# EVALUATION REPORT
(As Per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency: **State Bank of Pakistan**
2. Method of Procurement: **Rule 36 (b) Single Stage Two Envelope**
3. Title of Procurement: **Procurement of services of an Advertising Agency for Media Campaign of Pakistan, Remittance Initiative for Promotion of Home Remittances**
4. Tender Inquiry No.: **IFB No. GSD (Proc.II) / PRI-Media Campaign / 0066 / 2019**
5. PPRA Ref. No. (TSE): **TS383609E**
6. Date & Time of Bid Closing: **25-3-2019 – 11:00 AM**
7. Date & Time of Bid Opening: **25-3-2019 – 11:30 AM**
8. No. of Bids Received: **6 (Six)**
9. Criteria for Bid Evaluation: **Compliance and Score Based**
10. Details of Bid(s) Evaluation:

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>M/s Orient Communications Private Limited</td>
<td>Qualified</td>
<td>46,267,355</td>
<td>Responsive and lowest evaluated bid</td>
</tr>
<tr>
<td>M/s Synergy Advertising Private Limited</td>
<td>Qualified</td>
<td>Non-Compliant**</td>
<td>Non – Responsive</td>
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<tr>
<td>M/s MindShare Pakistan Private Limited</td>
<td>Qualified</td>
<td>Non-Compliant***</td>
<td>Non – Responsive</td>
</tr>
<tr>
<td>M/s Maxim Advertising Co. Private Limited</td>
<td>Disqualified</td>
<td>N/A</td>
<td>Non – Responsive</td>
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<tr>
<td>M/s Modem4 Private Limited</td>
<td>Non-Complaint/ Disqualified</td>
<td>N/A</td>
<td>Non – Responsive</td>
</tr>
<tr>
<td>M/s Creative Junction Private Limited</td>
<td>Non-Complaint/ Disqualified</td>
<td>N/A</td>
<td>Non – Responsive</td>
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*Standard Bidding Documents
**Due to non-submission of bid security
***Due to non-submission of proper financial bid.

**Lowest Evaluated Bidder:** **M/s Orient Communications Private Limited**

11. Any other additional / supporting information, the procuring agency may like to share. – Nil -

Signature: ........................................

[Signature Image]

[Official Stamp Image]