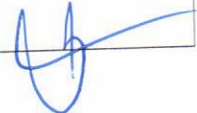


## Evaluation Report

1	Name of Procuring Agency	Benazir Income Support Programme (BISP)
2	Method of Procurement	Pre-Qualification
3	Title of Procurement	Pre-Qualification of Media/Advertising Agency
4	Tender Inquiry No	No. 1(1)/9/EOI/Media/BISP/2009
5	Date & Time for submission of pre-qualification documents	January, 18,2018 at 1400 hours
6	Date & Time for Opening of pre-qualification document	January, 18, 2018 at 1430 hours
7	No of Pre-Qualification Applications Received	25 (twenty five)
8	Criteria for Bid Evaluation	<p>i. Documentary evidence of the Applicant's qualifications incorporated in the Country</p> <p>ii. Documentary evidence for Registration with Income Tax department and on Active Taxpayer List (ATL)</p> <p>iii. Documentary evidence for Registration with Sales Tax department and on Active Taxpayer List</p> <p>iv. Experience of working with Social sector Communications/ advertising</p> <p>v. Has accreditation/registration with following respective Authorities/ Bodies/Agencies:-</p> <p><b>Print:</b></p> <ul style="list-style-type: none"> <li>• Press Information Department</li> <li>• All Pakistan Newspaper Association (APNS)</li> </ul> <p><b>Electronics:</b></p> <ul style="list-style-type: none"> <li>• Press Information Department</li> <li>• Pakistan Broadcasters Association (PBA)</li> </ul> <p>vi- Suspension by any of the Authority on ground of non-payment of dues (Documentary evidence)</p> <p>vii- Management Structure/ Organogram &amp; Systems of the firm with relevant information about Board/ Directors</p> <p>viii- Experience with reference to designing, producing, marketing and delivering similar services during the last One (01) Year</p> <p>ix- Detail of the Technical Personnel/ Qualifications and Expertise</p> <p>x- In house TV/Film Production facility with all relevant necessary details such as equipment, machines, infrastructure facilities, technical staff</p>



xi- Copy of Audited Financial Statements of past three Fiscal Years and statement of Financial standing with necessary bank certificate

xii- Submission of record to demonstrate financial resources to meet the minimum Liquidity for Print Rs. 10. Million and for Electronic Rs. 30. Million

xiii- Present Registration status of Firm/ company/ agency

xiv- Affidavit on judicial stamp paper of Rs. 100/- that bidder is not blacklisted by any public sector organization

xv- Nationwide presence with name, address, phone, fax and e-mail address along with postal and telegraphic address for the head office, branch office and contact personnel

xvi- Information on firm/company/agency's current commitments on all contracts that have been awarded, or for which a letter of intent or acceptance has been received, or for contracts approaching completion, but for which an unqualified, full completion certificate has yet to be issued

xvii- Documents provided for successfully completed the contracts over Rs. 1,000,000 during since last one year

xviii- Designed, produced, marketed and campaigned advertisements of following nature;

**Print:-**

- Advertisement for Social sector, Government department

- Campaigning on Women's issue Children's right , rights concepts

**Electronics:-**

- Advertisement for Social sector, Government department

- Campaigning on Women's issue Children's right , rights concepts

xix- List of Cliental with their addresses Details of focal person(s), Phone and fax numbers, emails alongwith copies of Major Contracts to which similar services were delivered in last one year

xx- Following Financial Information:-

Average Annual Turn Over for the last 3 years:

Year	Total Sales (Rs.)
VAT No./Tax I.D:	
Bank Name:	
Swift/BIC Address:	
Bank Address:	
Bank Account Number:	
Account Name:	

9	Details of Applications Evaluated	25 (Twenty Five )
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**Following firms declared non-responsive due to non-submission of documents as per eligibility criteria even in response to BISP letter for clarification dated 08-02-2018 :-**

S. No	Firm Name
1	M/s Midas Communications
2	M/s Adgroup (Pvt) Ltd
3	M/s Graymatter
4	M/s Creative Junction (Pvt) Ltd
5	M/s Vini Vici
6	M/s Connect Marketing Communication (Pvt) Ltd
7	M/s Paragon International (Pvt)
8	M/s Communication Spot (Pvt) Ltd
9	M/s Difference (Pvt) Ltd
10	M/s Midas (Pvt) Ltd
11	M/s Evernew Concepts (Pvt) Ltd
12	M/s X20 (Pvt) Ltd
13	M/s Ad World (Pvt) Ltd

**Firms short-listed for detailed presentation:**

S. No	Firm Name
1	M/s Ad on Edge (Pvt) Ltd
2	M/s Manhattan Communication
3	M/s CMC Corporate & Marketing Communications (Pvt) Ltd
4	M/s TNI Communication
5	M/s M. Com (Pvt) Ltd
6	M/s Adreach Advertising
7	M/s Oktopus Media Group
8	M/s Adetude (Pvt) Ltd
9	M/s Time & Space Media (Pvt) Ltd
10	M/s Orient Communications (Pvt) Ltd
11	M/s KENAD (Pvt) Ltd
12	M/s Message Communication

**Firms Prequalified:**

S. No	Firm Name
<b>For Print &amp; Electronic Media (Both)</b>	
1	M/s Manhattan Communication
2	M/s Oktopus Media Group
<b>For Print Media only</b>	
1	M/s M. Com (Pvt) Ltd
2	M/s Adreach Advertising
<b>For Electronic Media only</b>	
1	M/s TNI Communication