


### Report of Tender Opening Committee

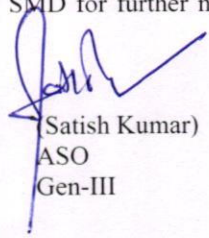
Sub:-RFQ-cum-RFP for selection of a new Creative Agency for NITI Aayog.

With reference to Communication Cell's eTender Reference No.13/10/2010-CMU dated 20/07/2020 (Tender Id 2020\_NITIA\_571862\_1), on the subject cited above, the online technical bids were opened by the members of the Tender Opening Committee, (i) Shri V. Srinivasan, ASO (Gen-II) (ii) & Shri Satish Kumar, ASO (Gen-III) on CPPP. The online technical bids were opened and downloaded on 13/08/2020 in Room No.445 at 01:00 PM. No representative from any bidding firm came to attend the bid opening process. The details of the 23 (Twenty Three) bidding firms are given below:-

Sl.No.	Name of the Bidding Firm	Status on Earnest Money Deposit (EMD) of Rs.2,00,000/-	No. of Pages in the bid document
1	M/s Avian Media Private Limited	MSME Certificate	391 Pages
2	M/s Creative Inc. (A Unit of Chavi Advertising Services Pvt. Ltd.	EMD DD No.124930 dt 07/08/2020	188 Pages
3	M/s Dentsu Aegis Network Marketing Solutions Private Limited	EMD DD No.693293 dt 10/08/2020	549 Pages
4	M/s Dot Communications	MSME Certificate	615 Pages
5	M/s E Factor Entertainment Private Limited	MSME Certificate	147 Pages
6	M/s Garuda Advertising Pvt. Ltd.	MSME Certificate	256 Pages
7	M/s Hakuhodo.Sync Private Limited	MSME Certificate	103 Pages
8	M/s Infinity Advertising Services Private Limited	MSME Certificate	139 Pages
9	M/s McCann Erickson India Pvt. Ltd.	EMD DD No.853202 dt 05/08/2020	207 Pages
10	M/s Mobikasa Private Limited	MSME Certificate	155 Pages
11	M/s Multiversity Private Limited	EMD DD No.001195 dt 10/08/2020	180 Pages
12	M/s Pactic Media Concepts (OPC) Pvt. Ltd.	MSME Certificate	281 Pages
13	M/s Pamm Advertising & Marketing	MSME Certificate	232 Pages
14	M/s Quantum Communications	MSME Certificate	539 Pages
15	M/s Sequence Communications Pvt. Ltd.	MSME Certificate	94 Pages
16	M/s Signet Media Service Pvt. Ltd.	MSME Certificate	130 Pages
17	M/s TCP Advertising Private Limited	MSME Certificate	133 Pages
18	M/s Thinkstr Consultancy Pvt. Ltd.	EMD DD No.007346 dt 06/08/2020	142 Pages
19	M/s MSL (A Division of TLG India Pvt. Ltd.	EMD BG No.IFT2001417 dt 04/08/2020	165 Pages
20	M/s Unspun Strategic Advisory Services Pvt. Ltd.	MSME Certificate	23 Pages
21	M/s Ventures Advertising Pvt. Ltd.	MSME Certificate	384 Pages
22	M/s Vermillion Communication Pvt. Ltd.	MSME Certificate	492 Pages
23	M/s Yaap Digital Pvt. Ltd.	MSME Certificate	407 Pages

2. The Online documents of Technical Bids submitted by the firms mentioned in the table above have been downloaded. The Technical Bids are hereby submitted to the SMD for further necessary action on their part.

  
(V. Srinivasan)  
ASO  
Gen-II

  
Satish Kumar)  
ASO  
Gen-III

Dated:-13/08/2020