

**IMMEDIATE**

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

NITI Aayog Bhawan  
Sansad Marg, New Delhi-110001  
Dated 15/11/2017

**NOTICE**

Subject:- RFQ-cum-RFP for appointment/ engagement of Digital Amplification/  
Social Media Management & Website Development Agency for NITI Aayog-  
List of Applicants invited for Presentation on 23.11.2017 from 1000 hrs onwards

Ref:-Tender ID No.2017\_PC\_248713\_1, Tender Reference No.13/05/2017-CMU published  
on 22/09/2017 at 4:00 PM.

The Technical Bids of NITI Aayog's Tender (Tender ID No.2017\_PC\_248713\_1,  
Tender Reference No.13/05/2017-CMU) for the selection of a Digital Amplification/  
Social Media Management & Website Development Agency were opened successfully on  
09/11/2017 at 1100 hours in Committee Room No.134, NITI Aayog.

2. The following is the list of the firms, who have submitted the mandatory Earnest  
Money Deposit (EMD)/ EMD Exemption Certificate within the stipulated time (07/11/2017  
up to 1700 hours) and also submitted their technical proposals online and have qualified for  
further evaluation by the Technical Evaluation Committee:

Sl. No.	Name of the firm
1	Ank Aha Pvt. Ltd.
2	Avian Media Pvt. Ltd.
3	Centum Advertising & Marketing Pvt. Ltd.
4	Chai Kreative & Advisory Pvt. Ltd.
5	Cyfuture India Pvt. Ltd.
6	Expression Ad Agency Pvt. Ltd.
7	Goldmine Advertising Ltd.
8	Hyper Engage Communications Pvt. Ltd.
9	India News Communications Ltd.
10	KRDS Software Development Pvt. Ltd.
11	MSLGROUP India- A Division of TLG India Pvt. Ltd.
12	Nascent Info Technologies Pvt. Ltd.
13	Qais Consulting India Pvt. Ltd.
14	Silver Stroke Communications Pvt. Ltd.
15	Span Communications
16	Taxmann Technologies Pvt. Ltd.
17	Techjockey Infotech Pvt. Ltd.
18	Thinkstr Consultancy Pvt. Ltd.
19	TSD Corporation Ltd.
20	Varkul Websoft Pvt. Ltd.
21	Ventures Advertising Pvt. Ltd.
22	Vuroll Media Marketing Pvt. Ltd.
23	Yaap Digital Pvt. Ltd.

3. The presentation timing for the firms listed at Sl. No.1 to 12 will be from 1000 hours onwards on 23/11/2017 while for the firms listed at Sl. No. 13 to 23 will be from 1200 hours onwards on 23/11/2017. The firms are requested to depute their representatives to make their presentations before the Technical Evaluation Committee at the time and date mentioned above.

*Dheeraj Kumar*  
(Dheeraj Kumar) 15/11/2017  
Technical Officer  
Communication Cell

1. Technical Director, NIC, NITI Aayog Unit with the request to upload the notice on CPP Portal.
2. Adviser (S&T) and Nodal Officer, NITI Aayog's website with the request to arrange to upload the notice on the website of NITI Aayog.