



PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY
HIRING OF MARKETING FIRM ON RETAINERSHIP BASIS



Combined Evaluation Report (Technical + Financial)

Tehcnicals Bids Opening Date: November 14, 2022

No. of Bidders: 05

Financial Bids Opening Date: November 29, 2022

Description	Firm Name			
	M/s Message Communications	M/s Synergy Advertising Pvt. Ltd.	M/s M Communications Pvt. Ltd.	M/s Fishbowl Pvt. Ltd.
Technical Score	81.83	71	72.67	71.17
Quoted Rate in PKR	900,000	767,196	850,000	850,000.00
Financial Score (SF= 100 x Fm / F)	85.2	100.0	90.3	90.3
Technical Score Weightage (70%)	57.3	49.7	50.9	49.8
Financial Score Weightage (30%)	25.6	30.0	27.1	27.1
Total Marks (100)	82.9	79.7	77.9	76.9
Rank	1	2	3	4

Director Procurement, PCBDDA

Director Finance, PCBDDA

Director Marketing, PCBDDA



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Financial Evaluation Report

Procurement Name: Hiring of Marketing Firm on Retainership Basis

Sr. No.	Description	Months	Firm's Names							
			M/s Synergy Advertising Pvt. Ltd.		M/s M Communciations Pvt. Ltd.		M/s Fishbowl Pvt. Ltd.		M/s Message Communications	
			Monthly Rate	Total Rate	Monthly Rate	Total Rate	Monthly Rate	Total Rate	Monthly Rate	Total Rate
1	Hiring of Marketing Firm on Retainership Basis	12	767,196	9,206,352	850,000	10,200,000	850,000	10,200,000	900,000	10,800,000
Total Quoted in PKR Incl. of all taxes			9,206,352		10,200,000		10,200,000		10,800,000	


Director Procurement, PCBDDA


Director Finance, PCBDDA


Director Marketing, PCBDDA