

Tender ID No. 2020_NIFTM_562792_1

Tender No. N/Me/M/2020/03/07

Empanalment of Media Agencies 2020-22

Table-A Pre-Qualifying Eligibility Criteria of Media Agencies 2020-22

Date: 19.11.2020

| Sr. No. | Agency | Tender Fee (5,000 + 18% G.S.T.), EMD (1,00,000) | The agencies should be fully accredited with INS for the last 10 years | The agencies should have at least 10 years of experience after obtaining INS accreditation | The Average Annual Turnover should not be less than Rs 5.00 Crore for the financial year 2016-17, 2017-18 & 2018-19 or Rs. 15.00 Crore in totality during last 3 years | The agency is required to submit copies of Work order(s) along-with Completion Certificate issued by any Ministry, Govt. Departments, Autonomous bodies, PSUs, Govt. Educational and Research Institutes etc. during last 3 years. In case agency unable to enclose completion certificate for work orders, can submit an undertaking to this effect besides any certificates/ appreciation letters etc. issued by the above Govt. offices | During the last 3 years (2016-17, 2017-18 & 2018-19), the agency must have completed atleast two work orders of Rs 40.00 Lakh or more, issued by any Ministry, Govt. Departments, PSUs, Govt. educational and research Institutes | The agency should have atleast 2 single Work Order of any International publication issued by any Ministry, Govt. Departments, PSUs, Govt. Educational and Research Institutes during the last 3 years. The agencies should enclose work order and completion certificate or any other certificate confirming the work | The agencies should have produced high quality communication materials in the form of Advertisements, Booklets, Newsletters, Posters, Brochures etc. for PSUs/Govt. Departments, Educational and Research Institutes | The firm should be willing to provide their services on 24x7x365 basis and the firm should be able to publish the Advertisement within 24 hours | The firm should have a full-fledged registered office at Delhi or any other location | Eligible/ Non Eligible |
|---------|---|---|--|--|--|--|---|--|--|---|---|------------------------|
| 1 | Airads Limited | Exempted (MSME certificate enclosed) | Yes copy enclosed | 34 years | 2016-17- 85,02,84,544/-, 2017-18- 89,68,94,405/-, 2018-19- 1,03,79,65,843/- | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 433, Functional Industrial Estate, Patparganj, Delhi-110092 | Eligible |
| 2 | Alaknanda Advertising Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 29 years | 2016-17- 52.18, 2017-18- 58.56, 2018-19- 57.04 (In Crore) | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 69 DSIDC Shed, Scheme-I, Okhla, Industrial Area, Phase-II, New Delhi 110019 | Eligible |
| 3 | Concept Communication Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 33 years | 2016-17- 144.58, 2017-18- 222.89, 2018-19- 125.48 (In Crore) | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | A-25, 2nd Floor, Mohan Cooperative Industrial Area, Mathura Road, New Delhi- 110044 | Eligible |
| 4 | Critique Communication Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 20 years | 2016-17- 20.26, 2017-18- 26.98, 2018-19- 32.24 (In Crore) | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 602 & 605, 6th Floor, Akash Deep Building, Barakhamba Road, New Delhi- 110001 | Eligible |
| 5 | Dentsu Aegis Network Marketing Solution Pvt. Ltd. | 354975, 354974 (Citi Bank) | Yes copy enclosed | 11 years | 2016-17- 8,68,32,05,077/-, 2017-18- 8,60,18,99,404/-, 2018-19- 1,81,30,29,547/- | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | DLF Building No. 5, Tower A, Level 10, DLF Cyber Terraces, DLF Cyber City Phase III, Sector- 25, Gurgaon- 122002, Haryana | Eligible |
| 6 | Disha Communications Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 29 years | 2016-17- 11,356.77, 2017-18- 14,187.64, 2018-19- 13,445.62 (In Lakh) | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 1002, 10th floor, 4, Vikrant Tower, Rajendra Place, New Delhi- 110008 | Eligible |

