



भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क परिवहन एवं राजमार्ग मंत्रालय, भारत सरकार)

National Highways Authority of India

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

क्षेत्रीय कार्यालय-पश्चिम उ०प्र०, लखनऊ Regional Office - West UP, Lucknow.

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19001/1/RO-W-UP/Empanelment of Advertising/1696

Date: 12.09.2025

To,

All the 20 Advertising Agencies who have submitted the proposal for empanelment of advertising agencies with NHAI, RO-UP, West, Lucknow (E-Tender ID : 2025_NHAI_237856_1)

Sir/Madam,

1. Please refer to your proposal for Empanelment of Advertising Agencies with NHAI, RO-UP, West, Lucknow in response to NHAI e-tender ID: 2025_NHAI_237856_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 of Section II of RFP) alongwith reasons for disqualification is placed at Annexure 'A'.
4. It has been decided that agencies which are not satisfied with their result of empanelment may represent within seven days of hoisting of the result on NHAI website/e-tender portal, through e-mail.
5. All the agencies who meet the eligibility criteria as per para 3 of Section II of RFP have been empanelled.

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12/9/25

(Sanjeev Kumar Sharma)
CGM(T) cum Regional Officer

List of Qualified/Not Qualified Agencies for Empanelment

Sr. No.	Name of Agency	Status	Reason for Disqualification
01/20	M/s Kaka Advertising Agency	Qualified	-
02/20	M/s Master Ad Inc	Qualified	-
03/20	M/s MG Advertising Services	Not Qualified	(i) Not submitted proof of having office in Lucknow city currently and for last 5 years as per para 3 (i) - (iv) of Form II of RFP document. (ii) Not having at least 10 full time staff in Lucknow office. (iii) Not submitted proof of executing work as per para 8 (c) of Form II of the RFP document.
04/20	M/s Perfect 10 Advertising	Qualified	-
05/20	M/s Sharad Advertising	Not Qualified	Not submitted proof of having office in Lucknow city for last 5 years as per para 3 (i-iv) of Form II of RFP document.
06/20	M/s Vermillion Communication Pvt. Ltd.	Qualified	-
07/20	M/s Approach Advertising Exhibitors Pvt. Ltd.	Not Qualified	Non-responsive due to mismatch of digital signatory with the person granting Power of Attorney or person holding Power of Attorney as per para 4 (b) of Section II of RFP.
08/20	M/s Isha Advertising Pvt. Ltd.	Not Qualified	(i) CA certificate format not as per Appendix 'A' to Form II. (ii) Not submitted proof of executing work as per para 8(c) of Form II of RFP document.
09/20	M/s Diksha Advertising & Printing Pvt. Ltd.	Qualified	-
10/20	M/s Centum Advertising Pvt. Ltd.	Qualified	-
11/20	M/s Trio Communications	Not Qualified	(i) UDIN No. mentioned on CA certificate is invalid. (ii) Not having at least ten (10) full time staff in Lucknow office. (iii) Not submitted proof of executing work as per para 8(d) of Form II of RFP document.
12/20	M/s ANJ Creations Pvt. Ltd.	Not Qualified	Not submitted proof of having office in Lucknow city currently as per para 3 (iv) of Form II of RFP document.
13/20	M/s Concept Communication Ltd	Qualified	-
14/20	M/s Inter Publicity Pvt. Ltd.	Qualified	-
15/20	M/s Disha Communications Pvt. Ltd.	Qualified	-
16/20	M/s Span Communications	Qualified	-
17/20	M/s Crayons Advertising Ltd.	Qualified	-
18/20	M/s Vivid India Advertising & Marketing	Not Qualified	Not submitted proof of having office in Lucknow city currently and for last 5 years as per para 3 (i-iv) of Form II of RFP document.
19/20	M/s DOT Communications and Marketing Pvt. Ltd.	Qualified	-
20/20	M/s Anu Image Makers Advertising Pvt. Ltd.	Not Qualified	CA certificate format not as per Appendix 'A' to Form II.

