

National Highways Authority of India
RO- Nagpur, Maharashtra

Sub.: Empanelment of advertising agencies at NHAI RO Nagpur (Maharashtra)

Minutes of meeting of Evaluation Committee held on 16.10.2024 for
Empanelment of Advertising Agency for NHAI,
Regional Office-Nagpur, Maharashtra
(Tender ID: 2024_NHAI_198693_1)

- 1) In the meeting of evaluation Committee held at the Regional Office, Nagpur on 24.08.2024 for empanelment of advertising agencies with RO Nagpur, the bids were examined to assess the minimum qualifying criteria laid down in the RFP document. After examining, it was found that the following three agencies meet the eligibility criteria:

Bid No.	Name of the Advertising Agency
1/9	M/s Alaknanda Advertising Pvt. Ltd.
2/9	M/s Inter Publicity Pvt. Ltd.
3/9	M/s Pamm Advertising & Marketing

- 2) Proposal from Sh. Srikant Shushraoji was not considered for evaluation as the bid submission fee was not provided.
- 3) Proposals of the following five agencies required further clarifications to ensure that they meet the eligibility criteria as per the offer document:

S. No.	Bid No.	Name of the Advertising Agency
1	1/9	M/s Adknack Advertising
2	3/9	M/s Amit Advertising Agency
3	5/9	M/s Interads Advertising Pvt. Ltd.
4	6/9	M/s Moulis Advertising Services Pvt. Ltd.
5	8/9	M/s Sanjeevani Advertising Co.

- 4) Accordingly, clarification was requested vide T/o letter No. 1138, 1139, 1140, 1141 & 1142 dated 27.08.2024:

- 5) In reply, the following agencies have provided their clarification:

S. No.	Bid No.	Name of the Advertising Agency	Details of submitted clarification
1	1/9	M/s Adknack Advertising	Letter No. Nil dated 02.09.2024 (F/A)
2	3/9	M/s Amit Advertising Agency	Email dated 27.08.2024 (F/B)
3	5/9	M/s Interads Advertising Pvt. Ltd.	NIL
4	6/9	M/s Moulis Advertising Services Pvt. Ltd.	Letter No. Nil dated 31.08.2024 (F/C)
5	8/9	M/s Sanjeevani Advertising Co.	NIL

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- 6) A meeting of the Committee was held on **16.10.2024** to examine the aforementioned clarifications. It is noted that out of the five agencies, only three (3) agencies have submitted their clarifications as detailed below.
- 7) The Committee unanimously decided that any additional information / document, other than the ones mentioned in the submitted on-line bids shall be accepted. Only those documents shall be considered, which substantiate the information / facts revealed in the bid document.

SN	Name of Agency	Clarification sought	Reply received	Recommendation of the Committee
1	M/s Amit Advertising Agency	Proof of having office in Nagpur for last five years as per para 3 (ii) of Form II of RFP document is not submitted.	The agency has clarified that it had submitted Shop Establishment Certificate issued by Government Authorities on 14.06.2017 for their Nagpur office. Further, following documents have been sent: • SPANCO electricity bill dt. 22.03.2012 in the name of Shri Amit Krishna Kumar Bajpayee and not in the name of the agency. • Maharashtra Electricity bill dt. 08.08.2024 in the name of Shri Amit Krishna Kumar Bajpayee. • Registration Certificate dt. 22.02.2007 of Shop Establishment issued by Dy. Commissioner of CEST.	Satisfactory supporting document for currently having Office in Nagpur has not been submitted. Hence, NOT ACCEPTED.
		Creatives to the respective work orders as per para 8 (a) (i) of form-II of RFP document is not submitted.	The creative related to the respective work orders for display advertisements was attached at pages 35-49 of the document attached in Folder 7-9. Although there are no bottom page numbers on this specific section, the documents are placed between bottom pages No.61-62.	NHAI work order for release of display advertisement placed at page 32 & creative at page 43 may be accepted.
2	M/s Adknack Advertising	Proof of having Office in Nagpur for last five years as per para 3 (ii) of Form II of RFP document is not submitted.	The agency has clarified that: • We are empanelled advertising agency at NHAI, RO-Nagpur and are giving our services to NHAI, RO- Nagpur since 2016. • Further, all your work orders are posted to us on this same address and we are receiving it since years. • The above property belongs to our Branch Head Mrs. Varsha Sharad Marathe. Hence ideally we are not required to undergo a lease agreement. This lease agreement is done basically to fulfil the tender requirements.	In absence of valid supporting document as per Para 3 (i & iv) of Form II of the RFP document, clarification submitted by the Agency is NOT ACCEPTED.

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3	M/s Moulis Advertising Service Pvt. Ltd.	Proof of having office in Nagpur for last five years as per Para 3 (i & iv) of Form II of the RFP document is not submitted.	The agency has submitted the following documents: - Electricity bill for the month of 01.08.2018. - Electricity bill for the month of 25.07.2019. - Electricity bill for the month of 25.06.2024. - Electricity bill for the month of 25.07.2022. - Electricity bill for the month of 25.08.2023.	The agency has declared date of establishment of Office in Nagpur in 2023 in the Original bid. Additional information / documents other than the ones uploaded in the on-line bid document cannot be accepted. Hence, the clarification submitted by the Agency is NOT ACCEPTED.
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- 8) The Committee noted that only the following **3 Agencies** meet the eligibility criteria for empanelment as Advertising Agency at NHAI's Regional Office at Nagpur. The Committee, therefore, recommends to empanel the following **3 Agencies** who meet the eligibility criteria and, hence, no further detailed evaluation as per 'Annexure-I' of evaluation criteria is carried out.

Sl. No.	Name of the Advertising Agency
1/9	M/s Alaknanda Advertising Pvt. Ltd.
2/9	M/s Inter Publicity Pvt. Ltd.
3/9	M/s Pamm Advertising & Marketing

- 9) The recommended empanelment of the Agencies is subject to submission of their full INS accreditation for the last three consecutive years and valid as on last date of submission of proposals, to be sought from Indian Newspaper Society.
- 10) 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.

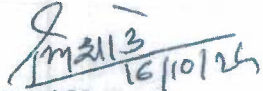
The meeting concludes with vote of thanks to the chair.


(Harshad B. Chauhan)
Dy. Manager (F&A),
RO-Nagpur


(C. M. Sinha)
PD, PIU, Nagpur


(Ashutosh S. Pimple)
GM (T), RO- Nagpur


(Praveen Tyagi)
DGM (Media Relations),
NHAI HQ


(Nirmal M. Zade)
GM (T) & RO - Nagpur

Signature Not Verified

Digitally signed by ASHUTOSH SHYAMKANT P
Date: 2024.10.22 12:33:34 IST
Location: eProcurement System for Central PSUs