

## Bid Evaluation Report

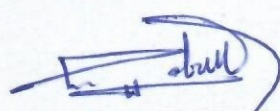
1. Name of Procuring Agency: Institute of Business Administration, Karachi
2. Tender Reference No: Tender # ES/01/21-22
3. Tender Description/Name of work/item: Hiring of Services of Marketing/Communication Firm
4. Method of Procurement: Single Stage Two Envelope
5. Tender Published: Oct 13, 2021, on IBA & SPPRA website vide PPMS Serial # T00559-21-0019  
Daily Jang (Urdu), Daily Dawn (English), Daily Awami Awaz (Sindhi)  
Print & Electronic Media (SPPRA ID No. & Newspaper names with dates)
6. Total Bid documents Sold: 06 Companies have collected Tender Documents
7. Total Bids Received: 03
8. Technical Bid Opening date (if applicable): Oct 29, 2021 (Provide details in separate form)
9. No. of Bid technically qualified (if applicable): 01
10. Bid(s) Rejected: 02
11. Financial Bid Opening date: November 12, 2021

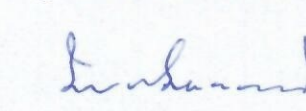
### 12. Bid Evaluation Report:


S No	Name of Firm or Bidder	Cost offered by the Bidder	Ranking in terms of cost	Comparison with Estimated cost	Reasons for acceptance/rejection	Remarks
0	1	2	3	4	5	6
1.	M/s RG Blue Communication (Pvt) Ltd	Rs. 10,170,000/-	Lowest Bidder	Rs. 10,000,000/-	Accepted, due to most advantageous bid. Comparative sheet attached.	Technical Qualified Marks: 78%
2.	M/s Synergy Advertising (Pvt) Ltd	Nonresponsive, could not meet Qualification Criteria				
3.	M/s Media Pulse (Pvt) Ltd	Nonresponsive, could not meet Qualification Criteria				


Minimum eligible percentage for technically qualification was 70% marks

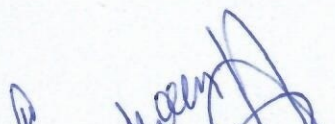
### Signatures of the Procurement Committee, Members


  
Dr Hilal Anwar Butt  
Chairperson  
Professor, IBA Karachi

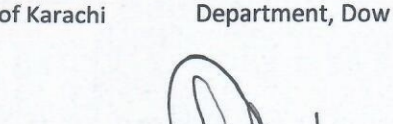
  
Muhammad Anwar  
Member  
Chief Librarian, IBA Karachi

  
Muhammad Naveed Akhtar  
External Member  
Chief Accounts Officer,  
KIBGE, University of Karachi

  
Osama A. Qayoom  
External Member  
Head of Biomedical Engineering  
Department, Dow University

  
Mansoor Ali  
Member  
Manager IT, IBA Karachi

  
Ahsan Yousuf  
Member  
Manager HR, IBA Karachi

  
Mirza Mudassir Baig  
Member  
Sr. Exec. Finance, IBA Karachi