

# EVALUATION REPORT

(As Per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency: PAKISTAN TOURISM DEVELOPMENT CORPORATION
2. Method of Procurement: TWO STAGE TWO ENVELOPE BIDDING PROCEDURE UNDER  
RULE 36(C)
3. Title of Procurement: HIRING OF FIRMS FOR DEVELOPMENT OF BRAND PAKISTAN
4. Tender Inquiry No.: PTDC/NTCB/WG/2019
5. PPRA Ref. No. (TSE): TS405175E
6. Date & Time of Bid Closing: 28<sup>TH</sup> NOVEMBER 2019 AT 1200 HRS
7. Date & Time of Bid Opening: 28<sup>TH</sup> NOVEMBER 2019 AT 1230 HRS
8. No of Bids Received: 08
9. Criteria for Bid Evaluation: ENCLOSED AT ANNEX-I
10. Details of Bid(s) Evaluation: ENCLOSED AT ANNEX-II

Name of Bidder	Marks		Evaluated Cost	Rule/Regulation/SBD*/ Policy/ Basis for Rejection / Acceptance as per Rule 35 of PP Rules, 2004.
	Technical (if applicable)	Financial (if applicable)		
M/S The DHamidi Partnership (Pvt.) Ltd.	89.71/100	-	13,560,000	Accepted for procuring highest marks in technical evaluation
M/S M&C Saatchi World Services Pakistan Pvt. Ltd.	71.85/100	-	8,682,000	Procured 2 <sup>nd</sup> Highest marks in technical evaluation
M/S Interflow Communications (Pvt) Ltd.	60.85/100	-	-	Rejected for not being qualified in technical evaluation
M/S Adetude Pvt. Limited	47.85/100	-	-	Rejected for not being qualified in technical evaluation
M/S Message Communications,	-	-	-	Rejected for not being qualified in technical evaluation
M/S Black Box Sounds	-	-	-	Rejected for not being qualified in technical evaluation
M/S Badar Expo Solutions, Karachi	-	-	-	Rejected for not being qualified in technical evaluation
M/S Dev Studio, Lahore	-	-	-	Rejected for not being qualified in technical evaluation

Lowest Evaluated Bidder: M/S The DHamidi Partnership (Pvt.) Ltd.

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

Signature: 

**MALIK BABUR JAVED**  
Manager P&P

Official Stamp: ..... **P.T.D.C. Head Office**  
**Flashman's Hotel, Rawalpindi**