



National Highways Authority of India

Regional Office - West U.P., Lucknow

No. 19001/1/RO-W-UP/Misc/

Dt. 22.07.2020

Sub: Empanelment of Advertising Agencies for Regional Office, UP-West, NHAI, Lucknow-Reg.
-Evaluation of Proposals

Ref: (i) E-tender dated 20/02/2020
(ii) This office note dated 12/06/2020

1. Proposals for the Empanelment of Advertising Agencies for Regional Office, UP-West, NHAI, Lucknow were invited by RO UP-West Lucknow with due date on 10/06/2020 (upto 14:00 hrs in E- Mode)

2. The details of the offer document is as under:-

- i) Availability of offer document (Last date & time of sale of Bid documents): up to 10/06/2020 at 14:00 hrs.
- ii) The date of opening of proposals: 12/06/2020 at 15:00 Hrs at RO, UP-West, Lucknow

3. Following Committee was constituted for opening and evaluation of proposals:-

- i) Sh. Y.Singh, DGM (F&A), RO-UP-West, Lucknow : Member
- ii) Sh. Praveen Tyagi, Sr. Librarian & IMO, NHAI New Delhi : Member
- iii) Sh. Anuj Kumar Singh, Manager (Tech), RO-UP-West, Lucknow : Member
- iv) Sh. Amit Prakash, PD, PIU-Bareilly : Member

4. The online proposals were opened on 12/06/2020 at 15:00 Hrs at RO UP-West Lucknow. On the scheduled date and time, 19 proposals were received on E-Tender portal and 19 proposals were received in physical mode also. During opening of e-tender, digital Signature key of Shi Anuj Kumar Singh was not working properly, hence, due to non availability of digital signature key of other committee members (except Sh. Y Singh, DFM (F&A), digital signature key of Sh. N.P. Singh, Dy GM (Tech), RO West UP was used for opening of proposals.

5. The proposals submitted by the 19 agencies were evaluated by the committee to assess the minimum qualifying criteria for empanelment in accordance with para 3 of Section-II of the offer document. While evaluating the proposals, the Committee noted that :

(a) As per para 5(b) of the offer document, "the authorized signatory holding Power of Attorney shall only be the Digital signatory. In case authorized signatory holding Power of Attorney and Digital Signatory are not the same, the proposal shall be considered non-responsive". However, the proposals submitted by M/s Disha Communications and M/s Centum Advertising and Marketing Pvt. Ltd. have been digitally signed by the person authorising/granting power of attorney for digital signatory and not by the person authorised. The Committee further noted that as per NHAI policy circular No. T-212/2016 dated 30.08.2016, digital signature

Singh (Praveen Tyagi)

Amit Prakash

of both the persons i.e. person granting power of attorney (POA) and the person holding POA are treated responsive. Accordingly, the Committee accepted the proposals submitted by the two agencies for further evaluation.

(b) As per para 3 of form-II of the offer document regarding proof of having office in Lucknow for last 5 years, electricity bill/ landline telephone bill/ shop & establishment license/ regd. rent agreement/regd. lease deed etc. or any other certified document establishing office in Lucknow city for last 05 years shall be considered. Proof of 05 years before and current year should be submitted. Documents in the name of the agency shall only be considered. It was noted that rent agreement/ Lease deed submitted by the agencies towards proof of having office in Lucknow are only notarised and none of them is registered. The Committee recommended that non-registered rent agreement/ lease deed may not be considered as valid proof.

(c) The Committee noted that the name/ spelling of some of the agencies in their GST registration certificate is different from the one mentioned in other supporting documents for establishing various work experience etc. The Committee recommended that this can not be accepted and requires clarification.

6. After evaluation, the Committee that :

(i) **M/s Vermillion Communiation Pvt. Ltd.-** It is found that there is a mismatch of the spelling in the name registered with GST depts. and other supporting documents submitted by the agency. Hence, the proposal was found to be non-responsive.

(ii) **M/s Disha Communications.** - The agency has submitted un-registered rent agreement as proof of having office in Lucknow for last 5 years. Therefore, the proposal has been found to be non responsive.

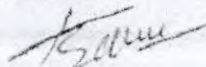
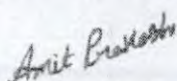
(iii) **M/s Alaknanda Advertsing Pvt. Ltd-** The GST certificate of Delhi address has been submitted by the agency. As per Bid document clause No. 3 (f), required state is UP. The agency also does not have minimum 10 full time staff in its Lucknow office. The agency has submitted un-registered rent agreement as proof of having office in Lucknow for last 5 years. Therefore, the proposal has been found to be non responsive.

