1. M/s. Orient Communications Pvt Ltd.,
2. M/s. Smart Ways Communications Pvt Ltd.,
3. M/s. Time & Space Media Pvt Ltd.
4. M/s. Interlink Advertising Pvt Ltd.,
5. M/s. Channel 7 Communications Pvt Ltd
6. M/s. Maxim Advertising Co., Pvt Ltd.,

Summary of Technical evaluation:

Ranking	Advertising Agency	Total Marks	Marks Obtain	Remarks
1	Interlink Advertising Pvt Ltd	100	92	Shortlisted for Print, Electronic & Digital
2	Orient Communications Pvt Ltd	100	89	Shortlisted for Print, Electronic & Digital
3	Channel 7 Communications Pvt Ltd	100	78	Shortlisted for Print & Electronic Media
4	Time & Space Media Pvt Ltd	100	70	Shortlisted for Electronic Media
5	Smart Ways Communications	100	66	Not Shortlisted
6	Maxim Advertising Pvt Ltd	100	61	Not Shortlisted
<b>Note: Minimum Marks required for Qualification are 70</b>				

Following Advertising Agencies were selected for Print, Electronic and Digital Media under KPPRA rules for Non consulting Services under framework contract for three years single stage two envelope, according to laid down criteria of the tender.

Ranking	Advertising Agency	Shortlisted for:
1	Interlink Advertising Pvt Ltd	Print, Electronic & Digital Media
2	Orient Communications Pvt Ltd	Print, Electronic & Digital Media
3	Channel 7 Communications Pvt Ltd	Print & Electronic Media
4	Time & Space Media Pvt Ltd	Electronic Media