



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

29th October 2025

To

All the bidders who have submitted the proposal for Engaging an agency for providing Public Relations & Social Media Management for NHAI (Tender ID : 2025_NHAI_247101_1)

Sir/Madam,

1. Please refer to your bid for Engaging an agency for providing Public Relations & Social Media Management for NHAI in response to NHAI Tender ID : 2025_NHAI_247101_1 and the clarifications sought from all the 10 agencies on the bids. Despite telephonic persuasion, the following four bidders did not respond to the clarifications sought :

(i)	2/10	M/s Global Media
(ii)	5/10	M/s AndAnd Brand Partners Pvt. Ltd.
(iii)	6/10	M/s Goodedge Advisory Pvt. Ltd.
(iv)	10/10	M/s Anu Image Makers Advertising Pvt. Ltd.

2. Clarifications received from the bidders were examined in light of the provisions of RFP. While examining the clarifications, the acceptance of the additional information is restricted only for verification of the data given in the original bid. Any information/ document which do not have bearing on the data in the original bid or are additional to originally provided details, has not been taken into consideration. Moreover, while accepting the documents, the parameter for submission of documents as per RFP have been strictly followed.

3. The details of bidders eligible and non-eligible for further evaluation are as under. Reasons for non-eligibility of the bidders as per Section VII of RFP have also been indicated against their name.

Sl. No.	Name of the Agency		Reasons for disqualification
1/10	M/s Auburn Digital Solutions Pvt. Ltd.	Non-eligible	No current proof of having office in Delhi/NCR as per para 5 (i) of Annexure 'C' of RFP. No current proof of having minimum two branch offices in addition to Delhi/ NCR office.
2/10	M/s Global Media	Non-eligible	Bid is non-responsive due to mismatch of authorized signatory with person holding / granting Power of Attorney. CA certificate not submitted as per Annexure 'D' of RFP. No current proof of having office in

			Delhi/NCR as per para 5 (i) of Annexure 'C' of RFP. No supporting document of having min. 02 branch offices in addition to Delhi/ NCR office. No work orders submitted by the agency establishing active business of providing PR/ social media management services for atleast 08 years.
3/10	M/s Avian Media Pvt. Ltd.	Eligible	
4/10	M/s ANJ Creations Pvt. Ltd.	Non-eligible	Does not have minimum two branch offices in addition to Delhi/NCR office. Supporting document of having office in Jaipur, Allahabad, Lucknow, Bhopal & Secunderabad are not as per para 5 (i) – (iii) of Annexure 'C' of RFP. Also, lease agreements in respect of Bhopal, Pune, Dehradun & Secunderabad offices are not valid proof of having offices in these cities.
5/10	M/s AndAnd Brand Partners Pvt. Ltd.	Non-eligible	The agency does not meet the eligibility of an average annual turnover of Rs. 15 (Fifteen) crore from Public Relations /Social Media Management as per Section VII of Eligibility Criteria. Also, format of CA certificate is not as per Annexure 'D' of RFP. Proof of having office in Delhi/NCR is not as per para 5 (iii) of Annexure 'C' of RFP. Does not have minimum two branch offices in addition to Delhi/NCR office. Proof of Mumbai office is not as per para 5 (i) of Annexure 'C' of RFP. No work order submitted establishing active business of providing PR/ social media management services for atleast 08 years. No document in support of having provided services in PR/ Social Media to State or Central Govt. body for a minimum of 6 months in last 03 years.
6/10	M/s GoodEdge Advisory Pvt. Ltd.	Non-eligible	The agency does not meet the eligibility of an average annual turnover of Rs. 15 (Fifteen) crore from Public Relations /Social Media Management as per para (b) of Section VII of Eligibility Criteria.

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			Also, in UDIN certificate only gross annual turnover is mentioned and PR/Media turnover is not mentioned. Proof for Delhi/ NCR – Gurgaon office is not as per para 5 (i) – (iii) of Annexure 'C'. Does not have minimum two branch offices in addition to Delhi/NCR office. Proof of Bengaluru, Chennai and Hyderabad offices is not as per para 5 (i) & (ii) of Annexure 'C'. Also, no supporting document in respect of Pune office found.
7/10	M/s Concept Public Relations India Ltd.	Eligible	
8/10	M/s Planetcast media Services Ltd.	Non-eligible	No work orders submitted establishing active business of providing PR/ social media management services for atleast 08 years.
9/10	M/s TLG India Pvt. Ltd.	Eligible	
10/10	M/s Anu Image Makers Advertising Pvt. Ltd.	Non-eligible	The agency does not meet the eligibility of an average annual turnover of Rs. 15 (Fifteen) crore from Public Relations /Social Media Management as per para (b) of Section VII of Eligibility Criteria. Also, CA certificate is not as per Annexure 'D' of RFP. Does not have minimum two branch offices in addition to Delhi/NCR office. Proof for Prayagraj office is not as per para 5 (i) – (iii) of Annexure 'C'. No work order submitted establishing active business of providing PR/ social media management services for atleast 08 years.

Yours faithfully,



(Praveen Tyagi)
DGM (Media Relations)