



भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार)

क्षेत्रीय कार्यालय - गांधीनगर (गुजरात)

National Highways Authority of India

(Ministry of Road Transport & Highways, Govt. of India)

Regional Office - Gandhinagar (Gujarat)

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पहली मंजील, बी.एस.एन.एल. टेलीफोन एक्सचेंज बिल्डिंग, "च" रोड, सेक्टर-11, गांधीनगर-382011 (गुजरात)

1st Floor, BSNL Telephone Exchange Building, "CH" Road, Sector-11, Gandhinagar-382011(Gujarat)



NHAI/RO-GNR/Vibrant Gujarat/2024/D- 3840

दिनांक: 28.12.2023

To,

All Respective Bidders,

विषय: Selection of an Agency for Organising Exhibition During Vibrant Gujarat Global Trade Show Scheduled From 9th - 13th January, 2024) Tender ID: 2023_NHAI_176235_1 - **Regarding Evaluation of Technical Bids.**

संदर्भ: (i) Bids submitted on 21-Dec-2023 for the above mentioned work.

Dear Sir,

This is with reference to your bids submitted on 21-Dec-2023 for the subject proposal. The results with respect to Technical Evaluation as approved by Competent Authority are as under:

S. No.	Name of Agency	Technical Score
1/2	M/s Pamm Advertising and Marketing	84.0
2/2	M/s Apex Advertising	73.0

Details of Technical evaluation is attached herewith.

2. In view of above, the Evaluation committee recommends for opening of financial bids of both the bidders on 30.12.2023 at 1200 Hrs. at Regional Office, Gandhinagar.

यह सक्षम प्राधिकारी के अनुमोदन से प्रस्तुत है

(Handwritten Signature)
30/12/23

(अजय कुमार स्वामी)

उप महाप्रबंधक (तकनीकी)

क्षेत्रीय कार्यालय-गांधीनगर(गुजरात)

 Selection of an Agency for Organising Exhibition During Vibrant Gujarat Global Trade Show Scheduled From 9th - 13th January, 2024					
Tender ID: 2023_NHAL_176235_1					
Sl. No.	Parameter	Maximum Marks	M/s Apex Advertising	M/s Pamm Advertising and Marketing	
(i)	Past Experience in organizing exhibitions in last 5 years.				
	2 marks for each exhibition	20	14	18	
(ii)	Quality of Past Work of last 5 years (three best designs)				
	8 marks for each exhibition stall	8	7	7	7
		8	7	7	7
		8	7	7	8
(iii)	NHAI Stall Design				
	i. Creative/ Innovative approach: 8 marks	8	7	7	7
	ii. Aesthetics: 8 marks	8	7	7	7
	iii. Space utilization: 8 marks	8	6	7	7
	iv. Colour combination: 8 marks	8	6	7	7
	v. Overall visual impact: 10 marks	10	7	9	9
(iv)	Digital Content				
	i. Digital Content for LED Screen: 3 marks	3	0	0	0
	ii. Innovation & Technology Concept: 3 marks	3	0	0	0
(v)	Brochure design				
	i. Layout - 2 marks	2	1	2	2
	ii. Colour scheme- 2 marks	2	1.5	2	2
	iii. Overall visual impact- 4 marks	4	2.5	3	3
		Total 100	73	84	



