

PREQUALIFICATION OF ADVERTISING AGENCIES

1	Name of Agency	Sindh Bank Ltd.
2	EOI Reference No	SNDB/COK/ADMIN/TD/384/2013
2	Prequalification Description	Prequalification of Advertising Agencies on Sindh Bank Panel
3	Prequalification Advertisement Published	SPPRA Serial No. 17397 Daily Express, Ibrat & Business Recorder 20/09/2013
4	Total No. of Agencies	13
5	No. of Agencies Qualified	04 and 03 (4 in Phase-1 and 3 in Phase-2)
6	Numbers of Agencies Disqualified	09 and 01 (9 in Phase-1 and 1 in Phase-2)
7	EOI Opening Date & Time	08/10/2013 at 1500 hours
8	Method of Selection	Phase 1 (Eligibility Criteria) & Phase 2 (Presentation)

S. No.	Agencies	Status Qualified / Disqualified
1	Argus Advertising (Pvt.) Ltd.	Qualified being the first highest scorer and selected for TV/ Radio & any other form of Electronic Media)
2	Manhattan Communication (Pvt.) Ltd.	Qualified being the second highest scorer and selected for Print Media (Newspaper/Magazine & any other form of Print)
3	Spectrum Communications (Pvt.) Ltd.	Qualified being the third highest scorer and selected for Publication of Classified Ads/NIT/EOI/Notices
4	Atetude Pvt. Ltd.	Disqualified
5	Xnine Communications (Pvt.) Ltd.	Disqualified
6	Maxim Advertising Co. (Pvt.) Ltd.	Disqualified
7	Connect Marketing Communications Pvt. Ltd.	Disqualified
8	X2O Private Limited	Disqualified
9	M. Communications (Pvt.) Ltd.	Disqualified
10	Interflow Communications (Pvt.) Ltd.	Disqualified
11	Communication Spot	Disqualified
12	Evernew Concepts (Pvt.) Ltd.	Disqualified
13	TNI Communications	Disqualified

Members- Consultant Selection Committee

Chief Financial Officer

Head of HR

Officer from Finance Division

Additional Secretary (Admn) Planning & Development Deptt. Gos

Additional Finance Secretary (Res.) Finance Deptt. Gos

Signature

[Handwritten signatures and dates: 2/12/13, 2/12/13, 2/12/13]

SUMMARY - SELECTION OF ADVERTISING AGENCIES- 2013 (Phase-1)

S#	Agencies	Years in Business		Financial Institutions (FI) handled in last 5 years			List of Awards received			Particulars of permanent technical staff, their qualifications, experience & available facilities		Cumulative Turn Over for Last 3 years		Details of portfolios and services provided (sample of show-reel & print ads)		Details of affiliates, sister concerns and/or other related offerings (if any) for logistical & operational soundness		Number of Offices in major cities (Karachi/ Lahore/ Islamabad)		GRAND TOTAL	Status Qualified (70%) marks Dis Qualified	
		Total Points		Total Points			Total Points			Total Points		Total Points		Total Points		Total Points		Points				
		15 Years & above	8 Years & above	5 Years & above	5 Fts & above	4 Fts & above	2 Fts & above	3 A, 2 & above	2 A, 1 & above	3	30	300 million & above	200 million & above	100 million & above	10	5	4/5		5 and above			3 and above
1	Argus	20	10	3	10	7	3	10	7	3	10	30	15	8	30	10	10	5	3/3	3	98	Qualified
2	Spectrum	1977/20			20	7/10		10	13/10		10	50/10			10	599m /50		4/5	3/3	3	98	Qualified
3	Manhattan Communication/ Leo Burnett	1977/20			20	5/7		7	23/10		10	15/3		3	372m /20		4/5	3/5	5	5	85	Qualified
4	Adetude	1977/20			20	6/10		10	8/10		10	62/10		10	193m/8		1/5	3/3	3	3	76	Qualified
5	Connect	2004/10			10	4/7		7			0	51/10		10	523m /30		1/5	3/3	3	3	71	Disqualified
6	Communication Spot	2003/10			10			3	3/7		7	3/7		7	54m		1/1	3/3	3	3	41	Disqualified
7	Maxim Advertising																					Provisionally Accredited in PBA Disqualified
8	TNI																					Provisionally Accredited in PBA Disqualified
9	X nine																					Suspended in APNS on June 7, 2012 Disqualified
10	Message Communication																					Suspended in APNS on April 18, 2012 Disqualified
11	X2o																					Suspended in APNS on Dec 7, 2012 Disqualified
12	Evernew Concepts																					Suspended in APNS on April 5, 2012 Disqualified
13	Interflow																					Suspended in APNS on April 5, 2012 Disqualified

Signatures - Consultant Selection Committee

Chief Financial Officer

[Signature]

Additional Secretary (Admn) Planning & Development, Gos

[Signature]

Head of HR

[Signature]

Officer from Finance Division

Additional Finance Secretary (Res.) Finance Dept, Gos

[Signature]

2013
 13/04/2013
[Signature]

SELECTION OF ADVERTISING AGENCIES ON SINDH BANK PANEL

CUMULATIVE RESULTS (SPPRA S#17397) - { PHASE - 2 - PRESENTATION }

Sl#	Name of Agency	COO	CFO	Additional Secretary (Admn) P&D Deptt. Govt. of Sindh	Additional Finance Secretary (Res.) F&D Deptt. Govt. of Sindh	Head of Operations	Head of HR	Head of Treasury	Head of Admin	Head of Risk	Head of Compliance	Company Secretary	Head Marketing, Media & Publicity	Officer Finance Division	Total Marks Obtained (out of 11700 marks) (Formula Total marks obtained/ Total Nos of Members)	Average of Total Marks Obtained	Required Passing Marks	Qualified / Disqualified	*Ranking
1	ARGUS ADVERTISING Pvt. Ltd.	715	676	755	730	750	750	710	770	715	705	665	795	730	9466	728	630	Qualified	1st Highest
2	MANHATTAN COMMUNICATION Pvt. Ltd.	630	720	725	790	660	710	650	695	745	645	645	710	660	8985	691	630	Qualified	2nd Highest
3	SPECTRUM COMMUNICATIONS Pvt. Ltd.	670	760	665	735	630	640	630	680	780	630	630	635	540	8625	663	630	Qualified	3rd Highest
4	ADETUDE Pvt. Ltd.	495	420	435	530	500	380	480	480	579	380	445	395	420	5939	457	630	Disqualified	-

Saima Aziz
Saima Aziz
VP/ Head-Marketing, Media & Publicity

* The selection of Advertising Agencies on the Sindh Bank panel will be done as mentioned in the tender document, that work will be awarded on the following basis:

1. First Highest scoring Advertising Agency will be awarded the assignment of Electronic Media.
2. Second Highest scoring Advertising Agency will be awarded the assignment of Print Media.
3. Third Highest scoring Advertising Agency will be awarded the assignment of NIT/EO/Notices and Job Opportunities Ads.

Signature _____ Date 2/12/13
 Signature _____ Date 2/12/13
 Signature _____ Date 2/12/13
 Signature _____

Members- Consultant Selection Committee
 Chief Financial Officer
 Head of HR
 Officer from Finance Division
 Additional Secretary (Admn) Planning & Development Deptt. Government of Sindh
 Additional Finance Secretary (Res.) Finance Deptt. Government of Sindh