

National Highways Authority of India
RO- Dehradun, Uttarakhand

Sub: Empanelment of advertising agencies at NHAI RO Dehradun, Uttarakhand

Minutes of meeting of Evaluation Committee held on 21.03.2025 for Empanelment of Advertising Agency for NHAI, Regional Office-Dehradun, Uttarakhand. (Tender ID : 2024_NHAI_216507_1)

1. In the meeting of evaluation Committee held on 30.01.2025 for empanelment of advertising agencies with RO Dehradun, the bids were examined to assess the minimum qualifying criteria laid down in the RFP document. After examining, it was found that the following seven agencies meet the eligibility criteria :

	Name of the Advertising Agency
4/19	M/s DOT Communications and Marketing Pvt. Ltd.
6/19	M/s Interads Advertising Pvt. Ltd.
7/19	M/s Invicta Media Pvt. Ltd.
8/19	M/s Kaka Advertising Agency
13/19	M/s Niyati Communications Pvt. Ltd.
14/19	M/s Pamm Advertising & Marketing
17/19	M/s Sanket Communications Pvt. Ltd.

2. However, the proposals of the following 12 agencies required further clarifications before further evaluation/ finalization of panel of advertising agencies :

	Name of the Advertising Agency
1/19	M/s Alaknanda Advertising Pvt. Ltd.
2/19	M/s Ankur Media Pvt. Ltd.
3/19	M/s Disha Communications Pvt. Ltd.
5/19	M/s Himalayan Enterprises
9/19	M/s Lalit Advertising
10/19	M/s Master Ad Inc
11/19	M/s MG Advertising Services
12/19	M/s Adbiz Communications
15/19	M/s Paromita Advertising Agency Pvt. Ltd.
16/19	M/s Prayas Creations Advertising Pvt. Ltd.

18/19	M/s Sharad Advertising Pvt. Ltd.
19/19	M/s View Point Advertising Agency

3. A meeting of the Committee was held on 21.03.2025 for examining the clarifications received from the agencies listed at para 2 above. The Committee noted that, based on the minutes of the evaluation Committee meeting held on 30.01.2025, clarifications were sought by RO-Dehradun through e-mail vide letter dated 03.02.2025 to respond by 11.02.2025.

4. It was noted that out of the twelve agencies, the following five agencies did not respond :

	Name of the Advertising Agency
1/19	M/s Alaknanda Advertising Pvt. Ltd.
2/19	M/s Ankur Media Pvt. Ltd.
5/19	M/s Himalayan Enterprises
11/19	M/s MG Advertising Services
15/19	M/s Paromita Adveritising Agency Pvt. Ltd.

5. The following seven (07) agencies submitted their clarifications as per the following details. The Committee examined the clarifications submitted by the seven agencies and the clarifications which were found to be substantiating the information/ facts/ documents submitted in the original proposal of the agencies were considered. Accordingly, findings of the Committee are as under :

	Name of Agency	Clarification sought	Clarification received	Recommendation of the Committee
	M/s Disha Communications Pvt. Ltd.	Not submitted proof of having office in Dehradun for last five years as per para 3 of Form II of RFP document.	Agency has submitted landline telephone bills from April 2019 onwards, GST registration certificate of Dehradun address dt. 09.02.2018 and work orders of Uttarakhand Government of 2017, 2018 and 2020 of Dehradun address.	The Committee ACCEPTED the documents as the agency had declared in the bid document having office in Dehradun since 2010.
		Agency has provided list of 08 staff in Bhubaneswar office rather than Dehradun.	Agency has regretted the "typographical error" and declared that name and telephone number of the staff is of Dehradun branch.	The city code of landline number of the employees listed in proposal is of Dehradun. Hence, the clarification is ACCEPTED .
	M/s Lalit	Available CA	Agency has submitted CA	Clarification was