(iv) **M/s Pamm Advertising and Marketing-** The agency has not submitted any address proof of having office in Lucknow for last five years. Therefore, the proposal has been found to be non responsive.

(v) **M/s Centum Advertising and Marketing Pvt. Ltd-** Agency has not submitted address proof of Lucknow office as per RFP. Therefore, the proposal has been found to be non responsive.

(vi) **M/s Sharad Advertising Pvt. Ltd.** The agency has submitted un-registered rent agreement as proof of having office in Lucknow for last 5 years. Therefore, the proposal has been found to be non responsive.

(vii) **M/s VAM Advertising and Marketing Pvt. Ltd:** Agency has not submitted supporting document of address proof of Lucknow office for last five years as per RFP. Therefore, the proposal has been found to be non responsive.



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(viii) **M/s Critique Communication Pvt. Ltd.-** The agency has not submitted valid GST registration certificate in the state of UP state in accordance with clause No. 3 (f) of RFP. Agency has submitted telephone bills which does not establish office in Lucknow for last five years. Therefore, the proposal has been found to be non responsive.

(ix) **M/s Ventures Advertising Pvt. Ltd.-** The agency has not submitted the GST registration in UP state in accordance with clause No. 3 (f) of RFP. No proof of presently having office in Lucknow is submitted. Therefore, the proposal has been found to be non responsive.

(x) **M/s Square Communications Pvt. Ltd.-** The Agency has not submitted address proof of Lucknow office as per RFP. Therefore, the proposal has been found to be non responsive.

(xi) **M/s Approach Advertising Exhibitors Pvt. Ltd:** The Agency has not submitted proof of Production of corporate/ documentary film/ spots/Radio Jingles and it has also been revealed that work orders for Designing & printing of corporate brochure or house Journal or Calendar or Diary or Annual Report etc. is in different name. Therefore, the proposal has been found to be non responsive.

(xii) **M/s Diksha Advertising & Printing Pvt. Ltd.-** Agency has not submitted proof of Designing, fabrication, maintaining of exhibition stalls/pavilion as per RFP. Therefore, the proposal has been found to be non responsive.

(xiii) **M/s Shashwat Mass Media Services Pvt. Ltd. -** Agency has not submitted proof of Production of corporate/ documentary film/ spots/Radio Jingles and all the work orders submitted are for telecast/airing which is not acceptable as per para 8(d) of Form-II of RFP. The relation between Shashwat Media and Shashwat Mass Media is also not clear. Therefore, the proposal has been found to be non responsive.

(xiv) **M/s Vidit Advertising.-** Proof of having office in Lucknow for last five years has not been submitted by the agency. Therefore, the proposal has been found to be non responsive.

(xv) **M/s Concept Communication Ltd.-** Lease agreement(s) submitted by the agency towards proof of having office in Lucknow are not registered. Therefore, the proposal has been found to be non responsive.

(xvi) **M/s Vivid India Advertising and Marketing.-** Rent agreement(s) submitted by the agency towards proof of having office in Lucknow are not registered. Therefore, the proposal has been found to be non-responsive.

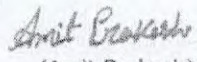
7. The following three agencies meet all the qualifying criteria for empanelment as per the RFP document :

- (i) M/s DOT Communications
- (ii) M/s Kaka Advertising Agency
- (iii) M/s Isha Advertising Pvt. Ltd.

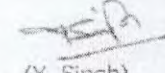
8. In view of the above, the committee recommends to host the above evaluation sheet on the e-tender portal for the purpose of making it public so that any aggrieved party may submit his representation with in seven working days through e-tender portal only.

Submitted for perusal / approval please.


(Anuj Kumar Singh)
Manager (Tech)
RO UP West-Lko


(Amit Prakash)
Project Director
PIU-Bareilly


(Praveen Tyagi)
Sr. Librarian & IMO
NHAI, HQ


(Y. Singh)
DGM (F&A)
RO UP West-Lko

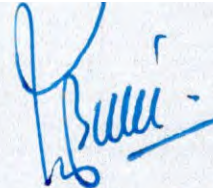
Regional Officer- UP (West)

DGM (F&A)

Pl. host the evaluation.


24-8-2020

MPS


RO-UP, West.