



भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क परिवहन और राजमार्ग मंत्रालय)

National Highways Authority of India

(Ministry of Road Transport and Highways)

जी-5 एवं 6, सेक्टर-10, द्वारका, नई दिल्ली-110075

G-5 & 6, Sector-10, Dwarka, New Delhi-110075

दूरभाष / Phone : 91-11-25074100/25074200

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11041/35/27/2021-MR

01 June 2022

To

All the advertising agencies who has submitted the proposals for empanelment of advertising agencies with NHAI HQ (Tender ID : 2021_NHAI_96738_1)

Sir/Madam,

1. Please refer to your proposals for empanelment of advertising agencies with NHAI HQ in response to NHAI Tender ID : 2021_NHAI_96738_1 and NHAI letter no. 11041/35/27/2021-MR dt. 17th May 2022 (copy enclosed) uploaded on NHAI website/ link shared with all the bidders declaring eligible and non-eligible agencies for further evaluation.

2. The marks were assigned to the proposals of the agencies which were found eligible for further evaluation, as per the provision in the RFP. The following agencies have secured 75 or more marks and found suitable for empanelment with NHAI HQ. The marks secured by the agencies are enclosed as Annexure 'A'.

Sl. No.	Name of the Agency
1	M/s Pamm Advertising & Marketing
2	M/s Perfect10 Advertising
3	M/s Span Communications
4	M/s Airads Ltd.
5	M/s Centum Advertising Pvt. Ltd.
6	M/s Vermillion Communication Pvt. Ltd.
7	M/s Interads Advertising Pvt. Ltd.
8	M/s Critique Communication Pvt. Ltd.
9	M/s Crayons Advertising Pvt. Ltd.
10	M/s Sanket Communications Pvt. Ltd.
11	M/s Sreshta Communications
12	M/s Disha Communications Pvt. Ltd.
13	M/s Adman Advertising
14	M/s Concept Communication Ltd.
15	M/s Sharad Advertising Pvt. Ltd.
16	M/s Adknack Advertising
17	M/s Expression 360 Services India Pvt. Ltd.

Yours faithfully,


(Ram Ashraya Singh)
GM (HR/Admn and Media)

Annexure 'A'

	Name of the Agency	Marks secured (Max marks 100)
1	M/s Adfactors Advertising LLP	69
2	M/s Adknack Advertising	79
3	M/s Adman Advertising	82
4	M/s Airads Ltd.	87
5	M/s Akar Advertising & Marketing Pvt. Ltd.	72
6	M/s Centum Advertising Pvt. Ltd.	87
7	M/s Concept Communication Ltd.	82
8	M/s Continental Advertising Services	69
9	M/s Crayons Advertising Pvt. Ltd.	84
10	M/s Critique Communication Pvt. Ltd.	86
11	M/s Degree 360 Solutions Pvt. Ltd.	72
12	M/s Disha Communications Pvt. Ltd.	83
13	M/s Expression 360 Services India Pvt. Ltd.	79
14	M/s FM Advertising	60
15	M/s Goldmine Advertising Ltd.	59
16	M/s Graphisads Pvt. Ltd.	72
17	M/s Inter Publicity Pvt. Ltd.	63
18	M/s Interads Advertising Pvt. Ltd.	86
19	M/s Invicta Media Pvt. Ltd.	65
20	M/s Kaka Advertising Agency	72
21	M/s Lalit Advertising	66
22	M/s National Advertising Agency	72
23	M/s Niyati Communications Pvt. Ltd.	68
24	M/s Pamm Advertising & Marketing	92
25	M/s Panchtatva Advertising	57
26	M/s Pehachan Advertising & Marketing P. Ltd.	61
27	M/s Perfect10 Advertising	90
28	M/s Promodome Communications Pvt. Ltd.	72
29	M/s RK Swamy BBDO Pvt. Ltd.	68
30	M/s Sagacious Advertising & Marketing	71
31	M/s Sanket Communications Pvt. Ltd.	84
32	M/s Sharad Advertising Pvt. Ltd.	82
33	M/s Span Communications	88
34	M/s Square Communications Pvt. Ltd.	70
35	M/s Sreshta Communications	84
36	M/s Srishti Sanchar Advertising	66
37	M/s Ventures Advertising Pvt. Ltd.	72
38	M/s Vermmillion Communication Pvt. Ltd.	87


