

**EVALUATION REPORT**  
**(AS PER RULES 35 OF PP RULES, 2004)**

1. Name of Procuring Agency: House Building Finance Company Limited
2. Method of Procurement: Pre-Qualification
3. Title of Procurement: Pre-Qualification of Advertising Agencies for ATL, BTL & Digital Media Marketing Services
4. Tender Inquiry No: HBFCL/HOK/GSD/2020/1336
5. PPRA Ref.No. (TSE): TS429623E
6. Date & Time of Bid Closing: 15-09-2020 11:00 a.m
7. Date & Time of Bid Opening: 15-09-2020 11:30 a.m
8. No of Bids Received: 06 (Six)
9. Criteria for Bid Evaluation: Three Phase Selection Criteria
  1. Pre-qualification Initial Screening
  2. Eligibility Criteria Rating (25 Marks)
  3. Presentation (75 marks)
10. Details of Bid (s) Evaluation: Score Based Eligibility Criteria

**Category-II Digital Media Marketing Services**

S. No.	Name of Bidder	Score Obtained (Out of 100)	Rule/Regulation/SBD*/ Policy/Basis for rejection /Acceptance as per Rule 35 of PP Rules,2004
1	M/s Synite Digital	86	*1 <sup>st</sup> Pre-Qualified Agency
2	M/s Corporate and Marketing Communication (Pvt.) Limited	81	*2 <sup>nd</sup> Pre-Qualified Agency
3	M/s Connect Marketing Communication (Pvt) Limited	77	-
4	M/s Creative Junction (Pvt) Limited)	73	-
5	M/s Oktopus 360 Media (Pvt) Limited	68	-
6	M/s M Com Digital	60	-

\*Maximum Two (02) advertising agencies with highest marks (not less than 60 marks out of 100) in both phase 2 & 3 are selected.

Standard Pre-Qualification Documents

Most Advantageous Bids: **M/s Synite Digital**

**M/s Corporate and Marketing Communication (Pvt.) Limited**

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

Signature: \_\_\_\_\_

**Hafeez Ahmed Mukhtar**  
Vice President  
House Building Finance Company Ltd  
Head Office, Karachi

Official Stamp: \_\_\_\_\_

31/09/2021