



सत्यमेव जयते

भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार)

National Highways Authority of India

(Ministry of Road Transport and Highways, Government of India)

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दूरभाष/Phone : 91-11-25074100 / 25074200



No. 11041/35/27/2025-MR

28th May 2025

To

All the 46 advertising agencies who have submitted the proposal for empanelment of advertising agencies with NHAI HQ (E-tender ID : 2025_NHAI_228227_1)

Sir/Madam,

1. Please refer to your proposal for Empanelment of Advertising Agencies with NHAI HQ in response to NHAI e-tender ID : 2025_NHAI_228227_1 and clarifications sought from the agencies on their proposals.
2. Clarifications were examined in light of the provisions of RFP. Any document/ information submitted against the observation for which reference has been found in original bid has been accepted. No additional document/ information has been accepted. Moreover, while accepting the document, the parameter for submission of documents as per RFP have been strictly followed.
3. The details of the agencies qualified/ not qualified (as per Qualifying Criteria at para 3 and para 6 (b) of Section II of RFP) for further evaluation alongwith reasons for disqualification is placed at Annexure 'A'.
4. The 26 agencies which were found qualified for further evaluation were assigned marks as per Annexure 'I' of RFP i.e. Evaluation Criteria. The marks secured by the agencies are enclosed as Annexure 'B'.
5. As per para 6 (d) of Section II of RFP, the agency securing minimum 75 marks shall only be considered for empanelment. List of 15 agencies, who have secured 75 or more marks and found eligible for empanelment with NHAI HQ, is enclosed at Annexure 'C'.
6. It has been decided that agencies which are not satisfied with their result of empanelment may represent within seven days of hosting of the result on NHAI website/ e-tender portal, through e-mail at tyagip@nhai.org.

(Praveen Tyagi)

Dy. General Manager (Media Relations)

List of Qualified/ Not Qualified Agencies for Empanelment

Sl No.	Agency	Status	Reason for Disqualification
1/46	M/s Adman Advertising	Qualified	
2/46	M/s Adsyndicate Services Pvt. Ltd.	Qualified	
3/46	M/s Airads Limited	Qualified	
4/46	M/s ANJ Creations Pvt. Ltd.	Not Qualified	Not submitted proof of executing work as per para 8 (a) of Form II of the RFP document
5/46	M/s Ankur Media Pvt. Ltd.	Not Qualified	Not submitted POA for signing of bid. No details of staff in Delhi/NCR office. No address of Delhi/NCR office was furnished. Not submitted proof of executing work as per para 8 (d) of Form II of the RFP document.
6/46	M/s Bubna Advertising	Qualified	
7/46	M/s Centum Advertising Pvt. Ltd.	Non-responsive	Authorised signatory holding Power of Attorney or person granting Power of Attorney is different from digital signatory.
8/46	M/s Concept Communication Ltd.	Qualified	
9/46	M/s Crayons Advertising Ltd.	Qualified	
10/46	M/s Critique Communication Pvt. Ltd.	Qualified	
11/46	M/s Degree 360 Solutions Pvt. Ltd.	Qualified	
12/46	M/s Diksha Advertising & Printing Pvt. Ltd.	Not Qualified	Not submitted proof of executing work as per para 8 © of Form II of the RFP document
13/46	M/s Disha Communications Pvt. Ltd.	Qualified	
14/46	M/s DOT Communications and Marketing Pvt. Ltd.	Qualified	
15/46	M/s Expression 360 Services India Ltd.	Qualified	
16/46	M/s Giraffe Advertising & Marketing Pvt. Ltd.	Not Qualified	Not submitted proof of executing work as per para 8 (d) of Form II of the RFP document
17/46	M/s Graphisads Limited	Not Qualified	Not submitted Form I for submission of proposal and undertaking of not black listed in last 5 years.

18/46	M/s India News Communications Ltd.	Not Qualified	Not submitted proof of having office in Delhi/NCR for last 5 years as per para 3 (iv) of Form II of RFP document
19/46	M/s Inter Publicity Pvt. Ltd.	Qualified	
20/46	M/s Interads Advertising Pvt. Ltd.	Qualified	
21/46	M/s Invicta Media Pvt. Ltd.	Qualified	
22/46	M/s Isha Advertising Pvt. Ltd.	Not Qualified	CA certificate format not as per Appendix A to Form II of the RFP document. Not executed work as per para 8 © of Form II of the RFP document
23/46	M/s KAKA Advertising Agency	Qualified	
24/46	M/s Lalit Advertising	Qualified	
25/46	M/s Laqshya Media Ltd.	Not Qualified	Authorised signatory holding Power of Attorney or person granting Power of Attorney is different from digital signatory.
26/46	M/s Lehar Advertising Pvt. Ltd.	Not Qualified	CA certificate format not as per Appendix A to Form II of the RFP document. Not executed work as per para 8 (a) of Form II of the RFP document. Not executed work as per para 8 (b) of Form II of the RFP document. Not executed work as per para 8 © of Form II of the RFP document. Not executed work as per para 8 (d) of Form II of the RFP document.
27/46	M/s Master Ad. Inc.	Qualified	
28/46	M/s MG Advertising Services	Not Qualified	CA certificate format not as per Appendix A to Form II of the RFP document. Not having atleast 10 full time staff in Delhi/NCR office. Not submitted proof of executing work as per para 8 © of Form II of the RFP document
29/46	M/s Moulis Advertising Services Pvt. Ltd.	Not Qualified	Not having atleast 10 full time staff in Delhi/NCR office. Not submitted proof of having office in Delhi/NCR currently and for last 5 years as per para 3 of Form II of RFP document. Not submitted creative as per para 8 (a) (i) of Form II of the RFP document. Not submitted proof of executing work as per para 8 © of Form II of the RFP document.

