



Evaluation Report

(Under Rule 35 of Public Procurement Rules, 2004)

Procuring Agency Name Pakistan Infrastructure Development Co. Ltd. (PIDCL)

Procurement Title PRE-QUALIFICATION OF ADVERTISING AGENCIES THROUGH AN
OPEN FRAMEWORK AGREEMENT

Procurement Reference Number P93256

Procurement Type Non-Consultancy Services

Procurement Procedure Single Stage-One Envelope

Evaluation Criteria Least Cost Based Selection (LCBS)

Date & Time (Bid Closing) Monday, September 7, 2026 11:00 AM

Date & Time (Bid Opening) Monday, September 7, 2026 11:30 AM

No. of Bids Received 06

Report Preparation Date Thursday, September 24, 2026 05:36 PM

Report Publish Date Thursday, September 24, 2026 05:41 PM

BIDDER NAME	ELIGIBILITY	TECHNICAL MARKS: 100 PASSING: 75	REMARKS UNDER 35(2) OF PUBLIC PROCUREMENT RULES, 2004
The New Age Media (Pvt.) Ltd. Company (Private Limited)	Eligible	94 Weightage : ((94 / 100 x 100) x 100% = 94)	
Creative Junction Pvt. Ltd. Company (Private Limited)	Eligible	90 Weightage : ((90 / 100 x 100) x 100% = 90)	

BIDDER NAME	ELIGIBILITY	TECHNICAL MARKS: 100 PASSING: 75	REMARKS UNDER 35(2) OF PUBLIC PROCUREMENT RULES, 2004
Channel 7 Communications Pvt Ltd Company (Private Limited)	Eligible	91 Weightage : ((91 / 100 x 100) x 100% = 91)	
M&C Saatchi World Services Pakistan Pvt Ltd Company (Private Limited)	Eligible	99 Weightage : ((99 / 100 x 100) x 100% = 99)	
Maxim Advertising Co. (Pvt.) LTD Company (Private Limited)	Eligible	96 Weightage : ((96 / 100 x 100) x 100% = 96)	
Interflow Communications (Pvt) Ltd Company (Private Limited)	Eligible	68.33 Weightage : ((68.33 / 100 x 100) x 100% = 68.33)	Technically Disqualified for failing to achieve the minimum passing score of 75.

Positions and Lots

PRE-QUALIFICATION OF ADVERTISING AGENCIES THROUGH AN OPEN FRAMEWORK AGREEMENT (INDIVIDUAL POSITION/SERVICE)	BID OFFER
Creative Junction Pvt. Ltd. Company (Private Limited) Marks: 90	1
Channel 7 Communications Pvt Ltd Company (Private Limited) Marks: 91	1
Maxim Advertising Co. (Pvt.) LTD Company (Private Limited) Marks: 96	1
The New Age Media (Pvt.) Ltd. Company (Private Limited) Marks: 94	1
M&C Saatchi World Services Pakistan Pvt Ltd Company (Private Limited) Marks: 99	1 

*  indicates most advantageous bidder for the particular position/service or lot.