



Government of Pakistan  
**Pakistan Telecommunication Authority**  
**Headquarters F-5/1, Islamabad**  
<http://www.pta.gov.pk>

**Appointment of Advertising Agencies**  
**Final Evaluation Report**  
**(As Per Rule 35 of PP Rules, 2004)**

F. No. PTA/Coord/Public Relations/Advertisement Agencies/398/2019

1. Name of Procuring Agency: Pakistan Telecommunication Authority
2. Method of Procurement: Expression of Interest (Advertisement Policy 2021)
3. Title of Procurement: Appointment of Advertising Agencies
4. Tender Inquiry No.: Published in Print media, PTA and PPRA website.
5. PPRA Ref. No. (TSE): TS468410E
6. Date & Time of Bid Closing: 13<sup>th</sup> January, 2022 at 11:00 AM
7. Date & Time of Bid Opening: 13<sup>th</sup> January, 2022 at 11:30 AM
8. No. of Bids Received: Fourteen (14)
9. Criteria for Bid Evaluation: Guidelines & Procedures, Advertisement Policy 2021
10. Details of Bid(s) Evaluation: Score based eligibility criteria

Sr. No.	Name of Advertising Agencies	Score obtained (out of 100)	Rule/Regulation/SBD*/Policy/Basis for Rejection/Acceptance as per Rule 35 of PP Rules, 2004
1	Creative Junction (Pvt.) Ltd.	74	1 <sup>st</sup> Qualified Agency
2	Midas Communications Pakistan (Pvt.) Ltd.	72	2 <sup>nd</sup> Qualified Agency
3	MarCom (Pvt.) Ltd	70	3 <sup>rd</sup> Qualified Agency
4	Interflow Communications (Pvt.) Ltd.	60	Not Qualified
5	Enhancerz Communications (Pvt. Ltd.	55	Not Qualified
6	Time & Space Media (Pvt.) Ltd.	53	Not Qualified
7	Orient Communications (Pvt.) Ltd	52	Not Qualified
8	Smart Ways Communications (Pvt.) Ltd.	48	Not Qualified
9	Prespective Media	38	Not Qualified

10	Maxim Advertising Company (Pvt.) Ltd.	30	Not Qualified
11	Adage Communications (Pvt.) Ltd.		(Not Qualified) Non Active on account of sale tax as on 13 <sup>th</sup> January, 2022
12	Brainchild Communications Pakistan (Pvt.) Ltd.		(Not Qualified) Not registered for sale tax as on 13 <sup>th</sup> January, 2022
13	Oak Media (Pvt.) Ltd.		(Not Qualified) Non Active on account of sale tax as on 13 <sup>th</sup> January, 2022
14	TNI Communication		(Not Qualified) Non Active on account of sale tax as on 13 <sup>th</sup> January, 2022

Most Advantageous Bidders: As per result three advertising Agencies **(1) Creative Junction (Pvt.) Ltd, (2) Midas Communications Pakistan (Pvt.) Ltd and (3) MarCom (Pvt.) Ltd** have been selected by the PTA for Appointment of Advertising Agencies.

Signature: -----

**KHURRAM A. MEHRAN**  
Director (Public Relations)  
Pakistan Telecommunication Authority  
Headquarters, F-5/1, Islamabad.

Official Stamp: -----

**\*Standard Bidding Document**