

**Comparative Statement**  
**Request for Proposal (RFP) For Hiring Services of Marketing & Communication Firm**  
**Tender # ES/01/21-22**

Description		M/s. RG Blue Communication (Pvt) Ltd		Synergy Advertising (Pvt) Ltd	Media Pulse (Pvt) Ltd
		Unit	Cost (PKR)		
<ul style="list-style-type: none"> <li>Media Planning, Negotiation, Buying</li> <li>Public Relations</li> <li>Social Media management</li> <li>Content Creation &amp; Creative Development</li> </ul> (For detailed scope refer to Article 4 of the Technical Proposal)		On a retainer basis (annual)	Rs. 9,000,000.00	Rejected, could not meet Qualification Criteria	Rejected, could not meet Qualification Criteria
<b>Total</b>			Rs. 9,000,000.00		
<b>SST</b>			Rs. 1,170,000.00		
<b>Grand Total Amount</b>			Rs. 10,170,000.00		
<b>Additional Requirements</b>					
Services	Regular Events (1-2 hrs.)	Per event Cost (PKR) incl all taxes	Special Events (3-4 hrs.)	Per event Cost (PKR) incl all taxes	
<b>Photography</b>					
Deliverables	Digital / Soft Copy with selected fully edited, colour corrected, cropped, and straightened photos	Rs. 30,000.00	Digital primarily Printed & Pasted (only selected)	Rs. 80,000.00	
Equipment	DSLR Cameras (Branded Canon/Nikon/Sony 2018 models onwards) with required lenses		DSLR (Branded Canon/Nikon/Sony 2018 models onwards) with required lenses		
Photographer	Category B Photographer With at least two cameras		Category A photographer With at least four cameras		
<b>Videography</b>					
Deliverables	Unedited Footage Fully edited Footage 1-2 Testimonials fully edited	Rs. 150,000.00	2-3 Mins Video Highlights 6-7 testimonials fully edited	Rs. 400,000.00	
Equipment	All equipment must be 4k quality including, cameras, and cables		All equipment must be 4k quality including, cameras, and cables		
<b>Live Coverage</b>					
Deliverables	OB Event Video, Event highlights fully edited	Rs. 400,000.00	OB Event Video, Event highlights fully edited	Rs. 450,000.00	
Equipment	All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup		All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup		
<b>DVCs</b>		<b>Per-minute rate (incl all taxes)</b>			
Deliverables	o 4K Video Equipment: Camera, Lighting, Sound, Power, etc. Director, DOP, Technicians, Crew & Production: o Postproduction: Sound, Music, VO, Animation & Editing o Location cost: IBA (FoC) o Talent Cost As per requirement	Rs. 120,000.00			

Dr. Hiral Anwar Butt	Chairperson PC-B	Professor	
Muhammad Anwar	Member PC-B	Chief Librarian	
Ahsan Yousuf	Member PC-B	Manager HR	
Mansoor Ali	Member PC-B	Manager IT	
Mirza Mudassar Baig	Member PC-B	Senior Executive Finance	
Muhammad Naveed Akhtar	External Member PC-B	Chief Accounts Officer, KIBGE UoK	
Osama A Qayoom	External Member PC-B	Head of Biomedical Engineering Department, DOW Univesity	

*[Handwritten signatures and dates]*  
 26/11/2021  
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