

EVALUATION REPORT

(As Per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency: Pakistan Software Export Board
2. Method of Procurement: Two-stage two envelopes, Quality and Cost
3. Title of Procurement: Hiring of Social Media Management Company
4. Tender Inquiry No.: A (01)/PSEB/2022-08:
5. PPRA Ref. No. (TSE): TS-470618-E
6. Date & Time of Bid Closing: Thursday, February 10, 2022.
7. Date & Time of Bid Opening: Thursday, February 10, 2022.
8. No of Bids Received: Fourteen (14) bids were received First stage, 5 Qualified for the second stage, 3 qualified for the financial opening.
9. Criteria for Bid Evaluation: Technical Evaluation: 70 out of 100 for the financial bid opening. Financial Evaluation: The evaluation of financial bids will be calculated as follows:
 - The weightage of the financial proposal is 30% of the total score.
 - The financial weightage will be calculated by the formula given below:
= (lowest bid/bid offered) *30

10. Details of Bid(s) Evaluation:

Name of Bidder	Marks		Aggregate Total	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 Proceed Sybird	55.3	30	63.91	6,237,600	Disqualified
M&C Saatchi	58.1	5.81	85.3	32,205,000	Disqualified
Marcom Pvt Ltd	46.9	-			Technically Disqualified

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Manager Administration & HR
Pakistan Software Export Board (G) Ltd
Ministry of Information Technology
IT & Telecommunication Division
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CMC	-	-			Technically Disqualified
Synite Digital	59.5	26.15	85.65	7,155,680	Qualified

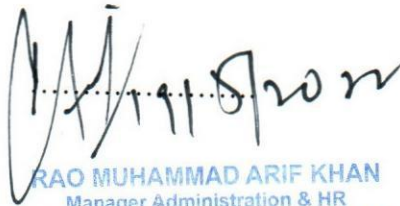
Achieving 70 %marks out of 100 is mandatory to qualify for the financial bid opening. The aggregate points of each company's financial and technical evaluation will be calculated. The contract will be awarded to the company that secures the maximum points. (is selected for the award of the contract)

Most Advantages Bidder:

M/S SYNITE DIGITAL

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

Signature:



RAO MUHAMMAD ARIF KHAN
 Manager Administration & HR
 Pakistan Software Export Board (G) Ltd
 Ministry of Information Technology
 IT & Telecom Division
 Government of Pakistan
Islamabad

Official Stamp:

**Standard Bidding Documents (SBD).*