

REGIONAL OFFICE- KERALA NATIONAL HIGHWAYS AUTHORITY OF INDIA

Minutes of the Technical Bid Evaluation (Date – 22.11.2022. 12.30 Hrs)

Sub: EMPANELMENT OF ADVERTISING AGENCIES FOR NHAI RO KERALA (2022)

Ref: 1) NIC e tender portal Tender ID: **2022_NHAI_131432_1**

1. The tender for the "EMPANELMENT OF ADVERTISING AGENCIES FOR NHAI RO KERALA (2022)" was floated on 10/10/2022 through NHAI tender portal "<https://nhai.gov.in>" and NIC e tender portal "<https://etenders.gov.in>". The tender opening was fixed on 26.10.2022, further, the Bid opening date was extended to 02.11.2022 through "Corrigendum-1" uploaded on e-tender portal on 20.10.2022. The details of the tender are as follows:

- Availability of Bids: **10.10.2022 to 25.10.2022**
- Tender submission date: **01.11.2022@ 15.00 Hrs**
- Tender opening date: **02.11.2022@ 15.00 Hrs**

2. With the approval of Competent Authority, a Technical Committee has been constituted vide Office order No. 11108/RO-Kerala/Office Order/1725 dated 02.11.2022 with the following members:

- a. Sh. Praveen Tyagi, DGM(Media Relations), NHAI HQ - Convener
- b. Sh. P Pradeep, DGM(T), PD, PIU TVM - Member
- c. Sh. Jayaraj T S, DGM(T), RO-Kerala - Member
- d. Sh. U N Byju, Asst. Manager(F), RO Kerala - Member

3. Opening of tenders on e-tender portal was held on 02.11.2022 @15:00 Hrs and it was found that following eight bidders have submitted the bids .

Sl. No.	Name of Bidder
(i)	M/s Chakra Communications
(ii)	M/s Concept Communication Ltd.
(iii)	M/s Hues Advertising and Marketing Pvt. Ltd.
(iv)	M/s Jelitta Publicity
(v)	M/s Media Mate Advertising India Pvt. Ltd.
(vi)	M/s Valappila Communication Pvt. Ltd.
(vii)	M/s Maitri Advertising Works Pvt. Ltd.
(viii)	M/s Ad-India Advertisers

4. The bids were evaluated by the Committee members through Video calling on 22.11.2022 and it was found that none of the bidders meet the minimum qualifying criteria as mentioned in para 3 of section-II of the offer document and the supporting document submitted by the bidders to establish their qualification are not as per form-II of the offer document. Detailed evaluation list is attached as Annexure I.

5. The committee, therefore, recommended to re-invite the proposals and initiate the process for second call. Hence, no further evaluation for assigning the marks was done.


(U N Byju)
Asst. Manager(F), RO Kerala


(P Pradeep)
DGM(T), PD, PIU TVM


(Jayaraj T S)
DGM(T), RO-Kerala


(Praveen Tyagi)
DGM(Media Relations) NHAI HQ

Detailed Evaluation Sheet for Empanelment of Advertising Agencies with RO-Kerala

Sl. No.	Name of Agency	Form-I alongwith Annexure A B submitted	Avg Annual Turn Over from 2019-20, 2020-21 & 2021-22 (min 6 cr.)	CA Certificate enclosed as per the format with UDIN No.	Full INS Accreditation for the last three years	Full fledged office in Thiruvananthapuram for last 05 years	Supporting documents enclosed	No. of full time staff in Thiruvananthapuram office (min. 10)	GST no. of Kerala State and PAN no	Not blacklisted in last 05 years	Agency should have executed following assignment in last five years	Whether Bidder is Responsive or Not			
			Rs. In Crore (As per Form-II)						PAN	Kerala regd GST	Designing & publishing of Display advertisement	Designing & printing of corporate brochure or Journal or Calendar or Diary or Annual Report etc.	Designing, fabrication, maintaining of exhibitions stalls/pavilion	Production of corporate/ documentary film/ spots/Radio Jingles	
1	M/s Chakra Communications	POA not submitted Only Form I and Annex A	Rs.16.88	Yes	Yes	1989	Not submitted (Electricity bill of Oct 2022 in the name of R Vinod and not of the firm)	43	Yes	Yes	Yes	Yes	Yes	Yes	Non responsive
2	M/s Concept Communication Ltd.	Not submitted (submitted for Lucknow office)	Rs.134.00	Yes (Not in format)	Yes	2015	Not submitted (Lease 2013 for 01 year not Notarised Lease 2022 for 01 year not Notarised)	22	Yes	NO	Yes	Yes	Yes	Yes	Non responsive
3	M/s Hues Advertising and Marketing Pvt. Ltd.	Yes	Rs.13.02	Yes	Yes	2000	Not submitted (BSNL bill 2020 - Kochi Lease 2019 for 11 months not Notarised)	17	Yes	Yes	Yes	No	No	No	Non responsive
4	M/s Jeejith Publicity	Yes	Rs.40.25	Yes (Not in format, UDIN for 2019-20 & 2020-21 only)	Yes	1990	Yes	11	Yes	Yes	Yes	No	Yes	Yes	Non responsive
5	M/s Media Mate Advertising India Pvt. Ltd.	Yes	Rs.8.06	Yes (Not in format)	Yes	1986	BSNL bill Oct 2022, Service Tax Regn. 2007 and GST Regn. 2017	11 in Kerala office and not in Trivandrum	Yes	Yes	Yes	Yes	Yes	Yes	Non responsive
6	M/s Valappila Communication Pvt. Ltd.	Yes	Figures in Form-II, CA cert and UDIN different	Yes but figures in Form II, CA Certificate & UDIN No. mismatch	Yes	Not Given	Not submitted (BSNL bill 2020, Lease April 2022 for 11 months no Notary BSNL bill June 2022)	5	Yes	Yes	Yes	Yes	Yes	No	Non responsive
7	M/s Mairi Advertising Works Pvt. Ltd.	Yes	Rs.39.05	Yes	Yes	2016	Not submitted (Lease 23 Nov 2021 - 15 Oct 22, 2020, 2019, 2018 Lease 2017 April for 11 months no Notary)	13	Yes	Yes	Yes	Yes	Yes	Yes	Non responsive
8	M/s Ad-India Advertisers	Yes	Rs.8.56	No, NO UDIN	Yes	2005	Not submitted (Lease 2018 in individual name (Sandeep Nayar) for residence)	1	Yes	Yes	Yes	Yes no creative	Yes	No	Non responsive

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JAYARAJ.TS

[Signature]
(Praveen Tyagi)