



भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क परिवहन और राजमार्ग मंत्रालय)

National Highways Authority of India

(Ministry of Road Transport and Highways)

जी-5 एवं 6, सेक्टर-10, द्वारका, नई दिल्ली-110075

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No. MEDIA-11016(18)/1/2025-Media Relation

27th November 2025

To

M/s Avian Media Pvt. Ltd.

M/s Concept Public Relations India Ltd.

M/s TLG India Pvt. Ltd.

Subject : Engaging an Agency for Public Relations and Social Media Management for NHAI (Tender ID : 2025_NHAI_247101_1)

Sir/Madam,

1. Please refer to your bid for selection of Engaging an Agency for Public Relations and Social Media Management for NHAI (Tender ID : 2025_NHAI_247101_1)
2. Based on the evaluation criteria laid down in the RFP, the summary of Technical and Financial Scores of the agencies is as under :

Sl No.	Name of Agency	Technical Score	Amount quoted (Excluding GST) (Rs.)	Financial score	70% of tech. Score	30% of Financial Score	Total Score	Rank
1	M/s Avian Media Pvt. Ltd.	90	Rs.3,72,78,000/-	78.54	63	23.56	86.56	H-I
2	M/s Concept Public Relations India Ltd.	79	Rs.2,92,80,000/-	100	55.3	30	85.30	H-II
3	M/s TLG India Pvt. Ltd.	63	Rs.2,98,80,000/-	97.99	44.1	29.40	73.50	H-III

(Praveen Tyagi)
DGM (Media Relations)

Signature Not Verified

Digitally signed by PRAVEEN TYAGI

Date: 2025.11.27 10:51:29 IST

Location: eProcurement System for Central PSUs

