

TECHNICAL EVALUATION REPORT

RFP NO.: OGDCL-SCM-SERVICES-CB-EC-DOC256399352-2024
DESCRIPTION OF THE RFP: HIRING OF SERVICES FOR P.R.FIRMS
TECHNICAL & FINANCIAL BID OPENING DATE: 08-08-2024

| S. No. | Name of Bidder | Status (Technically Responsive/ Non- Responsive) | Remarks (Reasons of Rejection) |
|--------|---|--|---|
| 1 | M/s Corporate & Marketing Communications,(CMC) Pvt Ltd, Islamabad | Responsive | |
| 2 | M/s M. Communications Pvt Ltd, Islamabad | Responsive | |
| 3 | M/s Media Matters Communications Pvt Ltd, Islamabad | Responsive | |
| 4 | M/s Media Mount Pvt Ltd, Islamabad | Non-Responsive | Firm could not secure 70% and 50% marks in individual category (Section 2 sub para 1.2) |

Bidder obtaining less than 80% points in total and less than 70% 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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| TOR Section | Category | Passing Marks | M/s Corporate & Marketing Communications,(CMC) Pvt Ltd, Islamabad | M/s M. Communications Pvt Ltd, Islamabad | M/s Media Matters Communications Pvt Ltd, Islamabad | M/s Media Mount Pvt Ltd, Islamabad. |
|-------------|---|----------------|---|--|---|---|
| Annex-D 1. | Manpower plant to hand OGDCL's scope of work | 10 | 07 | 09 | 09 | Firm could not secure 70% and 50% marks in individual category (Section 2 sub para 1.2) |
| 2 | i. Public Relations (Media) Services ii. Press Releases (Drafting & Placement) iii. Perception /Crisis (Reputation) Management. | 10 10 05 | 08 07 03 | 08 08 03 | 08 08 04 | |
| 3 | Manpower Expertise | 15 | 10 | 12 | 13 | |
| 4 | Clients | 07 | 05 | 06 | 06 | |
| 5 | Media Awareness Sessions/Trainings | 08 | 05 | 06 | 07 | |
| 6 | Media Coverage Plans, Policy & Guidelines | 10 | 08 | 08 | 09 | |
| 7 | Financial Capability | 05 | 05 | 05 | 03 | |
| 8 | Presentation | 20 | 15.2 | 5.2 | 16.4 | |
| | TOTAL | 100 | 73.2 | 70.2 | 83.4 | |

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| | | |
|---|------------------------------|--|
| 1 | Name of Procuring Agency | Oil & Gas Development Company Limited, IBA |
| 2 | Method of Procurement: | Press Tender (Single stage one envelop Bidding Procedure) |
| 3 | Title of Procurement: | Hiring of PR Firm For Print and Electronic Media |
| 4 | RFP No. | OGDCL-SCM-SERVICES-CB-EC-Doc256399352-2024 |
| 5 | PPRA Ref. No. (TSE): | TS543850E |
| 6 | Date & Time of Bid Closing: | 8th August, 2024 @ 1030 Hrs |
| 7 | Date & Time of Bid Opening: | 8th August, 2024 @ 1100 Hrs |
| 8 | No. of Bids Received: | 04 (Four) |
| 9 | Criteria for Bid Evaluation: | Quality & Cost Based Method (80% technical, 20% financial) |

Details of Bid(s) Evaluation:

| Name of Bidders | Marks | | Quoted Cost in USD | Rule/Regulation/SBD*/Policy/Basis for Rejection/Acceptance as per Rule 35 of PP Rules, 2004 |
|--|--------------------------|-------------------------|--------------------|---|
| | Technical Score Obtained | Technical Weighted -70% | | |
| M/s Media Matters Communications Karachi | 83.40 | 66.72 | PKR 7,710,000/- | Aggregate weight age (Technical & Financial) is 86.72 |
| M/s Corporate & Marketing Communication (Pvt) Ltd, Karachi | 73.20 | 58.56 | PKR 11,988,750/- | Aggregate weight age (Technical & Financial) is 71.42 |
| M/s M COMMUNICATIONS (PVT) LTD , Islamabad | 70.20 | 56.16 | PKR 100,537,200/- | Aggregate weight age (Technical & Financial) is 57.69 |
| M/s Media Mount, Islamabad | - | - | - | Non-responsive |

Most Advantageous Bidder: M/s Media Matters Communications Karachi