| | | | | | | | | | | | | |
|----|---|--------------------------------------|--------------------------|--------------------------|---|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|---|--------------|
| 7 | Expression 360 Services India Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 15 years | 2016-17- 35.28, 2017-18- 45.39, 2018-19- 46.71 (In Crore) | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 306-309, 3rd Floor, Pratap Bhawan, 5 Bahadour Shah Zafar Marg, New Delhi- 110002 | Eligible |
| 8 | Garuda Advertising Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 19 years | 2016-17- 12,98,17,397/-, 2017-18- 13,92,91,972/-, 2018-19- 9,82,91,698/- | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | Ground Floor, Plot No.- 4, Kehar Singh Estate, Westend Marg, Lane No.- 2, Saidulajab, New Delhi- 110030 | Eligible |
| 9 | Pamm Advertising & Marketing | Exempted (MSME certificate enclosed) | Yes copy enclosed | 23 years | 2016-17- 43.67, 2017-18- 46.44, 2018-19- 59.24, (In Crore) | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 302-304, Sethi Bhawan, 7, Rajendra Place, New Delhi- 110008 | Eligible |
| 10 | Promodome Communications Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 14 years | 2016-17- 66,34,56,603/- 2017-18- 79,00,55,042/-, 2018-19- 81,82,38,240/- | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 29/2, 1st Floor, Savitri Nagar, Sheikh Sarai Phase 1, New Delhi- 110017 | Eligible |
| 11 | Purnima Advertising agency Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 25 years | 2016-17- 214.43, 2017-18- 224.83, 2018-19- 230.83 (In Crore) | Yes copy enclosed | Only 01 work order enclosed | Copy not attached | Yes copy enclosed | Accepted | 7A, 7th Floor, Atma Ram House, 1, Tolstoy Marg, New Delhi- 110001 | Not Eligible |
| 12 | Sharad Advertising Pvt. Ltd. | Exempted (MSME certificate enclosed) | Yes copy enclosed | 40 years | 2016-17- 23,93,75,546/-, 2017-18- 27,93,75,735/-, 2018-19- 31,05,35,611/- | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 184, Patparganj Industrial Area, Delhi- 110092 | Eligible |
| 13 | SYNC Mode | Exempted (MSME certificate enclosed) | Copy not enclosed | Copy not enclosed | 2016-17- 889, 2017-18- 925, 2018-19- 1,019 (In Lakh) | Copy not enclosed | Copy not enclosed | Copy not enclosed | Copy not enclosed | Copy not enclosed | Ground Floor, Shop No. Pvt 15, KH. No. 221, Bawana Road, Shivaji Nagar, Narela, Delhi- 110040 | Not Eligible |
| 14 | Ventures Advertising Pvt. Ltd. | Exempted (MSME certificate enclosed) | copy enclosed | 24 years | 2016-17- 46,95,04,163/-, 2017-18- 50,00,63,867/-, 2018-19- 53,03,67,461/- | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Yes copy enclosed | Accepted | 4/1, 4th Floor, Delite Theater Building, Asaf Ali Road, New Delhi- 110002 | Eligible |
| 15 | Vidit Advertising | Exempted (MSME certificate enclosed) | Copy enclosed | 27 years | 2016-17- 13,36,72,295/-, 2017-18- 15,16,57,786/-, 2018-19- 15,71,16,822/- | Yes copy enclosed | Yes copy enclosed | Copy not enclosed | Copy not enclosed | Copy not enclosed | 483, Udyog Vihar- V, Gurgoan, PIN- 122016 | Not Eligible |

As per the technical evaluation following 03 agencies are not eligible

| S.No. | Name of Agency | Documents not submitted |
|-------|-------------------------------------|--|
| 1 | Purnima Advertising Agency Pvt. Ltd | 1) 1 work orders during the last 3 years (2016-17, 2017-18 & 2018-19) of Rs. 40 lakhs or more issued by any Ministry, Govt. Departments, PSU's, Govt. Educational and Research Institutions 2) single Work order/Completion certificate or more of any international publication issued by any Ministry, Govt. Educational & Research Institutes during the last 3 years. |

| | | |
|---|-------------------|---|
| 2 | SYNC Mode | <p>1) The agency should be fully accredited with INS for the last 10 years</p> <p>2) Copy of work orders along with completion certificate issued by any Ministry, Govt. Departments, Autonomous bodies, PSU's, Govt, Educational and research during last 3 years. In case agency unable to enclose completion certificate for work orders, can submit an undertaking to this effect besides any certificates/ appreciation letters etc. issued by the above Govt. offices.</p> <p>3) 2 work orders during the last 3 years (2016-17, 2017-18 & 2018-19) of Rs. 40 lakhs or more issued by any Ministry, Govt. Departments, PSU's, Govt. Educational and Research Institutions</p> <p>4) 2 single Work order/Completion certificate or more of any international publication issued by any Ministry, Govt. Educational & Research Institutes during the last 3 years.</p> <p>5) The agencies should have produced high quality communication materials in the form of Advertisements, Booklets, Newsletters, Posters, Brochures etc. for PSUs/Govt. Departments, Educational and Research Institutes</p> <p>6) Undertaking required - The firm should willing to provide their services on 24x7x365 basis and the firm should be able to publish the Advertisement within 24 hours</p> |
| 3 | Vidit Advertising | <p>1) 2 single Work order/Completion certificate or more of any international publication issued by any Ministry, Govt. Educational & Research Institutes during the last 3 years.</p> <p>2) The agencies should have produced high quality communication materials in the form of Advertisements, Booklets, Newsletters, Posters, Brochures etc. for PSUs/Govt. Departments, Educational and Research Institutes</p> |

