



PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY  
Hiring of firm for Branding of CBD Punjab Complex Phase II  
Mandatory / Technical Evaluation Criteria



Sr. No.	Technica Requirements	M/s Media Walay	M/s ABS Corporate Solutions
1	Requisite Bid Security	Attached	Attached
2	Sign & Stamp on all pages of the Bid	Signed & Stamped	Signed & Stamped
3	Registration with FBR with ATL	NTN no. 1786171-3	NTN no. 6863712-0
4	Registration with PRA with ATL	Not Registered	Registered
5	At least 03 Brand Activation, Branding Assignment & Merchandizing in the last 02 years	1. RUDA x 2	1. PCBDDA x 3 2. RUDA x 4
6	Affidavit to the effect that:- <ul style="list-style-type: none"><li>• Bidder is neither blacklisted from any government department nor is any litigation pending in this regard.</li><li>• The documents/photocopies provided with Bid are authentic. In case of any fake/bogus document found at any stage, the Bidder shall be blacklisted as per Law/ Rules.</li><li>• The provided information is correct.</li></ul>	Attached Stamp no. PB-LHR-7B4B0503D45D7D28	Attached Stamp no. PB-LHR-D536027407D34831
<b>Status</b>		<b>Ineligible</b>	<b>Eligible</b>

  
Deputy Director Finance, PCBDDA

  
Director Procurement, PCBDDA

  
Director Marketing, PCBDDA

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Financial Evaluation



Sr.	Location	Details	Qty.	M/s Media Walay		M/s ABS Corporate Solutions	
				Quoted Rates Incl. of all taxes			
				Unit Rate	Total Rate	Unit Rate	Total Rate
1	Main Facade	3D Words (80 nos) Wall Size 96x3.5ft, 2-inch thickness	80	2,391	191,240	1,416	113,280
2	Master Plan Frame	Size 4 x 6 (06 frames) 144sqft, Acrylic 5 mm frame (Corner buffed) 1.5' 06 no's studs (each frame) Vinyl Matt finish art pasting	6	43,447	260,680	33,040	198,240
3	Outside Corridor, Main Entrance Left Wall	10 x 11ft, Wall frame, Size 2x2, Frame material Wood (2 inch)	15	7,349	110,230	6,490	97,350
4	Main Entrance Wall	Wall Size 162 sqft total (10x7ft, 10x7ft, 7.5 x 3ft), Ayat (5x2ft) frame, 04 nos High end Planters with live plants.	1	176,900	176,900	129,800	129,800
5	Inside Corridor Right wall	Wall Photo frames Size 9 x10ft, Size 2 ft x 2 ft, Frame material woc	14	10,360	145,040	9,440	132,160
6	Main Wall (Entrance)	Size 7.5 w x 10 H, Wall art, vinyl with 5mm form board	1	71,880	71,880	53,690	53,690
7	Ground Lobby	Size 60 w x 7.5 H, Wall Art , Foam Board 5mm , Vinyl Print ( Time wall )	1	470,520	470,520	368,160	368,160
8	Reception	Wallpaper size 9ft x 10ft	1	37,760	37,760	37,760	37,760
		Three frame (1.5 x 3) wooden frame	3	12,980	38,940	12,980	38,940
		Two logos (size 2ft dia) Acrylic/SS 3D	2	53,100	106,200	53,100	106,200
		Two Flags (Gov Flags, 36in x 54in, SS Pole with Base 6.5ft)	2	27,140	54,280	27,140	54,280
Service Charges			1	17,400	17,400	-	-
9	Stairs Wall	Wall Size 9ft x 16ft	1	135,936	135,936	127,440	127,440
		Wall art / Collage work	1	0	0	0	0
		Foam Board 5mm / Vinyl	1	0	0	0	0
Service Charges			1	17,700	17,700	-	-
10	First Floor Wall-A	Wall Size 9 x10ft, Photo frames 25	1	0	0	153,400	153,400
		Collage work	1	168,150	168,150	0	0
		Foam Board 5mm / Vinyl	1	0	0	0	0
Service Charges			1	17,400	17,400	-	-
11	First Floor Wall-B	Wall Size 7.5 x10ft, Photo frames 25	1	0	0	153,400	153,400
		Collage work	1	0	0	0	0
		Foam Board 5mm / Vinyl	1	174,050	174,050	0	0
Service Charges			1	17,400	17,400	-	-
12	In door Signs	Toilets (2 signs - Acrylic laser cut)	4	4,130	16,520	4,130	16,520
		Masjid (2 signs - Acrylic laser cut)	2	4,130	8,260	4,130	8,260
		Fire Extinguishers (4 signs - Acrylic laser cut)	4	4,248	16,992	4,720	18,880
		Exits (4 signs - Acrylic laser cut)	4	3,776	15,104	4,720	18,880
Service Charges			1	8,120	8,120	-	-
13	Directional sign (outdoor1, indoor2)	MS 1" pipe structure , Alco bond, Vinyl	3	47,527	142,580	42,480	127,440
14	Wall Clock	3D Customize 12 inch (Diameter)	20	1,100	22,000	4,130	82,600
15	Conference Room, CEO , COO Office	Wallpaper 1200 sqft	1	680,360	680,360	580,560	580,560
16	Total Service Charges		1	-	-	332,920	332,920
<b>Grand Total in PKR Incl. of all taxes</b>					<b>3,121,642</b>	<b>2,950,160</b>	

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