

NITI Aayog
(S&T Vertical)

Technical Evaluation of RfQ - cum - RfP for hiring the services of (i) a Creative Agency and (ii) a Digital Amplification Agency for NITI Aayog: Statement of Marks obtained in Technical Evaluation.

Creative Agency:

| Sl. No. | Bidders | Marks obtained in Technical Evaluation including 10% marks for start-ups |
|---------|--|--|
| 1 | Purple Focus Private Ltd. | 71 |
| 2 | Thinkstr Consultancy Pvt Ltd. | 86.9 |
| 3 | Chavi Advertising Services Pvt. Ltd. | 65 |
| 4 | Orpax Qualtra | 20.9 |
| 5 | QAIS Consulting India Private Limited | 85 |
| 6 | India News Communications Limited | 40 |
| 7 | Spread Design and Innovation Pvt. Ltd. | 72.6 |
| 8 | McCann Erickson India Pvt. Ltd. | 51 |
| 9 | Vantures Advertising Pvt. Ltd. | 47 |
| 10 | Metanucleus Tech Private Limited | 33 |
| 11 | Frames25 Advertising Private Limited | 16.5 |

Digital Amplification Agency:

| Sl. No. | Bidders | Marks obtained in Technical Evaluation including 10% marks for start-ups |
|---------|---------------------------------------|--|
| 1 | Yaap Digital Private Ltd. | 78.1 |
| 2 | Orpax Qualtra | 27.5 |
| 3 | TSD Corporation Ltd. | 31 |
| 4 | QAIS Consulting India Private Limited | 74 |
| 5 | Metanucleus Tech Private Limited | 18 |
| 6 | Varkul Websoft Private Limited | 13 |

Bidders who have secured marks 70 and more in Technical Evaluation are declared technically qualified as per provision indicated in both the RFQ-cum-RFPs. The Financial bids of only technically qualified bidders will be opened on July 22, 2016 at 3 p.m. in Room No. 226, NITI Aayog, New Delhi and the technically qualified bidders are advised to be present at the time of opening of Financial Bids, if they wish.

-Sd/-

(U.K. Sharma)
Adviser (S&T)
July 19, 2016