

EVALUATION REPORT

(As Per Rule 36 of PP Rules, 2004)

- 1. Name of Procuring Agency:** Trade Development Authority of Pakistan
- 2. Method of Procurement:** Tender Notice
- 3. Title of Procurement:** Request for Proposal for Selection of PR & Marketing Firm for 11TH WEXNET 2023
- 4. Tender Inquiry No.:** TDAP-1(2)/WEXNET-TENDER/LHR/2023
- 5. PPRA Ref. No. (TSE):** TS517995E
- 6. Date & Time of Bid Closing:** 4th Sep, 2023, 03:00 p.m.
- 7. Date & Time of Bid Opening:** 4th Sep, 2023, 03:30 pm
- 8. No of Bids Received:** Two (02)
- 9. Criteria for Bid Evaluation:** Most advantageous bid (i.e. Highest Ranked Bid in terms of Combined Evaluation Criteria where the weightages of Technical & Financial proposals are 70% and 30% respectively) from the Substantially Responsive Technical Bids. A minimum technical score of 70 is required for a bid to be substantially responsive.
- 10. Details of Bid(s) Evaluation:** Details as under:

Name of Bidder	Marks		Total Marks (Out of 100)	Evaluated Cost (PKR)	Rule/Regulation/SBD*/ Policy/ Basis for Rejection / Acceptance as per Rule 36 of PP Rules, 2004.
	Technical (Out of 70)	Financial (Out of 30)			
M/s Badar Expo Solutions	(77.5x0.7) = 54.25	28.5	82.75	26,100,000	
M/s Connect Marketing Communications Pvt. Ltd.	(87.5x0.7) = 61.25	30	91.25	24,791,520	Accepted as per PPRA Rule and criteria laid down in bidding documents i.e. highest ranked bid as the most advantageous bid

Lowest Evaluated Bidder: M/s Connect Marketing Communications Pvt. Ltd.

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



Asadullah Qureshi
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