

National Institute of Food Technology Entrepreneurship and Management, Kundli, Sonapat, Haryana

Tender No. N/Me/M/2023/1/17

Tender ID: 2023_NIFTM_739474_1

Tender Name: EOI for Empanelment of Media Agencies 2023-25

Table-A (Pre-Qualifying Eligibility Criteria)

Sr. No.	Agency	Tender Fee (5,000 + 18% G.S.T.), EMD (1,00,000)	The agencies should be fully accredited with INS for the last 10 years	The agencies should have at least 10 years of experience after obtaining INS accreditation	The Annual Turnover should not be less than Rs 3.00 Crore for the financial year 2019-20, 2020-21 & 2021-22 or Rs. 10.00 Crore in totality during last 3 years	The agency is required to submit copies of work order(s) along-with completion certificate issued by any Ministry, Govt. Departments, Autonomous bodies, PSUs, Govt. Educational and Research Institutes etc. during last 3 years. In case agency unable to enclose completion certificate for work orders, can submit an undertaking to this effect besides any certificates/appreciation letters etc. issued by the above Govt. offices	During the last 3 years (2019-20, 2020-21 & 2021-22), the agency must have completed at least two work orders of Rs 25.00 Lakh or more, issued by any Ministry, Govt. Departments, PSUs, Govt. Educational and Research Institutes	The agency should have at least 2 single work order of any International publication or event for any Ministry, Govt. Departments, PSUs, Govt. Educational and Research Institutes during the last 3 years. The agencies should enclose work order and completion certificate or any other certificate confirming the work	The agencies should have produced high quality communication materials in the form of advertisements, booklets, newsletters, posters, brochures etc. for PSUs/ Govt. Departments, Educational and Research Institutes	The firm should be willing to provide their services on 24x7x365 basis and the firm should be able to publish the advertisement within 24 hours	The firm should have a full-fledged registered office at Delhi or any other location	Eligibility
1	Airads Limited	945467, 945469 (Union Bank)	Yes, copy enclosed	37 Years	2019-20-84.02 Cr, 2020-21-48.23 Cr, 2021-22-32.68 Cr	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	433, Functional Industrail Estate, Patparganj, Delhi-110092	Eligible
2	Alaknanda Advertising Pvt. Ltd.	Exempted, MSME certificate enclosed	Yes, copy enclosed	32 Years	2019-20-35.45 Cr, 2020-21-18.18 Cr, 2021-22-10.43 Cr	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Accepted but copy not enclosed	69, DSIDC Shed, Scheme-I, Okhla Industrial Area, Phase- II, New Delhi-110020	Eligible
3	Critique Communication Pvt. Ltd.	Exempted, MSME certificate enclosed	Yes, copy enclosed	22 Years	2019-20-28.43 Cr, 2020-21-20.19 Cr, 2021-22-27.60 Cr	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	602 & 605, 6th Floor, Akash Depp Building, Barakhamba Road, New Delhi - 110001	Eligible
4	DOT Communications and Marketing Pvt. Ltd.	Exempted, MSME certificate enclosed	Yes, copy enclosed	26 Years	2019-20- 26,73,07,415/-, 2020-21- 30,37,74,638/-, 2021- 70,76,88,898/-	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Accepted but copy not enclosed	209-210, 2nd Floor, Gagandeep Building, Rajendra Place, New Delhi - 110008	Eligible
5	Goldmine Advertising Ltd.	Exempted, MSME certificate enclosed	Yes, copy enclosed	36 Years	2019-20-61.26 Cr, 2020-21-45.00 Cr, 2021-22-21.91 Cr	Yes, copy enclosed	Yes, copy enclosed	Only one Work order enclosed	Yes, copy enclosed	Yes, copy enclosed	4834/24, 1st Floor, 101, Kiran Mansion, Ansari Road Daryaganj, New Delhi- 110002	Not Eligible
6	Pamm Advertising & Marketing	Exempted, MSME certificate enclosed	Yes, copy enclosed	26 Years	2019-20-37.38 Cr, 2020-21-29.30 Cr, 2021-22-32.76 Cr	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	302-304, Sethi Bhawan 7, Rajendra Place, New Delhi-110008	Eligible
7	Sunjeet Communications Pvt. Ltd.	Exempted, MSME certificate enclosed	Yes, copy enclosed	10 Years not completed	2019-20-105.72 Cr, 2020-21-123.45 Cr, 2021-22-76.34 Cr	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Yes, copy enclosed	Accepted but copy not enclosed	155 Victoria Building, Modi Street, Off Agiyari Lane, Fort, Mumbai - 400001	Not Eligible

