

Evaluation Report

1. Name of Procuring Agency: **National Institute of Banking & Finance**
2. Method of Procurement: **Open Competitive Bidding (Least Cost method)**
3. Title of Procurement: **Marketing Consultancy for Creating brand visual identity for NIBAF Pakistan (new entity after merger of NIBAF and IBP)**
4. Tender No: **RFP No. NIBAF /PPRA/ Marketing Consultancy / 0000131/24**
5. PPRA Receipt No : **TS532046E**
6. Date & Time of closing of Bid: **26 Feb, 2024, 11:00 am**
7. Date & Time of opening of Bid: **26 Feb, 2024, 11:30 am**
8. No of Bids Received: **6**
9. Criteria for Bid Evaluation : **Most advantageous bid**
10. Detailed Results of Bid Evaluation
11. Any other supporting information (Basis of evaluation: Least Cost Method with minimum technical proposal score of 80.)

A-Eligibility Criteria							
Sr. No. #	Description	M/S Web Workflow	M/S Manhattan Communication	M/S Eikon 7	M/S Synite Digital	M/S Pro Tribes	M/S Mind Map Communications
a)	At least 3 years' satisfactory experience (Completed tenders/Work Orders);	Non-Responsive	Responsive	Responsive	Responsive	Responsive	Responsive
b)	Minimum average turnover of Rs. 5 Million in last 3 years.	Non-Responsive	Responsive	Responsive	Responsive	Responsive	Responsive
c)	Valid national tax number issued by FBR.	Responsive	Responsive	Responsive	Responsive	Responsive	Responsive
d)	Valid sales tax registration.	Responsive	Responsive	Responsive	Responsive	Responsive	Responsive
B-Technical Proposals							
a)	General Portfolio	0	15	20	18	20	16
b)	Qualification and experience of Key Expert (s)	0	16	16	20	20	20
c)	Sample Communication Strategy	0	10	10	0	10	10
d)	Sample Marketing Collaterals	0	20	20	0	20	20
e)	Sample Website Design	0	10	10	0	10	0
f)	Sample Social Media Marketing Content	0	20	20	0	5	20
Total		0	91	96	38	85	86
C-Financial Proposal							
	Evaluated Price	8,000,000	Not Submitted	2,828,563	4,435,000	1,201,750	1,249,300

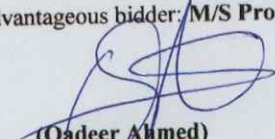
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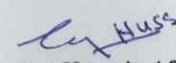
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27 Feb

From pre-page

Most advantageous bidder: M/S Pro Tribes.


(Qadeer Ahmed)
Member


(Ghulam Hussain Afridi)
Member


(Mahjabeen Farooqi)
Member


(Khawlah Usman)
Chairperson