 01/06/2022



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(सड़क परिवहन और राजमार्ग मंत्रालय)
National Highways Authority of India
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11041/35/27/2021-MR

17th May 2022

To

All the advertising agencies who has submitted the proposals for empanelment with NHAI HQ (Tender ID : 2021_NHAI_96738_1)

Sir/Madam,

- Please refer to your proposal for empanelment with NHAI HQ in response to NHAI Tender ID : 2021_NHAI_96738_1 and the clarifications sought from the agencies on the proposals.
- Clarifications were examined in light of the provisions of RFP. Any document/information submitted against the observation for which reference has been found in original bid has been accepted. No additional document/information has been accepted. Moreover, while accepting the documents, the parameter for submission of documents as per RFP have been strictly followed.
- The details of agencies eligible and non-eligible for further evaluation is as under. Reasons for non-eligibility of the agencies have also been indicated against their name.

Sl. No.	Name of the agency		Reason
1.	M/s Adfactors Advertising LLP	Eligible	
2.	M/s Adknack Advertising	Eligible	
3.	M/s Adman Advertising	Eligible	
4.	M/s Adwit India Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 (ii) of Form II Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years. Not executed the job of production of corporate film/ documentary film/ video spot/ short film of the value of Rs.3.50 lakh or more in last five years.
5.	M/s Adworth Media Pvt. Ltd.	Not Eligible	Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
6.	M/s Airads Ltd.	Eligible	

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7.	M/s Akar Advertising & Marketing Pvt. Ltd.	Eligible	
8.	M/s Alaknanda Advertising Pvt. Ltd.	Not Eligible	Not submitted a valid document of executing the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
9.	M/s ANJ Creations Pvt. Ltd.	Not Eligible	Proof of having office in Delhi/NCR for last 5 years is not as per Form II Para 3(ii). Not executed the job of Designing & Printing of corporate Brochure or house Journal or Calendar or Dairy or Annual Report etc. of the value of Rs.50,000/- or more in last five years. Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
10.	M/s Apex Advertising	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 (ii) of Form II Not submitted Form I along with the bid.
11.	M/s Associated Advertising Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 (ii) of Form II Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid. Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
12.	M/s Basic4 Advertising Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR currently as per para 3 (ii) of Form II Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid.
13.	M/s Centum Advertising Pvt. Ltd.	Eligible	
14.	M/s Concept Communication Ltd.	Eligible	
15.	M/s Continental Advertising Services	Eligible	
16.	M/s Crayons Advertising Pvt. Ltd.	Eligible	
17.	M/s Critique Communication Pvt. Ltd.	Eligible	

18.	M/s Deepak Advertising Agency	Not Eligible	Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid.
			Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
19.	M/s Degree 360 Solutions Pvt. Ltd.	Eligible	
20.	M/s Disha Communications Pvt. Ltd.	Eligible	
21.	M/s Dot Communications	Not Eligible	Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
22.	M/s Enthrall Communications Pvt. Ltd	Not Eligible	Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid.
			Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
23.	M/s Expression 360 Services India Pvt. Ltd.	Eligible	
24.	M/s Falcon Advertisers	Not Eligible	Not submitted Power of Attorney along with the bid. Hence the bid is found to be non-responsive.
25.	M/s FM Advertising	Eligible	
26.	M/s Goldmine Advertising Ltd.	Eligible	
27.	M/s Graphisads Pvt. Ltd.	Eligible	
28.	M/s Inter Publicity Pvt. Ltd.	Eligible	
29.	M/s Interads Advertising Pvt. Ltd.	Eligible	
30.	M/s Invicta Media Pvt. Ltd.	Eligible	
31.	M/s Isha Advertising Pvt. Ltd.	Not Eligible	Not executed the job of Designing & Printing of corporate Brochure or house Journal or Calendar or Dairy or Annual Report etc. of the value of Rs.50,000/- or more in last five years.
32.	M/s Kaka Advertising Agency	Eligible	

