

File No.13/10/2020- CMU
Government of India
NITI Aayog (National Institution for Transforming India)
Communication Cell

Sansad Marg, New Delhi-11001
Date:-01/09/2020

Notice

In connection with Communication Cell's Etender Reference No.13/10/2020-CMU dated 20/07/2020, the 21 pre-qualified bidders were invited by the duly constituted Technical Evaluation Committee (TEC) for Creative Presentations through Video Conference. The final evaluation by the TEC of the Creative Presentations and Technical Proposals of the 21 Pre-Qualified Bidders, in accordance with Clause 2.6.5 of Section 2: Instructions to Applicants of the Tender Document read with Corrigendum No.13/10/2020-CMU dated 23/07/2020, is as under:-

Sl. No.	Name of the Bidding Firm	Total Marks
1	M/s Avian Media Private Limited	65
2	M/s Creative Inc. (A Unit of Chavi Advertising Services Pvt. Ltd.)	65
3	M/s Dentsu Aegis Network Marketing Solutions Private Limited	63
4	M/s Dot Communications	50
5	M/s E Factor Entertainment Private Limited	59
6	M/s Garuda Advertising Pvt. Ltd.	51
7	M/s Hakuhodo.Sync Private Limited	50
8	M/s Infinity Advertising Services Private Limited	50
9	M/s McCann Erickson India Pvt.Ltd.	79
10	M/s Multiversity Private Limited	52
11	M/s Pactic Media Concepts (OPC) Pvt. Ltd.	51.7
12	M/s Pamm Advertising & Marketing	51
13	M/s Quantum Communications	62.7
14	M/s Sequence Communications Pvt. Ltd.	52.8
15	M/s Signet Media Service Pvt. Ltd.	50
16	M/s TCP Advertising Private Limited	61
17	M/s Thinkstr Consultancy Pvt. Ltd.	78.1
18	M/s MSL (A Division of TLG India P.L.)	80
19	M/s Ventures Advertising Pvt. Ltd.	63
20	M/s Vermillion Communication Pvt. Ltd.	58
21	M/s Yaap Digital Pvt. Ltd.	77

2. In accordance with Clause 2.6.6 of Section 2: Instructions to Applicants of the Tender Document, four firms, namely, (i) **M/s McCann Erickson India Pvt.Ltd.**, (ii) **M/s Thinkstr Consultancy Pvt. Ltd.**, (iii) **M/s MSL (A Division of TLG India P.L.)** & (iv) **M/s Yaap Digital Pvt. Ltd.**, have cleared the Minimum Technical Qualification Criteria (70%), and only their financial bids will be opened on 02/09/2019 at 11:00 AM. The representatives of the firms who wish to attend the financial bid opening process may do so bringing along the authorization letter from their respective firm.


(S. K. Sadhu)

Under Secretary to the Govt. of India

Copy to:-

1. CPPP
2. Website of NITI Aayog