

## HIRING DIGITAL AGENCY

ES/12/24-25

### Technical Evaluation Sheet

Evaluation Criteria	Max Marks	Marks Obtained		
		RG Blue Communications	Synite Digital	Convex Interactive (Pvt.) Ltd.

<b>SECTION B: Firm's location, clientele, experience, and services provided</b>		<b>40</b>			
<b>B.1</b>	Experience in Digital Marketing business	10	7	7	10
<b>B.2</b>	Handled campaigns for different Clients	15	15	15	15
<b>B.3</b>	The number of noteworthy Digital Campaigns that the agency has executed in the past 2 years	15	15	15	3
Score		37	37	28	
Percentage		93%	93%	70%	

<b>SECTION C: Descriptive Details</b>		<b>60</b>	26.5	34.75	48
Pitch Presentation					
Percentage		44%	58%	80%	

Decision: Financial Proposal to be opened (YES/NO)

NO YES YES

Muhammad Anwar	Chairperson PC-B	Chief Librarian	
Mansoor Ali	Member PC-B	Manager IT	
Osama A Qayoom	External Member PC-B	Head of Biomedical Engineering Department, DOW University	
Muhammad Naveed Akhtar	External Member PC-B	Chief Accounts Officer, KIBGE UoK	
Shahab Uddin Khan	Member PC-B	Manager Administration	
Muhammad Hanif	Member PC-B	Senior Executive Procurement	
Mirza Mudassir Baig	Member PC-B	Senior Executive Finance	