

F. No. 13/05/2017-CMU  
NITI Aayog (National Institution for Transforming India)  
Communication Cell

Sansad Marg, New Delhi-110001  
Dated: 29/01/2018

NOTICE

Sub:- RFQ-cum-RFP for appointment/ engagement of Digital Amplification/ Social Media Management & Website Development Agency for NITI Aayog.

Ref:-Tender ID 2017\_PC\_248713\_1, Tender Reference No.13/05/2017-CMU dated 22/09/2017 on the subject cited above.

With reference to Tender ID 2017\_PC\_248713\_1, Tender Reference No.13/05/2017-CMU dated 22/09/2017 regarding RFQ-cum-RFP for appointment/ engagement of Digital Amplification/ Social Media Management & Website Development Agency for NITI Aayog, it is hereby notified for information of all concerned that M/s Avian Media Pvt. Ltd., A-33, 2<sup>nd</sup> Floor, Feroze Gandhi Road, Lajpat Nagar-II, New Delhi-110024, who emerged as the Lowest Bidder (L-1) among the technically qualified firms, has been appointed as a Digital Amplification/ Social Media Management & Website Development Agency for NITI Aayog at a total cost of Rs.30,20,800/- (including GST), for a period of one year effective from 19/01/2018 extendable up to three years based on performance and requirement of NITI Aayog.

2. The unsuccessful bidders may get their Earnest Money Deposit Demand Draft/ Banker's Cheque collected from the undersigned by sending an authority letter on the letter head of the company and attesting the signature of the messenger thereon.



(Dheeraj Kumar)  
Technical Officer  
Communication Cell