

TECHNICAL EVALUATION REPORT

RFP NO.: OGDCL-SCM-SERVICES-PQ-ECTCOMM-264555517-2024
DESCRIPTION OF THE RFP: PRE-QUALIFICATION OF DESIGN HOUSES
BIDS OPENING DATE: 3rd October, 2024

S. No.	Name of Bidder	Status (Technically Responsive/ Non- Responsive)	Remarks (Reasons of Rejection)
1	M/s BBDO Pakistan (Private) Limited, Lahore	Responsive	
2	M/s The D'Hamidi Partnership (Private) Limited, Karachi	Responsive	
3	M/s Design Synopsis Private Limited, Islamabad	Responsive	
4	M/s Events Management Specialist, Islamabad	Non- Responsive)	Not meeting required Criteria
5	M/s Golden Circle (Pvt.) Limited, Lahore	Responsive	
6	M/s Media Professionals, Lahore	Responsive	
7	M/s Quetzal (Pvt) Ltd., Lahore	Responsive	
8	M/s RG Blue Communications (Pvt) Ltd, Karachi	Responsive	
9	M/s Smart Ways Communications (Pvt) Ltd., Islamabad	Non- Responsive	Not meeting required Criteria
10	M/s Synergy Advertising (Pvt) Ltd., Islamabad	Non-Responsive	Not meeting required Criteria
11	M/s Vibrant Communications (SMC-Pvt) Ltd, Islamabad	Non-Responsive	Not meeting required Criteria

Bidder obtaining less than 70% points in total and less than 50% points in each category in the technical evaluation will be treated as non-Responsive.

Note:

1. Bidder may submit grievance within Seven (07) days of announcement of Technical Evaluation Report.
2. The grievance if any shall be sent to bgrc@ogdcl.com as per format available on OGDCL website.

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Sr No	Category	Marks Allocated	BBDO PAKISTAN PVT LTD	D'HAMIDI PARTNERSHIP	DESIGN SYNOPSIS PVT LTD	EVENT MANAGEMENT SPECIALIST	GOLDEN CIRCLE PVT LTD T	MEDIA PROFESSIONALS	QUETZAL PVT LTD	RG BLUE COMM PVT LTD	SMART WAYS COMM PVT LTD	SYNERGY ADVT PVT LTD	VIBRANT COMM (SMC PVT) LTD)
1.	Firm Information: 1.1, 1.2	02	02	02	02	02	02	02	02	02	02	02	02
2	Financial Capability: 2.1	08	08	08	08	08	08	06	08	08	08	08	08
3	Technical Functionality 3.1	06	06	06	06	00*	06	06	06	06	00*	00*	00*
4	Personnel 4.1, 4.2	10	10	10	10	06	10	10	10	10	10	10	08
5	Creative Design Portfolio 5.1	14	14	14	14	00*	14	14	14	14	06*	06*	10
6	Presentation 6.1	60	49	51	34	**	40	32	30	37	**	**	**
	TOTAL	100	89	91	74	16	80	70	70	77	26	26	28

Companies could not secure 50% marks in individual category (Note on TOR clause 3)

** Bidders obtaining less than 70% points in total and less than 50% points in each category in the technical evaluation will be treated as non-Responsive.

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