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Empanalment of Media Agencies 2020-22

Table-B Technical Evaluation Sheet of Media Agencies 2020-22

Date: 19.11.2020

| Sr. No. | Agency | 1. Regd. office at Delhi/ Network of own offices at PAN India basis (2+2 Marks) 2. Technical manpower (2 Marks) 3. Printing press/ studio/ recording unit (2 Marks) 4. Other infrastructure support facilities (2 Marks) | Full accreditation with INS | Work Experience in area in terms of years in Advertising Field (1 Mark each completed year but maximum 10 marks) | Food processing related advertisement/ printing experience during last 3 years (Expenditure more than five lakh for Advt. & two lakh for other works) (For each works, 1 marks but maximum 5 marks) | Program/ Campaign/ Drive for the Govt. Deptt/ Ministry /PSUs during last 3 years under branding exercise was conceptualized and implemented at International level. For each works, 1 marks but maximum 5 marks) | Program/ Campaign/ Drive for the Govt. Deptt/Ministry/ PSUs during the last 3 years under branding exercise was conceptualized and implemented at National Level (more than one State) For each works, 2 marks but maximum 10 marks) | Experience in organization Curtain Raiser/ Press Meet/ Coverage of Programs during last 3 years. (For each 1 mark but maximum 5 marks) | Radio/TV/FM jingles/programs during last 3 years. (For each program of 10 second, 1 mark but maximum 10 marks) | Outdoor Publicity for Govt. Deptt/ PSUs during last 3 years (For each completed work of Rs. 5 Lakh, 2 marks but maximum 10 marks) | Any Govt. Deptt/ PSUs Success Story/ tale-film prepared and telecasted on TV Channels (3 minute or more) (For each film, 1 marks and maximum 5 marks) | Total |
|---------|---|---|-----------------------------|--|---|--|--|--|--|---|---|-------|
| | Max.Marks | 10 | 5 | 10 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 75 |
| 1 | Airads Limited | 10 | 5 | 10 | 5 | 5 | 10 | 3 | 1 | 10 | 0 | 59 |
| 2 | Alaknanda Advertising Pvt. Ltd. | 10 | 5 | 10 | 5 | 5 | 10 | 3 | 9 | 10 | 5 | 72 |
| 3 | Concept Communication Ltd. | 8 | 5 | 10 | 1 | 2 | 10 | 4 | 8 | 10 | 0 | 58 |
| 4 | Critique Communication Pvt. Ltd. | 10 | 5 | 10 | 2 | 5 | 10 | 5 | 10 | 10 | 0 | 67 |
| 5 | Dentsu Aegis Network Marketing Solution Pvt. Ltd. | 8 | 5 | 10 | 0 | 3 | 6 | 5 | 4 | 2 | 0 | 43 |
| 6 | Disha Communications Pvt. Ltd. | 10 | 5 | 10 | 0 | 2 | 10 | 2 | 6 | 6 | 0 | 51 |
| 7 | Expression Ad agency Pvt. Ltd. | 8 | 5 | 10 | 0 | 5 | 10 | 5 | 6 | 10 | 0 | 59 |
| 8 | Garuda Advertising Pvt. Ltd. | 8 | 5 | 10 | 2 | 4 | 10 | 1 | 2 | 10 | 0 | 52 |
| 9 | Pamm Advertising & Marketing | 8 | 5 | 10 | 1 | 5 | 10 | 5 | 10 | 10 | 0 | 64 |
| 10 | Promodome Communications Pvt. Ltd. | 10 | 5 | 10 | 0 | 3 | 6 | 0 | 1 | 2 | 0 | 37 |
| 11 | Purnima Advertising agency Pvt. Ltd. | 8 | 5 | 10 | 0 | 0 | 10 | 1 | 0 | 0 | 0 | 34 |
| 12 | Sharad Advertising Pvt. Ltd. | 10 | 5 | 10 | 5 | 5 | 10 | 3 | 3 | 10 | 0 | 61 |
| 13 | SYNC Mode | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 14 | Ventures Advertising Pvt. Ltd. | 8 | 5 | 10 | 1 | 4 | 10 | 0 | 8 | 10 | 1 | 57 |
| 15 | Vidit Advertising | 10 | 5 | 10 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 30 |

