

File No.13/08/2019- CMU
Government of India
NITI Aayog (National Institution for Transforming India)
Communication Cell


Sansad Marg, New Delhi-11001
Date:-02/09/2019

Notice

In connection with Communication Cell's Etender Reference No. 13/08/2019-CMU dated 05/08/2019, the 16 participating firms were invited for giving presentations in front of the duly constituted Technical Evaluation Committee (TEC) on 26/08/2019 vide Communication Cell's notice of even number dated 09/08/2019. Out of the 16 bidding firms, 12 firms attended the presentation process and 4 firms, namely, (i) M/s Quantum Communications, (ii) M/s Promodome Communications Pvt. Ltd., (iii) M/s Ketalist Viewspaper Private Limited & (iv) M/s Ventures Advertising Pvt. Ltd. did **not** come for the presentations. The TEC evaluated the proposals of all the 16 bidding firms on the basis of the technical bids downloaded from the CPPP as well as the presentations given by the firms. The final evaluation by the TEC of the proposals of each bidding firm in accordance with Clause 2.6.5 of the Tender Document is as under:-

Sl.No.	Name of the Bidding Firm	Total Marks Secured (Maximum Marks: 100)
1	M/s Avian Media Private Limited	74
2	M/s Gold Mine Advertising Limited	66
3	M/s Shemaroo Entertainment Limited	65
4	M/s Quantum Communications	47
5	M/s Promodome Communications Pvt. Ltd.	49
6	M/s Moving Pixels Pvt. Ltd.	61
7	M/s Creative Inc.	95
8	M/s Yaap Digital Private Limited	67.1
9	M/s AMP Communications Pvt. Ltd.	54
10	M/s Kreo Design and Innovation (OPC) Private Limited	94.6
11	M/s Sand Network Private Limited	66
12	M/s Alaknanda Advertising Pvt. Ltd.	47
13	M/s Ketalist Viewspaper Private Limited	45
14	M/s Thinkstr Consultancy Private Limited	81.4
15	M/s P K Online Ventures Pvt. Ltd.	64
16	M/s Ventures Advertising Pvt. Ltd.	52

2. In accordance with Clause 2.6.6 of the tender document, four firms, namely, (i) **M/s Avian Media Private Limited**, (ii) **M/s Creative Inc.**, (iii) **M/s Kreo Design and Innovation (OPC) Private Limited** & (iv) **M/s Thinkstr Consultancy Private Limited**, have cleared the Minimum Technical Qualification Criteria (70%), and only their financial bids will be opened on 04/09/2019 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.


(N. K. Arora)

Under Secretary to the Govt. of India

Copy to:-

1. CPPP
2. Website of NITI Aayog