

secretary-pc-b

To: Sindh Public Procurement Authority
Subject: PC-B 169th Meeting - Agenda 2: Bid Evaluation - Hiring Digital Agency (ES/12/24-25)

From: secretary-pc-b <secretary-pc-b@iba.edu.pk>

Sent: Monday, April 21, 2025, 12:22 PM

To: Syed Fahad Jawed / Associate Registrar Resource Optimization

Cc: Procurement Committee-B (PC-B); Dr. S Akbar Zaidi / Executive Director; Dr. Mohammad Asad Ilyas / Registrar; Moeid Sultan / Director Finance; Syed Fuad Mehdi / Head - Marketing & Communications
Agenda 2: Bid Evaluation - Hiring Digital Agency (ES/12/24-25)

Discussion: Three (3) qualified bidders delivered their Pitch Presentation:

1. M/s. RG Blue Communications
2. M/s. Synite Digital
3. M/s. Convex Interactive (Pvt.) Ltd.

The Committee evaluated the bidders on a technical basis and gave marks as follows:

Sr #	Bidders Name	Marks obtained	
		Section B: Technical Evaluation	Section C: Pitch Presentation
1.	M/s. RG Blue Communications	93%	44%
2.	M/s. Synite Digital	93%	58%
3.	M/s. Convex Interactive (Pvt.) Ltd.	70%	80%

As per the above marks, only two (2) bidders qualified technically as meeting the minimum qualifying percentage i.e. 50%.

Decision: The Committee recommends opening of Financial Bids of only 2 bidders who have secured at least 50% marks in Sections B & C i.e. M/s. Synite Digital and M/s. Convex Interactive (Pvt.) Ltd., on April 25, 2025 at 4:00 PM.

Sealed Financial Proposals of M/s. RG Blue Communications and M/s. Insight Solutions (Pvt.) Limited to be returned accordingly.

Action: The Head of Procurement is requested to inform the bidders accordingly.

Committee Members:

Mr. Muhammad Anwar, Chairperson

Mr. Mansoor Ali, Member

Mr. Shahab Uddin Khan, Member

Mr. Muhammad Naveed Akhtar, External Member

Mr. Osama A. Qayoom, External Member

Mr. Muhammad Hanif, Member

Mr. Mirza Mudassir Baig, Member

Shahab Uddin Khan
Member

Assistant Registrar, Campus
Management, IBA Karachi

Muhammad Hanif
Member

Senior Executive Procurement,
IBA Karachi

Mirza Mudassir Baig
Member
Asst. Manager Finance
IBA Karachi

Muhammad Anwar
Chairperson
Chief Librarian, IBA Karachi

Mansoor Ali
Member
Manager IT, 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