

**PROCEEDINGS OF THE EVALUATION OF THE BIDS FOR SELECTING A PROFESSIONAL CONSULTANCY AGENCY FOR  
UNDERTAKING IEC ACTIVITIES FOR CREATING AWARENESS REGARDING AYUSHMAN BHARAT – SARBAT SEHAT  
BIMA YOJANA IN THE STATE OF PUNJAB**

In pursuance of technical and financial bids received from Professional Consultancy Agencies through tendering process, the technical bids were opened & evaluated by the committee on 20.06.2019. Pursuant to the above, the Committee declared the following Bidders as **Technically Qualified Bidders**:

- i. **Degraphics Advertising and Marketing;**
- ii. **Reliant Advertising;**
- iii. **Jagran Solutions (A unit of JagranPrakashan Limited); and**
- iv. **Vermillion Communications Private Limited**

The Financial Bids of all 4 (four) Technically Qualified Bidders were opened and the Price quoted in the Financial Bids of all 4 (four) Technically Qualified Bidders were recorded. Thereafter, in terms of Clause 4.6.1 and 4.6.2, the bids were evaluated as per mechanism given in the said clauses. Final Total Score after giving weightage to the Technical Score and Financial Score (60:40) as per the mechanism given in the said clauses of the RFP document are tabulated as under:

### FINAL SCORE SHEET

S.No.	Name of the Bidder	Technical Score out of 100	Technical Score after giving weightage of 60% (A)	Financial Price with GST	Financial Score out of 100 based on the formula = $(S_f = 100 \times F_m / F)$  S <sub>f</sub> : Financial Score F <sub>m</sub> : Lowest Financial Price F: Quoted Financial Price of the Bidder	Final Financial Score after giving weightage of 40% (B)	Total combined Score (A)+(B)=(C)
1.	<b>Degraphics Advertising and Marketing</b>	92	<b>55.20</b>	1,69920	100	<b>40.00</b>	<b>95.20</b>
2.	<b>Reliant Advertising</b>	89	<b>53.40</b>	4,93240	34.44	<b>13.78</b>	<b>67.18</b>
3.	<b>Jagran Solutions (A Unit of JagranPrakashan Limited)</b>	72	<b>43.20</b>	4,24800	40	<b>16.00</b>	<b>59.20</b>
4.	<b>Vermillion Communication Pvt. Ltd.</b>	85	<b>51.00</b>	3,88220	43	<b>17.50</b>	<b>68.50</b>

As per the above table, the Bid of the Bidder M/s. **Degraphics Advertising and Marketing** has emerged as highest ranked Bid (H-1) i.e. Bid who has scored highest combined score and accordingly was declared as “Selected Bidder” by the committee in terms of the RFP.