

**National e-Governance Division**

**N-21/A&C/25/2018-NeGD-MeitY**

Date : 07.08.2018

**Sub:- Short listed agencies based on eligibility criteria for Technical Bid Presentation from 13.08.2018 onwards for empanelment in NeGD as Advertising & Audio-Visual Agencies for Digital India Program.**

This is with reference to the RFE floated by NeGD on 27<sup>th</sup> June, 2018 for empanelment of agencies with NeGD for the Digital India Program under the following categories:-

- a) Advertising/Creative
- b) Audio Visual

As per the scrutiny of eligibility criteria & technical bids submitted by the agencies, the following agencies have been qualified for making the technical bid presentation to the Evaluation Committee as per the schedule below:-

**Category-I Advertising/Creative Agency**

**Date:- 13.08.18**

SI No	Agency/Consortium	Time	Venue
1	Prachar Communications Pvt Ltd	10.30-11:00	NeGD, Conference Room
2	ITW+ Expression Ad	11:15-11:45	NeGD, Conference Room
3	Percept H + Percept Ltd	14:00- 14:30	NeGD, Conference Room
4	Wizcraft	14:45-15:30	NeGD, Conference Room

**Category-II Audio Visual Agencies**

**Date: 14.08.18**

SI No	Agency	Time	Venue
1	Shemaroo Entertainment	10.30-11:00	NeGD Conference Room
2	Johnson Suraj Films	11:00-11:30	NeGD Conference Room
3	Super Ads	11:30-12:00	NeGD Conference Room
4	Shadow & Whispers	12:00-12:30	NeGD Conference Room
5	Sankalp	14:00-14:30	NeGD Conference Room
6	Ankan Films	14:30-15:00	NeGD Conference Room

**Date: 16.08.2018**

SI No	Agency	Time	Venue
7	Comfed Productions	10.30-11:00	NeGD, Conference Room
8	Video Source Solutions	11:00-11:30	NeGD, Conference Room
9	Bubna Advertising	11:30-12:00	NeGD, Conference Room

10	Animagineer	12:00-12:30	NeGD, Conference Room
11	Dot-Spot Productions	14:00-14:30	NeGD, Conference Room
12	Softline Studios	14:30-15:00	NeGD, Conference Room

**Date: 17.08.2018**

SI No	Agency	Time	Venue
13	Harikrit Films	10.30-11:00	NeGD, Conference Room
14	Ananta Films	11:00-11:30	NeGD, Conference Room
15	Scintillia Kreation	11:30-12:00	NeGD, Conference Room
16	Mint Media	12:00-12:30	NeGD, Conference Room
17	Creative Channel	14:00-14:30	NeGD, Conference Room
18	Invicta Media	14:30-15:00	NeGD, Conference Room

**Date: 20.08.2018**

SI No	Agency	Time	Venue
19	Ambika Communications	10.30-11:00	NeGD, Conference Room
20	Span Communications	11:00-11:30	NeGD, Conference Room
21	Trikuta Communication	11:30-12:00	NeGD, Conference Room
22	Genesis Media	12:00-12:30	NeGD, Conference Room
23	Moving Pixels	14:00-14:30	NeGD, Conference Room

**Instruction to the agencies for Technical Bid Presentation:-**

1. A maximum of 20 minutes will be given to each agency which will include 10 minutes for presentation and 10 minutes for discussion. Agencies are required to strictly adhere to the timeline.
2. Agencies are required to bring soft copies of the presentation in a pen-drive.
3. A maximum of 2 representatives from a single agency will be allowed to participate.
4. The names of the representatives to be sent one day prior to the presentation date for making Gate Passes. The request to be mailed to Sh. Pranjal Kalita, Specialist Consultant, NeGD at [pranjal.kalita@digitalindia.gov.in](mailto:pranjal.kalita@digitalindia.gov.in) ( 011-30481625)
5. The agencies are required to make presentation as per the format in the RFE document for Evaluation and Empanelment procedure (Ref Section 4.1.5 & 4.1.6). The format should be strictly followed.

### Non-qualified agencies

Based on the scrutiny of the documents by the committee, the following agencies could not qualify for the technical presentation as per remarks given below. The agencies are requested to collect their EMDs.

#### **Category –I (Advertising/Creative agencies)**

SI No	Agency /Consortium	Qualification (Y/N)	Remarks
1	R.K. Swamy BBDO + Han Events	No	<ul style="list-style-type: none"><li>• 3 ad campaigns carried out in last three years (i.e. 2015, 16,17)</li><li>• Only 1 event relevant out of 3 big event</li></ul>
2	Moving Pixels + Encompass	No	No ad campaigns were carried out with a budget of Rs.3 Cr
3	Deepali Designs	No	No ad campaign was carried out

#### **Category-II ( Audio Visual Producers)**

SI No.	Agency	Qualification (Y/N)	Remarks
1	Sampark Media Planner	N	Work Orders/Completion certificate not available for 4 TV Commercials (TVC)
2	Pehachan Advertising & Marketing PVT LTD	N	4 films & 4 TVCs available instead of 5 each.
3	Icon Communication	N	Only 1 TVC available
4	Envirovision	N	Only 2 TVC available
5	Pan Vision	N	No supporting Work order/Completion certificate
6	Litam Advisory Services PVT LTD	N	No supporting Work order/Completion certificate
7	Purplepink Films & Media PVT LTD	N	No supporting Work order/Completion certificate
8	Abhilasha Films	N	4 TVCs available, with 1 work order unavailable. Only 2 films available, with only 1 work order, which is older than last three years.
9	Expression Ad Agency PVT LTD	N	Only 3 TVCs available and no short films/ documentaries
10	Disha Communications PVT LTD	N	No supporting Work order/Completion certificate for last three years
11	Upfront Advertising	N	No supporting Work order/Completion certificate
12	Masslogi Communications	N	No supporting Work order/Completion certificate
13	Prachar Communications PVT LTD	N	No documentaries/films available. Only 1:30 min videos available. Work orders not supporting AVs submitted