

EVALUATION REPORT

(As Per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency: Trade Development Authority of Pakistan
2. Method of Procurement: Single Stage - Two Envelope
3. Title of Procurement: SERVICES OF PR & MARKETING FIRM REQUIRED FOR PROMOTION OF FOODAG2023
4. Tender Inquiry No.: TDAP/AFD-2/MPC-2023
5. PPRA Ref. No. (TSE): TS512205E
6. Date & Time of Bid Closing: 15-06-2023 at 1400 hours
7. Date & Time of Bid Opening: 15-06-2023 at 1430 hours
8. No. of Bids Received: Five (05)
9. Criteria for Bid Evaluation: Bid have been evaluated on technical evaluation and then on lowest cost basis subject to their conformity with tender terms and conditions
10. Details of Bid(s) Evaluation: Five (05) bids were responsive

	NAME OF BIDDER	Technical Marks	Evaluated Cost (PKR)	RULE/REGULATION/SBD*/ POLICY/ BASIS FOR REJECTION/ ACCEPTANCE AS PER RULE 35 OF PP RULES, 2004.
1.	M/s. Brand Developers	74.5	15,476,000	Responsive
2.	M/s. Synergy	92	21,397,150	Responsive
3.	M/s. Badar Expo Solutions	94.5	44,957,000	Responsive
4.	M/s. Connect Marketing	86	8,275,000	Most Advantageous Bid
5.	M/s. Take II	86	18,840,000	Responsive

Lowest Evaluated Bidder: M/s/ Connect Marketing

11. TDAP may reject any or all offers, before award of the tender.

Signature:


Bahar Ali
Assistant Director
Trade Development Authority of Pakistan
Government of Pakistan
Karachi

Official Stamp:

*Standard Bidding Documents (SBD).