

FINAL EVALUATION REPORT
(As per PP Rule 35 of PP Rules-2004)

- 1

Name of Procuring Agency:

National Bank of Pakistan
- 2

Method of Procurement:

Pre-Qualification process in accordance with Rules 15 and 16 of the Public Procurement Rules, 2004.
- 3

Title of Procurement:

Pre-Qualification for Appointment of Advertising Agencies - 2025
- 4

Tender Inquiry No:

NT-04/07/2025-1
- 5

PPRA Ref. No. TSE:

TS560017E
- 6

Date & Time of Bid Submission:

03:00pm | April 23, 2025
- 7

Date & Time of Bid Opening:

03:30pm | April 23, 2025
- 8

Number of Bids Received:

15 (Fifteen)
- 9

Criteria for Bid Evaluation:

As per Standard Bidding Document
- 10

Details of Bid(s) Evaluation:

As follows

S. No	Name of Bidder	Mandatory Criteria	Technical Evaluation (Presentation)			Total Average Score (Out of 100)	Result*
			Marks (Out of 100)				
			NBP	PID	External Media Expert		
1	Creative Junction (Pvt) Ltd.	Yes	84	84	91	86	Shortlisted
2	Adventus Communications (Pvt) Ltd.	Yes	87	87	80	85	Shortlisted
3	Interlink Advertising (Pvt) Ltd.	Yes	79	85	87	84	Shortlisted
4	MarCom Private Limited	Yes	85	75	88	83	Shortlisted
5	Synergy Advertising	Yes	83	77	84	81	Shortlisted
6	Argus Advertising (Pvt) Ltd.	Yes	78	74	77	76	Shortlisted
7	Oktopus 360 Media (Pvt) Ltd.	Yes	61	80	76	72	-
8	Spectrum Communications (Pvt) Ltd.	Yes	79	58	65	67	-
9	Orient Communications (Pvt) Ltd.	Yes	63	64	72	66	-
10	Maxims Advertising Co. (Pvt) Ltd.	Yes	58	60	69	62	-
11	Midas Communications Pakistan (Pvt) Ltd.	Yes	45	66	55	55	-
12	Smart Ways Communications (Pvt) Ltd.	Yes	49	50	50	50	-
13	M&C Saatchi World Services Pakistan (Pvt) Ltd	No					Disqualified as per the Mandatory Criteria
14	Corporate & Marketing Communications (Pvt) Ltd.	No					Disqualified as per the Mandatory Criteria
15	Adhub	No					Disqualified as per the Mandatory Criteria

**Highest ranked Six (06) Companies/Agencies have been shortlisted by NBP as per the selection criteria mentioned in the Prequalification Document.*

(Divisional Head)
Procurement Division
Logistics, Communications & Marketing Group
Head Office, NBP, Karachi