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33.	M/s Lalit Advertising	Eligible	
34.	M/s Mind Makers Communications Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR for last five years
			Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid.
35.	M/s Moulis Advertising Service Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 (ii) of Form II
36.	M/s National Advertising Agency	Eligible	
37.	M/s Niyati Communications Pvt. Ltd.	Eligible	
38.	M/s OTS Advertising Pvt. Ltd.	Not Eligible	Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid.
			Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
39.	M/s Pamm Advertising & Marketing	Eligible	
40.	M/s Panchtatva Advertising	Eligible	
41.	M/s Paramin Advertising & Marketing Associates	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 (ii) of Form II
42.	M/s Paromita Advertising Agency Pvt. Ltd.	Not Eligible	Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
43.	M/s Pehachan Advertising & Marketing P. Ltd.	Eligible	
44.	M/s Perfect10 Advertising	Eligible	
45.	M/s Prachar Communications Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR currently.
			Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.

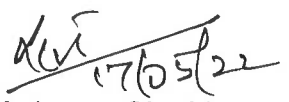
46.	M/s Prayas Creations Agency	Not Eligible	Not submitted proof of having office in Delhi/ NCR for last five years
			Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
47.	M/s Promodome Communications Pvt. Ltd.	Eligible	
48.	M/s Purnima Advertising Agency Pvt. Ltd.	Not Eligible	Digital Signatory is different from the person granting Power of Attorney (POA) or the person holding POA. The bid is found to be non-responsive.
49.	M/s RK Swamy BBDO Pvt. Ltd.	Eligible	
50.	M/s Rediffusion Brand Solutions Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 of Form II
			Not submitted Designing & Publishing of Display Advertisement of value of Rs 10.00 or more not found as per Para 8 (a) of Form II in last five years.
			Not executed the job of Designing & Printing of corporate Brochure or house Journal or Calendar or Dairy or Annual Report etc. of the value of Rs.50,000/- or more in last five years.
			Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years.
			Not executed the job of production of corporate film/ documentary film/ video spot/ short film of the value of Rs.3.50 lakh or more in last five years.
51.	M/s Ridge Advertising & Marketing Consultants	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 of Form II
			Not submitted list of full time staff working in Delhi/NCR office as per Para 3 (d) of Section II of the bid.
			Not executed the job of production of corporate film/ documentary film/ video spot/ short film of the value of Rs.3.50 lakh or more in last five years.

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52.	M/s Sagacious Advertising & Marketing	Eligible	
53.	M/s SAMPL Communications Pvt. Ltd.	Not Eligible	Not submitted proof of having office in Delhi/ NCR for last five years Not submitted creative for Designing & Publishing of Display Advertisement of value of Rs 10.00 or more not found as per Para 8 (a) of Form II in last five years. Not executed the job of designing, fabrication and maintenance of exhibition stall/pavilion of the value of Rs.5.0 lakh or more in last five years. Not executed the job of production of corporate film/ documentary film/ video spot/ short film of the value of Rs.3.50 lakh or more in last five years.
54.	M/s Sanket Communications Pvt. Ltd.	Eligible	
55.	M/s Sharad Advertising Pvt. Ltd.	Eligible	
56.	M/s Span Communications	Eligible	
57.	M/s Square Communications Pvt. Ltd.	Eligible	
58.	M/s Sreshta Communications	Eligible	
59.	M/s Srishti Sanchar Advertising	Eligible	
60.	M/s Ventures Advertising Pvt. Ltd.	Eligible	
61.	M/s Vermmillion Communication Pvt. Ltd.	Eligible	
62.	M/s Vivid India Advertising & Marketing	Not Eligible	Not submitted proof of having office in Delhi/ NCR as per para 3 of Form II

Yours faithfully,


(Ram Ashraya Singh)
GM (HR/Admn and Media)