

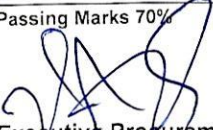
PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY

Hiring of Marketing, Creative & Digital Media Services on Retainership Basis

Summary of Evaluation

Sr. No.	Marks Allocation (Total 100 Marks)	1	2	3	4	5	6	7	8	9	10
		M/s Channel 7 Communications Pvt. Ltd.	M/s Time & Space Media Pvt. Ltd.	M/s HR Business Solutions Pvt. Ltd.	M/s Midas Communications Pakistan Pvt. Ltd.	M/s Eikon 7 Pvt. Ltd.	M/s Message Communications	M/s Marshmallow Advertising Pvt. Ltd.	M/s Perspective Media	M/s Smartways Communications Pvt. Ltd.	M/s Admatch Pvt. Ltd.
1	Annual Turnover	13.61	15.56	6.08	15.64	6.30	20.00	0.00	Disqualified in Mandatory Criteria Evaluation	Disqualified in Mandatory Criteria Evaluation	Bid Rejected under Regulation 40(b)iv of PCBDDA Procurement Regulations (Amended), 2021
2	General Experience	4.00	19.00	15.00	11.00	12.00	20.00	10.00			
3	Human Resource	25.00	15.00	20.00	12.50	20.00	25.00	17.50			
4	Accreditation	5.00	5.00	0.00	5.00	0.00	5.00	5.00			
5	Presentation	23.30	14.30	7.30	17.30	13.00	26.60	15.60			
Total Marks Attained		70.91	68.86	48.38	61.44	51.30	96.60	48.10	Disqualified	Disqualified	Disqualified
Status		Qualified	Disqualified	Disqualified	Disqualified	Disqualified	Qualified	Disqualified			

Passing Marks 70%


Executive Procurement, PCBDDA


Assistant Director Finance, PCBDDA


Assistant Director Marketing, PCBDDA



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Financial Evaluation

Sr.	Details	Months	M/s Message Communications		M/s Channel 7 Communications Pvt. Ltd.	
			Quoted Rates Incl. of all taxes			
			Monthly Rate	Total Rate	Monthly Rate	Total Rate
1	Marketing, Creative & Digital Media Services on Retainership Basis including Digital Media Spend	12	1,050,000	12,600,000	1,400,000	16,800,000
Remarks			1st Lowest		2nd Lowest	

Director Procurement, PCBDDA