

## Pre-Qualification Report of Technical Evaluation Committee

Sub:-RfQ-cum-RfP towards selection of a new Creative Agency for NITI.

With reference to Communication Cell's eTender Reference No.13/10/2010-CMU dated 20/07/2020, the TEC convened its first meeting for Pre-Qualification of the bids on 18/08/2020 at 03:00 PM in Committee Room No.122, NITI Bhawan, New Delhi-110001.

2. The technical bids of all the twenty three (23) participating bidders were evaluated on the the (i) Minimum Eligibility Criterion specified in Clause 2.6.4 of the "Instructions to Applicants" and (ii) Annexure 3B: Self-Certification of Minimum Eligibility" of the RfQ-cum-RfP document. Upon scrutiny of all the technical bids, the Committee has found 21 out of the 23 bids responsive and 02 bids non-responsive. The lists of the responsive and non-responsive bids are as under:-

Sl.No.	Name of the Bidding Firm
1	M/s Avian Media Private Limited
2	M/s Creative Inc. (A Unit of Chavi Advertising Services Pvt. Ltd.)
3	M/s Dentsu Aegis Network Marketing Solutions Private Limited
4	M/s Dot Communications
5	M/s E Factor Entertainment Private Limited
6	M/s Garuda Advertising Pvt. Ltd.
7	M/s Hakuhodo.Sync Private Limited
8	M/s Infinity Advertising Services Private Limited
9	M/s McCann Erickson India Pvt. Ltd.
10	M/s Multiversity Private Limited
11	M/s Pactic Media Concepts (OPC) Pvt. Ltd.
12	M/s Pamm Advertising & Marketing
13	M/s Quantum Communications
14	M/s Sequence Communications Pvt. Ltd.
15	M/s Signet Media Service Pvt. Ltd.
16	M/s TCP Advertising Private Limited
17	M/s Thinkstr Consultancy Pvt. Ltd.
18	M/s MSL (A Division of TLG India Pvt. Ltd.
19	M/s Ventures Advertising Pvt. Ltd.
20	M/s Vermmillion Communication Pvt. Ltd.
21	M/s Yaap Digital Pvt. Ltd.

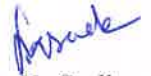
Sl.No.	Name of the Bidding Firm	Deficiency/Deficiencies Observed
1	M/s Mobikasa Private Limited	Details of only 4 Team Members provided in Form 3J against the minimum requirement of at least 5 employees/artists, as specified in Clause 2.6.4.
2	M/s Unspun Strategic Advisory Services Pvt. Ltd.	Form 3B:Self-Certification of Minimum Eligibility Not certified Details of only 1 Member provided in Form 3J against the minimum requirement of at least 5 employees/artists, as specified in Clause 2.6.4.

The Committee has further remarked that the qualified bidders may be invited for creative presentations for further evaluation of the technical proposals. It has been desired by the committee to conduct the creative presentations in two batches. The availability of the Committee was ascertained and the following time two slots have been finalized by the committee:-

- a. **25/08/2020 (Tuesday) from 11:00 AM-01:00 PM**
- b. **26/08/2020 (Wednesday) from 03:00 PM-05:30 PM**

4. Accordingly, it is proposed to invite **the first ten qualified bidders, as per table 1, for presentations through Video Conferencing on 25/08/2020 and the next 11 qualified bidders on 26/08/2020**, in the specified time slots. The maximum time to be given to each bidder for presentation, as indicated by the Committee during the meeting, will be **10 minutes**.

5. The link to participate for presentation though video conference will be sent on official mail of bidding firms mentioned in table-1



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Dated:- 20.08.2020