


BIDDERS QUALIFICATION REPORT


NIT No: ES/01/21-22
Description of Work: Hiring of Services of Marketing/Communication Firm
Method & Procedure of procurement: Open Competitive Bidding
Single Stage Two Envelope


Sr. #	Eligibility Criteria	RG Blue Communications (Pvt) Ltd	Media Pulse (Pvt) Ltd	Synergy Advertising (Pvt) Limited
1	Has the firm ever been blacklisted by IBA or any other Government firm?	Yes	Yes	Yes
2	Must be a registered advertising agency for at least the past 3 years	Yes	Yes	Yes
3	Sales tax registration certificate both FBR and/or SRB" and NTN certificates	Yes	Yes	Yes
4	Head office or an independent office in Karachi with all core and all support business functions but not limited to client servicing, finance, creative, design, Strategy, In-house Media planning (Print, electronic & digital), buying & release. Fully equipped and capable of handling ATL campaigns	Yes	Yes	Yes
5	Accredited with All Pakistan Newspaper Society (APNS) for the last (03) years	Yes	Yes	Yes
6	Accredited with the Pakistan Broadcaster Association (PBA) for the last (03) years	Yes	Yes	Yes
7	Partner Agency with Google for at least 2 years	Yes	No	Yes
8	Partner Agency with Facebook for at least 2 years	Yes	No	No
9	Must currently be managing accounts (from strategy till media planning) of at least 3 renowned national/international companies in Pakistan out of which at least 1 should be MNC or FMCG or Telco.	Yes	Yes	Yes
10	The average annual business turnover of an advertising agency for the last three consecutive years (FY19 – FY21) must be Rs. 200 million	Yes	Yes	Yes
11	Financial health certificate from the main bank of at least 3 years	Yes	Yes	Yes

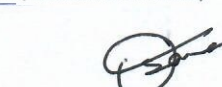
Recommendations:

- 1 Participated firm is declared as substantially qualified bidder by the Tender opening committee as meet with minimum qualification / eligibility criteria.
- 2 The most advantageous bid is M/s RG Blue Communications (Pvt) Ltd at Rs. 10,170,000/- (inclusive of all taxes)
- 3 The Market Survey was conducted in accordance with SPPRule-48 and the quoted bid submitted by M/s RG Blue Communications (Pvt) Ltd was found to be competitive with market price.
- 3 Recommended to award the Work Order to M/s RG Blue Communications (Pvt) Ltd at Rs. Rs. 10,170,000/- (inclusive of all taxes)


Dr Hilal Anwar Butt
Chairperson
Professor, IBA Karachi



Muhammad Anwar
Member
Chief Librarian, IBA Karachi


Muhammad Naveed Akhtar
External Member
Chief Accounts Officer,
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