	Advertising	certificate in bid document is not as per the format specified in RFP Document.	certificate clarifying the annual turnover from the business related to Media/ Advertising/ Publicity for last three years.	ACCEPTED.
	M/s Master Ad Inc	Not submitted valid proof of having office in Dehradun for last five years as per para 3 of Form II of RFP document.	Agency has submitted water and electricity bills in the name of Shri Rajesh Sharma. Also claimed GST registration in Uttarakhand which is dated 08.07.2021. Also submitted lease agreement of 2016, 2023, 2022, 2020 and 2019 on UP stamp paper as well as lease agreement dt. of 2024, 2021 on Uttarakhand Stamp paper.	As per para 3 (iii) of Form II, documents in the name of agency shall only be accepted. GST registration certificate dt. 2021 does not complete five years of office as on last date of submission of the bid. Lease agreements which are five year old are executed on UP stamp paper. As per the legal opinion sought by RO Dehradun, the lease agreements executed on UP stamp paper for the years 2019, 2020, 2022, and 2023 do not comply with the Indian Stamp Act, 1899, and cannot be considered valid proof of maintaining an office in Dehradun for the last five years. Hence, NOT ACCEPTED.
	M/s Adbiz Communications	Not submitted Annexure 'B' to form I. Hence, details of digital signatory as per Power of Attorney not found.	Agency has submitted that the proprietor (Sh. Nishant Garg) operates from Dehradun office 5 days in a week, hence power of attorney not given to any employee.	As per Appendix A to Form I, it has been declared that Mr. Nishant Garg is the proprietor. Hence, MAY BE ACCEPTED.
		Not submitted proof of having office in Dehradun for last five years as per para 3	The agency did not feel required to register the rent deed as the Branch Manager is the owner of the	In accordance with para 3 (ii) of Form II, clarification NOT ACCEPTED.

		of Form II of RFP document.	property which premises agency is operated. So always do it on notarized format.	
		No supporting document of executing exhibition stalls/ pavilion as per para 8(c) is found.	Agency has submitted that PO of exhibition stall has submitted on Set 2 page no. 35 of selfie display of Ministry of Power.	Selfie display cannot be considered as Designing, Fabrication and Maintenance of exhibition stalls. Hence, NOT ACCEPTED.
	M/s Prayas Creations Advertising Pvt. Ltd.	No supporting document of executing exhibition stalls/ pavilion as per para 8 (c) is found.	Agency has re-submitted work orders for setting up 3D selfie/ photo booth.	3D Selfie/ photo booth cannot be considered as Designing, Fabrication and Maintenance of exhibition stalls. Hence, NOT ACCEPTED.
	M/s Sharad Advortleing Pvt. Ltd.	Not submitted proof of having office in Dehradun for last five years as per para 3 of Form II of RFP document.	Agency has submitted rent agreement from 2017 to 2024, each duly notarized not exceeding one year. Also GST registration certificate of dt. 01.08.2017 of Dehradun address re-submitted.	The Committee ACCEPTED the documents as the agency had declared in the bid document having office in Dehradun since 2013.
	M/s View Point Advertising Agency	Not submitted proof of having office in Dehradun for last five years as per para 3 of Form II of RFP document.	Agency has submitted GST registration certificate of dt. 26.09.2017 of Dehradun address, also work orders of Government departments of 2017, 2019, 2022 of Dehradun address. Also lease agreement of 2024 (11 m, notarized), 2023 (11 m, notary dated 06.02.2025) and agreement of 2020 (36 m, notarized).	The agency has re-submitted the documents. GST certificate is more than 7 years old, lease agreement are not as per para 3 of Form II of RFP document and work orders can not be accepted as proof of having office in Dehradun. Hence, NOT ACCEPTED.

6. The Committee noted that a total of following ten (10) agencies meet the eligibility criteria for empanelment with RO Dehradun. The Committee, therefore, recommended to empanel all the following ten agencies who meet the eligibility criteria and, hence, no further detailed evaluation as per Annexure 'I' of evaluation criteria was done.



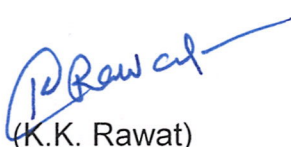



	Name of the Advertising Agency
3/19	M/s Disha Communications Pvt. Ltd.
4/19	M/s DOT Communications and Marketing Pvt. Ltd.
6/19	M/s Interads Advertising Pvt. Ltd.
7/19	M/s Invicta Media Pvt. Ltd.
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14/19	M/s Pamm Advertising & Marketing
17/19	M/s Sanket Communications Pvt. Ltd.
18/19	M/s Sharad Advertising Pvt. Ltd.

7. 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.

8. 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.

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



(K.K. Rawat)
AM (F&A), RO- Uttarakhand



(Praveen Tyagi)
DGM (MR), NHAI HQ



(Shankesh Sharma)
DGM (T), RO-Uttarakhand



(Pankaj Kumar Mourya)
GM (T) cum PD, PIU-Vasant Vihar