



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. 11041/35/14/2024-MR

29th May 2025

To

All the bidders who have submitted their bid

Sub.: Content Development for NHAI Pavilion at World Expo, 2025 to be held at Osaka, Japan

Sir/Madam,

1. Please refer to your bid for Content Development for NHAI Pavilion at World Expo, 2025 to be held at Osaka, Japan (Tender ID : 2025_NHA1_234101_1) and clarifications sought from the agencies on the 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. Based on the evaluation criteria laid down in the RFP, the bids were evaluated and the technical scores secured by the bidders are as under :

Sl. No.	Name of Agency	Technical Score
(i)	M/s Airads Ltd.	63
(ii)	M/s Expression 360 Services India Ltd.	76
(iii)	M/s Lagshya Media Ltd.	63
(iv)	M/s Pamm Advertising & Marketing	87
(v)	M/s Sharad Advertising Pvt. Ltd.	68

4. As per para 22 of Section-III of the RFP document, the bids who secure minimum 60% of the total technical score shall only be considered for opening of financial bids. Accordingly, all the bids are found eligible for opening of financial bids.
5. In case of any objection by any bidder, they may represent through email at tyagip@nhai.org within three days of issue of this letter.

(Praveen Tyagi)
DGM (Media Relations)

Signature Not Verified

Digitally signed by PRAVEEN TYAGI

Date: 2025.05.29 17:04:21 IST

Location: eProcurement System for Central PSUs