

# EVALUATION REPORT

<b>TENDER NUMBER:</b>	MR/11389-KA		
<b>TENDER DATE:</b>	04.05.2017		
<b>TENDER TITLE &amp; SCOPE OF WORK:</b>	Early Brand & Brand Health Study		
<b>BIDDING PROCEDURE:</b>	Single Stage - Two Envelope		
<b>NO. OF BIDS RECEIVED FROM PRE-QUALIFIED PARTIES</b>	04		
<b>TENDER OPENING DATE (TECHNICAL):</b>	15.05.2017		
<b>TENDER OPENING DATE (COMMERCIAL):</b>	01.06.2017		
<b>DETAILS OF BID EVALUATION:</b>			
<b>BIDDERS</b>	<b>QUALIFICATION STATUS</b>	<b>EVALUATED VALUE OF BID</b>	<b>BASIS FOR BID ACCEPTANCE / REJECTION</b>
M/s AC Nielsen Pakistan	Q	4,644,300/-	Conforms to bid evaluation criteria.
M/s ASB Associates	Q	4,684,980/-	Conforms to bid evaluation criteria.
M/s MRB Pakistan	NQ	-	Donot Conform to bid evaluation criteria.
M/s Four Corners	NQ	-	Donot Conform to bid evaluation criteria.
<b>LOWEST EVALUATED BIDDER.</b>			
M/s AC Nielsen Pakistan			

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