

National Highways Authority of India
RO-Kerala

Sub: Empanelment of advertising agencies at NHAI RO-Kerala

Minutes of meeting of Evaluation Committee held on 08.05.2026 for Empanelment of Advertising Agency for NHAI, Regional Office-Kerala. (Tender ID: 2026_NHAI_263180_1)

1. In the meeting of evaluation Committee held on 22.04.2026 for empanelment of advertising agencies with RO Kerala, the proposals were examined to assess the minimum qualifying criteria laid down in the RFP document. After examining, it was found that the following two agencies meet the eligibility criteria :

S. No.	Name of the Advertising Agency
2/4	M/s Concept Communication Ltd.
3/4	M/s R K Swamy Ltd.

2. However, the proposals of the following two agencies required some clarifications before further evaluation/ finalization of panel of advertising agencies :

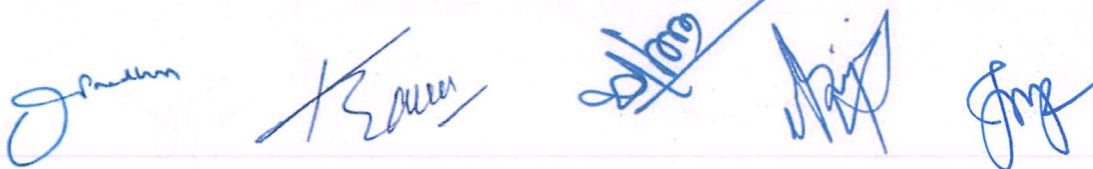
S. No.	Name of the Advertising Agency
1/4	M/s Chakra Communications
4/4	M/s Stark Communications Pvt. Ltd.

3. A meeting of the Committee was held on 08.05.2026 for examining the clarifications received from the agencies listed at para 2 above. The Committee noted that, based on the minutes of the evaluation Committee meeting held on 22.04.2026, clarifications were sought by RO-Kerala through e-mail dated 23.04.2026 by allowing them five working days to respond.

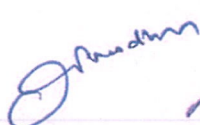
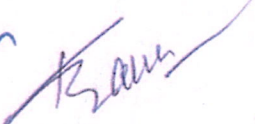
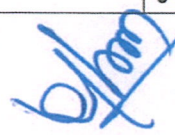
4. It was noted that both the agencies have responded.

5. The Committee examined the clarification submitted by the agencies and the clarifications which were found to be substantiating the information/ facts/ documents submitting in the original proposal of the agencies were considered. Accordingly, details of clarification sought, response of the agencies and recommendation of the Committee are as under :

	Name of Agency	Clarification sought	Clarification received	Recommendation of the Committee
1/4	M/s Chakra Communications	Annexure A and Annexure B (POA) for signing of bids, as required under the RFP, have not been submitted. As per Para 5.2 of the RFP, if the digital signatory differs from the person granting	Agency has clarified that the POA is not attached view the signing authority and digital signatory are same. Also, clarified that all other documents were scanned at the time of submission. Due to clerical error, they may not	No proof establishing the Authority for signing submitted. NOT ACCEPTED as per Para 4 (b) & 5.2.



		the Power of Attorney (POA) or the person holding the POA, the proposal shall be considered non-responsive.	have been uploaded. Error occurred is regretted.	
		The UDIN number has not been mentioned in the CA certificate. As per Para 1 (iii) of Form II, the CA certificate must include the UDIN number.	Agency has submitted same CA certificate dt. 05.02.2026 with same turnover figure and UDIN No. As per UDIN certificate, figures for FY24-25 only mentioned as Rs.1,22,10,944/-.	On verification turnover mismatch noticed. NOT ACCEPTED as per Para 1 (iv) of Form II
		The creatives for the display advertisement, as required under Para 8(a)(i) of Form II of the RFP document, has not been submitted.	The agency has submitted some creatives for display advertisement but no work order related to the creatives is in the original bid.	The creatives submitted not matching with work ordersubmitted. NOT ACCEPTED. As per Para 8 (a)(i) of Form II
		No supporting documents for the execution of exhibition stalls/pavilions, as required under Para 8(c) of Form II of the RFP document, have been provided.	The agency has submitted new list of 09 works orders which were not in the original bid.	New Documents that are not part of the original submission cannot be considered. NOT ACCEPTED.
4/4	M/s Stark Communications Pvt. Ltd.	Not submitted current proof of having office in Thiruvananthapuram/ Ernakulumas per para 3 of Form II of RFP document.	The agency has submitted the following documents : • Rent agreement dt. 07.01.2020 for 11 months and notarized dt. 24.04.2026. • Rent agreement dt. 01.03.2021 for 11 months and notarized dt. 24.04.2026. • Rent agreement dt. 15.03.2022 for 11 months and notarized dt. 24.04.2026. • Rent agreement dt. 16.03.2023 for 11 months and notarized dt. 24.04.2026. • Rent agreement dt.	Notarized rent Agreement submitted matched with the submitted documents and found in order and accepted.



			18.03.2024 for 11 months and notarized dt. 24.04.2026.	
			• Rent agreement dt. 25.04.2025 for 11 months and notarized dt. 24.04.2026.	
			• Rent agreement dt. 17.04.2026 for 11 months and notarized dt. 24.04.2026.	

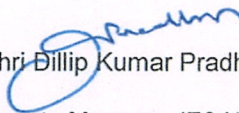
6. The Committee noted that a total of following three (03) agencies meet the eligibility criteria for empanelment with RO Kerala. The Committee, therefore, recommended to empanel all the three agencies who meet the eligibility criteria and, hence, no further detailed evaluation as per Annexure 'I' of evaluation criteria was done.

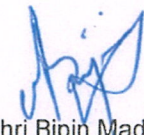
	Name of the Advertising Agency
2/4	M/s Concept Communication Ltd.
3/4	M/s R K Swamy Ltd.
4/4	M/s Stark Communications Pvt. Ltd.

7. The agencies recommended for empanelment are subject to their full INS accreditation for last three consecutive years and valid as on last date of submission of proposals, to be sought from Indian Newspaper Society.

8. This empanelment is on the basis of the information/ documents furnished by the agencies. However, in case at any point of time, if any discrepancy is found w.r.t. false information and fake or tempered documents or suppression of facts by the aforementioned agencies the empanelment of such agency will be deemed cancelled.

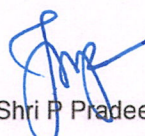
9. The meeting concludes with vote of thanks to the chair.


Shri Dillip Kumar Pradhan
Deputy Manager (F&A)
Member


Shri Bipin Madhu
DGM (T), RO-Kerala, Addl. Charge
Member


Shri Praveen Tyagi
DGM (Media Relations), NHAI HQ
Member


Shri A Harikumar
DGM (T), RO-Kerala
Secretary


Shri P Pradeep
GM(T), PD, PIU Cochin II
Chairman

Signature Not Verified

Digitally signed by A K Janbaz
Date: 2026.05.20 11:29:37 IST
Location: eProcurement System for
Central PSUs