

Subject: Evaluation of the Technical Proposal of the Pre-qualified bidders

Appointment of Creative Agency in NHIDCL

NHIDCL/HQ/Creative Agency/2016-17

May 20, 2016

Based on the documents submitted and presentations made, the following marks are awarded by the Technical Evaluation Committee to the Pre Qualified Bidders:-

S. No	Name of the Agency	Marks allotted out of 70
1	Mccan Erickson (India) Pvt Ltd.	55
2	Sanket Communications Pvt. Ltd. (Lead Partner) JV with Spread Design & Innovation Pvt. Ltd.	64
3	Crayons Advertising Pvt. Ltd.	44
4	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	46
5	Ogilvy & Mather Pvt . Ltd.	51
6	Publics Communication Pvt. Ltd.	45

Those Bidders who have secured marks more than 49 have qualified for the opening of Financial Bids as per the RFP issued.

The Financial Bids of 3 qualified Bidders will be opened at 11:00 hrs, 23rd May, 2016 in the presence of the representatives of the bidders at S.No. 1, 2, & 5 who may choose to be present.



(R S Ganguly)
General Manager (Finance)