8	Ventures Advertising Pvt. Ltd.	Exempted, MSME certificate enclosed	Yes, copy enclosed	26 Years	2019-20-44,83,06,996/-, 2020-21-32,52,54,258/-, 2021-22-32,18,58,196/-	Yes, copy enclosed	4/1, 4th Floor, Delite Theatre Building, Asaf Ali Road, New Delhi-110002	Eligible				
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As per Technical Evaluation, (i) M/s Goldmine Advertising Ltd. has submitted only one work order for International Publications and (ii) M/s Sunjeet Communications Pvt. Ltd. is not completing 10 years of INS, hence, both are not fulfilling the eligibility criteria as per EOI, therefore, declared not eligible.

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Table-B (Marks Awarded)

Sr. No.	Agency	1.Regd. office at Delhi/ Network of own offices at PAN India basis (2+2 Marks) 2.Technical manpower (2 Marks) 3.Printing press/ studio/ recording unit (2 Marks) 4.Other infrastructure support facilities (2 Marks)	Full accreditation with INS	Work Experience in area in terms of years in Advertising Field (1 Mark each completed year but maximum 10 marks)	Food processing related advertisement/ printing experience during last 3 years (Expenditure more than five lakh for Advt. & two lakh for other works) (For each works, 1 marks but maximum 5 marks)	Program/ Campaign/ Drive for the Govt. Deptt/ Ministry /PSUs during last 3 years under branding exercise was conceptualized and implemented at International level. For each works, 1 marks but maximum 5 marks)	Program/ Campaign/ Drive for the Govt. Deptt/Ministry/ PSUs during the last 3 years under branding exercise was conceptualized and implemented at National Level (more than one State) For each works, 2 marks but maximum 10 marks)	Experience in organization Curtain Raiser/ Press Meet/ Coverage of Programs during last 3 years. (For each 1 mark but maximum 5 marks)	Radio/TV/FM jingles/programs during last 3 years. (For each program of 10 second, 1 mark but maximum 10 marks)	Outdoor Publicity for Govt. Deptt/ PSUs during last 3 years (For each completed work of Rs. 5 Lakh, 2 marks but maximum 10 marks)	Any Govt. Deptt/ PSUs Success Story/ tale-film prepared and telecasted on TV Channels (3 minute or more) (For each film, 1 marks and maximum 5 marks)	Total	Media plan for the branding of NIFTEM (Presentation- max. 10 minutes)	Grand Total
	Max.Marks	10	5	10	5	5	10	5	10	10	5	75	25	100
1	Airads Limited	8	5	10	1	5	10	1	9	2	0	51		51
2	Alaknanda Advertising Pvt. Ltd.	10	5	10	5	5	6	5	5	10	1	62		62
3	Critique Communication Pvt. Ltd.	10	5	10	0	5	10	5	10	8	0	63		63
4	DOT Communications and Marketing Pvt. Ltd.	10	5	10	2	2	10	0	3	10	0	52		52
5	Goldmine Advertising Ltd.	8	5	10	0	1	8	1	3	10	0	46		46
6	Pamm Advertising & Marketing	10	5	10	3	5	10	1	10	8	0	62		62
7	Sunjeet Communications Pvt. Ltd.	8	0	9	0	2	4	0	1	10	0	34		34
8	Ventures Advertising Pvt. Ltd.	10	5	10	0	5	10	4	7	10	0	61		61