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30/46	M/s National Advertising Agency	Qualified	
31/46	M/s OTS Advertising Pvt. Ltd.	Not Qualified	Not having atleast 10 full time staff in Delhi/NCR office. Not submitted proof of having office in Delhi /NCR currently as per para 3 of Form II of RFP document. Not submitted proof of executing work as per para 8 © of Form II of the RFP document.
32/46	M/s Pamm Adverting & Marketing	Qualified	
33/46	M/s Panchtatva Advertising	Not Qualified	CA certificate format not as per Appendix A to Form II of the RFP document. Not submitted proof of having office in Delhi/NCR currently as per para 3 (iii) of Form II of RFP document. Not submitted proof of executing work as per para 8 (a) of Form II of the RFP document.
34/46	M/s Pehachan Advertising & Marketing Pvt. Ltd.	Not Qualified	Not submitted proof of having office in Delhi/NCR currently as per para 3 (iii) of Form II of RFP document. Not submitted creative as per para 8 (a) (i) of Form II of the RFP document.
35/46	M/s Perfect 10 Advertising	Qualified	
36/46	M/s Prachar Communications Pvt. Ltd.	Not Qualified	Not submitted proof of having office in Delhi/NCR currently as per para 3 of Form II of RFP document. Not submitted proof of executing work as per para 8 (b) of Form II of the RFP document.
37/46	M/s Prayas Creations Advertising Pvt. Ltd.	Qualified	
38/46	M/s Promodome Communications Pvt. Ltd.	Not Qualified	Not submitted proof of having office in Delhi/NCR for last 5 years as per para 3 of Form II of RFP document.
39/46	M/s Sanket Communications Pvt. Ltd.	Qualified	
40/46	M/s Sharad Advertising Pvt. Ltd.	Qualified	
41/46	M/s Sophia Advertising Pvt. Ltd.	Not Qualified	Not submitted proof of executing work as per para 8 © (iv) of Form II of the RFP document.
42/46	M/s Span Communications	Qualified	
43/46	M/s Sreshta Communications	Qualified	

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44/46	M/s Vermillion Communication Pvt. Ltd.	Qualified	
45/46	M/s Vivid India Advertising & Marketing	Not Qualified	Not submitted proof of having office in Delhi/NCR currently as per para 3 of Form II of RFP document.
46/46	M/s Zenkar Advertising	Not Qualified	Not submitted Form I, Annexure 'A and creative assignment. Not submitted proof of executing work as per para 8 © of Form II of the RFP document. Not submitted proof of having office in Delhi/NCR currently and for last 5 years as per para 3 of Form II of RFP document.

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Annexure 'B'

Marks Secured by Advertising Agencies for Empanelment of Advertising Agencies with NHAHQ, 2025

	SI No.	Agency	Marks secured
1	1/46	M/s Adman Advertising	79
2	2/46	M/s Adsyndicate Services Pvt. Ltd.	45
3	3/46	M/s Airads Limited	91
4	6/46	M/s Bubna Advertising	77
5	8/46	M/s Concept Communication Ltd.	87
6	9/46	M/s Crayons Advertising Ltd.	84
7	10/46	M/s Critique Communication Pvt. Ltd.	89
8	11/46	M/s Degree 360 Solutions Pvt. Ltd.	92
9	13/46	M/s Disha Communications Pvt. Ltd.	73
10	14/46	M/s DOT Communications and Marketing Pvt. Ltd.	77
11	15/46	M/s Expression 360 Services India Ltd.	71
12	19/46	M/s Inter Publicity Pvt. Ltd.	55
13	20/46	M/s Interads Advertising Pvt. Ltd.	73
14	21/46	M/s Invicta Media Pvt. Ltd.	53
15	23/46	M/s KAKA Advertising Agency	73
16	24/46	M/s Lalit Advertising	63
17	27/46	M/s Master Ad. Inc.	60
18	30/46	M/s National Advertising Agency	68
19	32/46	M/s Pamm Adverting & Marketing	89
20	35/46	M/s Perfect 10 Advertising	76
21	37/46	M/s Prayas Creations Advertising Pvt. Ltd.	68
22	39/46	M/s Sanket Communications Pvt. Ltd.	84
23	40/46	M/s Sharad Advertising Pvt. Ltd.	82
24	42/46	M/s Span Communications	93
25	43/46	M/s Sreshta Communications	88
26	44/46	M/s Vermmillion Communication Pvt. Ltd.	80

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List of Agencies which are found eligible for Empanelment with NHAI HQ

SI No.	Agency	Marks secured	Ranking
42/46	M/s Span Communications	93	I
11/46	M/s Degree 360 Solutions Pvt. Ltd.	92	II
3/46	M/s Airads Limited	91	III
10/46	M/s Critique Communication Pvt. Ltd.	89	IV
32/46	M/s Pamm Advertising & Marketing	89	V
43/46	M/s Sreshta Communications	88	VI
8/46	M/s Concept Communication Ltd.	87	VII
9/46	M/s Crayons Advertising Ltd.	84	VIII
39/46	M/s Sanket Communications Pvt. Ltd.	84	IX
40/46	M/s Sharad Advertising Pvt. Ltd.	82	X
44/46	M/s Vermillion Communication Pvt. Ltd.	80	XI
1/46	M/s Adman Advertising	79	XII
6/46	M/s Bubna Advertising	77	XIII
14/46	M/s DOT Communications and Marketing Pvt. Ltd.	77	XIV
35/46	M/s Perfect 10 Advertising	76	XV

[Signature]
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