

Sub: Empanelment of advertising agencies at NHAI RO Bangalore (Karnataka)

Minutes of meeting of Evaluation Committee held on 18.08.2023 for Empanelment of Advertising Agency for NHAI, Regional Office-Bangalore, Karnataka.

1. In the meeting of evaluation Committee held on 04.08.2023 for empanelment of advertising agencies with RO Bangalore, the bids were examined to assess the minimum qualifying criteria laid down in the offer document. After examining it was found that the following five agencies meeting the eligibility criteria :

- (i) M/s Adwit India Pvt. Ltd.
- (ii) M/s Akar Advertising & Marketing Pvt. Ltd.
- (iii) M/s Disha Communications
- (iv) M/s Pamm Advertising & Marketing
- (v) M/s Span Communications

2. The proposals of following two agencies were found to be non-responsive and not considered for evaluation due to mis-match of digital signatory with the authorised signatory holding power of attorney or the person holding POA :

- (i) M/s Alaknanda Advertising Pvt. Ltd.
- (ii) M/s Moulis Advertising Service Pvt. Ltd.

3. The proposals of the following agencies required further clarifications to ensure meeting eligibility criteria as per the offer document :

- (i) M/s Sreshia Communications
- (ii) M/s Zenkar Advertising

4. A meeting of the Committee was held on 18.08.2023 for examining the clarifications received from the agencies listed at para 3 above. The Committee noted that, based on the minutes of the evaluation Committee meeting held on 04.08.2023 clarifications were sought by RO-Bangalore through e-mail vide letter dated 08.08.2023. The last date for submission of clarifications was 16.08.2023. Both the agencies submitted their clarifications as per the following details. The Committee was of the view that no additional information/ document other than bid document shall be accepted. Only those documents shall be considered which substantiate the information/ facts revealed in the bid document.

|      | Name of Agency             | Clarification sought                                                                                                                                    | Reply received                                                                                                                                                                                                          | Recommendation of the Committee                                                                                                                                                |
|------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (i)  | M/s Sreshta Communications | Not submitted proof of having office currently in Bangalore as per para 3 of Form II of offer document.                                                 | The agency has submitted Airtel bill of June 2023 in the name of agency.<br><br>Registration Certificate of Establishment issued by Govt. of Karnataka for the period from 12.05.2021 to 31.12.2025 also submitted.     | The Committee Accepted the documents as the agency had declared in the bid document having office in Bangalore since 2002.                                                     |
| (ii) | M/s Zenkar Advertising     | Creatives of the work orders for Display advertisements not submitted.<br>No document submitted in support of executing printing works as per para 8(b) | The agency has submitted various documents which are mostly in Kannad language. No translation as per Sl. No. 5 of note below Form II submitted.<br><br>Form II mentioning new works undertaken by the agency which had | The agency has submitted new works undertaken by the agency which had no mention in the original bid. Hence, new documents cannot be accepted.<br><br>No work order along with |

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|  | <p>of Form II, exhibition works as per para 8(c), production of video works as per para 8(d) of Form II of the offer document.</p> <p>Document not submitted as per Serial No. 5 of note below Form II.</p> | <p>no mention in the original bid.</p> <p>The ROs/ Certificates issued for works by Bangalore Water Supply and Sewerage Board are older than 5 years. Various work orders of telecast of radio jingles/ TV spots.</p> <p>Submitted visuals of hoardings at various locations.</p> <p>Work order for branding for Namma Clinics.</p> <p>Work done certificate issued by Transport Deptt. For content development, creative designing, display of films and private hoardings.</p> | <p>creative for display advertisement found.</p> <p>No supporting document of executing printing works as per para 8(b) of Form II found.</p> <p>No supporting document of executing exhibition as per para 8(c) of Form II found.</p> <p><b>The agency does not meet the eligibility criteria for empanelment.</b></p> |
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5. After examining the clarifications, the Committee found M/s Sreshta Communications meet the eligibility criteria.

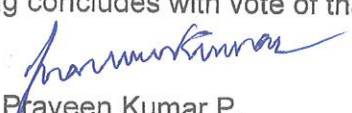
6. The Committee noted that only following six agencies meet the eligibility criteria for empanelment with RO Bangalore. The Committee, therefore, recommended to empanel all these six agencies who meet the eligibility criteria and, hence, no further detailed evaluation as per Annexure 'I' of evaluation criteria was done.

- (i) M/s Adwit India Pvt. Ltd.
- (ii) M/s Akar Advertising & Marketing Pvt. Ltd.
- (iii) M/s Disha Communications
- (iv) M/s Pamm Advertising & Marketing
- (v) M/s Span Communications
- (vi) M/s Sreshta Communications

6. The agencies recommended for empanelment are subject to their full INS accreditation for last three consecutive years and valid as on last date of submission of proposals, to be sought from Indian Newspaper Society.

7. This empanelment is on the basis of the information/ documents furnished by the agencies. However, in case at any point of time, if any discrepancy is found w.r.t. false information and fake or tempered documents or suppression of facts by the aforementioned agencies the empanelment of such agency will be deemed cancelled.

8. The meeting concludes with vote of thanks to the chair.

  
Shri Praveen Kumar P.  
DGM (T), RO Bengaluru  
Member Secretary

  
Shri Praveen Tyagi  
DGM (MR), NHAI HQ  
Member

  
Shri K.B. Jayakumara  
PD, PIU-Bengaluru  
Member

  
Shri Byju UN  
DDO (F&A), RO Bengaluru  
Member

  
Regional Officer, NHAI Bengaluru  
Chairman