

FINAL EVALUATION REPORT

(As Per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency: M/S Pakistan Software Export Board (PSEB)
2. Method of Procurement: Pre-Qualification
3. Title of Procurement: Print and Digital Advertising Agency
4. Tender Inquiry No.: A (01)/PSEB/2024-23
5. PPRA Ref. No. (TSE): TS-538211E
6. Date & Time of Bid Closing: 29th May, 2024 at 03:00pm
7. Date & Time of Bid Opening: 29th May, 2024 at 03:30pm
8. No of Bids Received: 14
9. Criteria for Bid Evaluation: Technical qualification 70% marks. Firms securing this evaluation score or more will be considered technically responsive and subsequently shortlisted, top three agencies will be qualified.
10. Details of Bid(s) Evaluation:

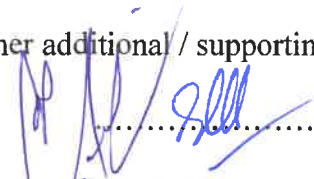
Name of Bidder	Marks		Evaluated Cost	Rule/Regulation/SBD*/Policy/ Basis for Rejection / Acceptance as per Rule 35 of PP Rules, 2004.
	Technical (if applicable)	Financial (if applicable)		
M/S M&C Saatchi World Services Pakistan (Pvt.) Ltd	92			
M/S Synergy Advertising (Pvt.) Ltd.	89			
M/S Adage Communication (Pvt.) Ltd	84			

Most Advantageous Bidder:

- M/S M&C Saatchi World Services Pakistan (Pvt.) Ltd
- M/S Synergy Advertising (Pvt.) Ltd.
- M/S Adage Communication (Pvt.) Ltd

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

Signature:


Rao Muhammad Arif Khan
Manager Administration
Pakistan Software Export Board (G) Limited
Ministry of Information Technology &
Telecommunication Government of Pakistan


**Standard Bidding Documents (SBD).*

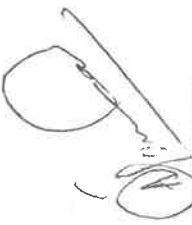
Sr. No	Attributes	Maximum Score	Distribution	Score Allocation	Synergy Advertising		Mocomun/ Private LTD		Connect Marketing Communication		Creative Junction		Channel 7 Communication PVT LTD		Vibrant Communication SMC		Fast Track Communication		M&C Saatchi World Services		Reason Digital		URS Digital		Starcross at Prohibe		
					Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained	Yes	Score Obtained
A	i) PID Registration				yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
	ii) Income and sales tax certificate				yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
	iii) Audit Report				yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
B	1 Firm Bidder Profile (company)	10	01 mark per year. Max. 5	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
	2 Financial Position (Last Year audited report is a must for turnover points)	10	Annual turnover >30 million	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
		8	Annual turnover >20 million	8	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
		6	Annual turnover >10 million	6	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
	3 Relevant experience of the firm in similar projects	10	Successfully Completed Advertising Projects Min. 5 Projects (1 Project = 1 Marks)	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
	4 Qualification and Competence of the Project team members-Full Time/Part-time (One member of the team as per the Annex 1 Format)	20	Relevant Work Experience of the employees related to print media (One project=1.0 marks) Relevant work experience of Producer (One project=1.0 marks) Relevant work experience of Graphic Designers (One project=1.0 marks) Relevant experience of content writers (One project=1.0 marks)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
	5 Component wise work plan & timelines	5	Detailed submission of the work plan with timelines	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
	6 Print Media Advertisement Samples and Content	10	Sample of at least 3 advertisements	10	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
	7 Digital Media Graphic Designing Sample	10	Samples of at least 2 Projects completed	10	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
	8 Digital Media Content Samples	10	Samples of at least 2 Projects completed	10	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
	9 Technical Bid Completeness	5	Includes but not a professional presentation of the bid in line with Pre-Qualification	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
	10 Presentation/Demonstration	10	Presentation of proposal.	10	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
	GS Total	100		100	89	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	

Evaluation Committee Remarks

- The Evaluation Committee has scrutinized all the fourteen proposals received against Pro
- Out of total 14 companies, 10 companies have qualified complying the mandatory and evaluation criteria whereas, 04 company disqualified due to not meeting Mandatory Clauses
- On the basis of detailed technical evaluation carried out in accordance with provisions of the RFP document, the evaluation is summarized as follows:
- As per the Evaluation top 3 companies Adage, M&C Saatchi and Synergy Advertising are pre

Sr. #	Company Name	Marks Out of 100	Remarks
1	Synergy Advertising	89	2nd
2	Incommunication	83	4th
3	Marcom Private LTD	83	7th
4	Connect Marketing Communication	83	8th
5	Creative Junction LTD	72	5th
6	Channel 7 Communication PVT LTD	72	5th
7	Vibrant Communication SMC	59	Disqualified
8	Fast Track Communication	67	6th
9	M&C Saatchi World Services	92	1st
10	Adage	84	3rd
11	Resonance Digital	13	Disqualified
12	URS Digital	40	8th
13	Prohibe		Disqualified
14	Starcrest Communication		Disqualified


Asad Shabbir
Assistant Director, PID


Gulam Hassan
Director (MRP), PSEB

**GOVERNMENT OF PAKISTAN
PRESS INFORMATION DEPARTMENT**

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No.F.15(29)/2017-Advt.

Islamabad: June 27, 2024

Subject:- **SELECTION OF ADVERTISING AGENCIES ON THE PANEL OF PSEB**

Reference Pakistan Software Export Board (PSEB), Islamabad's letter No.PSEB-MRP/Adver/2024/1598, dated June 12, 2024.

2. The undersigned is directed to convey the concurrence of this Department for the appointment of the following three (03) advertising agencies for handling media campaigns and publicity work of PSEB for a period of two years on regular basis.

- i. M/s M&C Saatchi World Services Pakistan (Pvt.) Ltd.,
- ii. M/s Synergy Advertising (Pvt.) Ltd.
- iii. M/s Adage Communications (Pvt.) Ltd.

3. It is requested that the formal appointment letters to the above mentioned advertising agencies may be issued and ensure equitable distribution of business among the selected advertising agencies as per Advertisement Policy 2021(As Amended in 2022).

4. This issues with the approval of EDG/PIO.



(Touseef Ahmed Janjua)
Assistant Director (Advertisement)

Mr. Sulman Hassan,
Director (Media Research & Publications),
Pakistan Software Export Board (PSEB),
Ministry of Information Technology & Telecom,
Islamabad.