

# **EVALUATION REPORT**

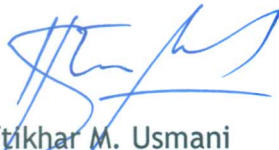
## **(As Per Rule 35 of PP Rules, 2004)**

1. Name of Procuring Agency: Pakistan International Airlines Company Limited (PIACL)
2. Method of Procurement: Single Stage Two Envelope
3. Title of Procurement: Hiring of Social Media Agency for PIA Social Media Management
4. Tender Inquiry No: REF: GM CM/ Social Media/02/21
5. PPRA Ref. No. (TSE): TS464546E
6. Date & Time of Bid Closing: 01-12-2021 (1030 Hrs)
7. Date & Time of Bid Opening: 01-12-2021 (1100 Hrs)
8. No of Bids Received: 07
9. Criteria for Bid Evaluation: As per given in bidding documents
10. Details of Bid(s) Evaluation: As given below

Name of Bidder	Marks		Evaluated Cost PKR (Annual)	Rule/Regulation/SBD*/Policy/ Basis for Rejection / Acceptance as per Rule 35 of PP Rules, 2004.
	Technical (if applicable)	Financial (if applicable)		
Brainchild Communications Pakistan (Pvt.) Ltd.	89.4	-	---	Disqualified due to not meeting evaluation Criteria
Orient Communications (Pvt.) Ltd. (Orient McCann)	95.4	-	55,680,000	<b>Qualified</b>
Mind Map Communications (Pvt.) Ltd.	90.6	-	8,911,584	<b>Qualified</b>
Beyond the Horizon (Pvt.) Ltd	90.4	-	7,976,160	<b>Qualified</b>
Synite Digital (Pvt.) Ltd.	88.6	-	---	Disqualified due to not meeting evaluation Criteria
Inter Flow Communications (Pvt.) Ltd	82.4	-	---	Disqualified due to not meeting evaluation Criteria
Orbit Advertising	92.1	-	9,024,000	<b>Qualified</b>

**Lowest Evaluated Bidder: M/s Beyond the Horizon (Pvt.) Ltd**

11. Any other additional / supporting information, the procuring agency may like to share.



Iftikhar M. Usmani  
GM Contract Management (SCM)

**IFTIKHAR M. USMANI**  
GENERAL MANAGER  
CONTRACT MANAGEMENT  
SUPPLY CHAIN MANAGEMENT  
PAKISTAN INTERNATIONAL AIRLINES

\*Standard Bidding Documents (SBD).