

Sno.	Agency Name	Evaluation Parameters	Evaluation	Remarks
1.	Airads Limited	Presentation of Content and layout of pages	Qualified for opening of Financial	Designing & Presentation is Good
2.	Akar Advertising Mktg. Pvt Ltd	Use of Creative elements	Qualified for opening of Financial	Design & Layout is impressive
3.	Nirman Advertising Pvt Ltd	Typography	Not Qualified for opening of Financial Bid	Average Design
4.	Sanket Communications	Overall scheme	Qualified for opening of Financial Bid	All Design Options are quite impressive
5.	Vermillion Communications Pvt Ltd		Not Qualified for opening of Financial Bid	Average Design
6.	Vivid India Advertising & Marketing		Not Qualified for opening of Financial Bid	Average Design

On the basis of evaluation of design samples submitted by the six agencies, the committee shortlisted the three best designs of M/s/Airads, M/s. Akar & M/s. Sanket Communications.

K P Singh
(K P Singh)
Manager (PS)

Tulika Tiwari
Tulika Tiwari
SM (CC)