

Government of India
Central Bureau of Communication
Ministry of Information & Broadcasting
(Outdoor & Personal Media Wing)

No. 21/01/EMP/2122/OP

Dated 20.07.2022

ADVISORY

Subject: Empanelment of agencies of Category B of Outdoor Media (Hoarding)

The technical bids, in response to the RFP no. 21/01/HRD/2122/OM dated 30.09.2021, were opened on 08.11.2021 for display of hoarding in presence of representatives of participating agencies. A total of 73 bids were received for Hoarding. The technical bids were evaluated in this Bureau.

2. 40 agencies out of 73 were found to be technically qualified and fulfilling the eligibility criteria as per the tender document (Annexure 1).

3. 33 agencies out of 73 were found to be disqualified and the reasons for the same are mentioned in the Annexure 2.

4. The financial bids of the 40 qualified agencies will be **opened on 25/07/2022 (Monday) at 3:30 PM at Conference Hall, 2nd Floor, Sochna Bhawan, New Delhi – 110003**. The qualified agencies, which are mentioned in Annexure 1, may send their representative to be present on the above mentioned date and time

This issues with the approval of competent authority, CBC (erstwhile BOC)


(Payni Gupta)
Deputy Director (OM)
Tel. no. 011-24369358

पावनी गुप्ता / PAVNI GUPTA
उप निदेशक / Deputy Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Min. of I & B
भारत सरकार, नई दिल्ली-110003
Govt. of India, New Delhi-110003

Annexure 1

Sl. No	Tender no	Name of agency/company/firm	Technically qualified for states
1	1	M/s A.P. Communications	Maharashtra
2	3	M/s Sign Graphics Design and Engineering	Odisha
3	7	M/s Vyapak Enterprises Outdoor Events & Promotions	Chhattisgarh
4	9	M/s Art & Industry Advertising Agency	Assam
5	10	M/s Kaushik Publicity	Gujarat
6	12	M/s Maa Kamakhya Art	Assam
7	14	M/s Magadh Advertising Bureau	Bihar, Jharkhand
8	15	M/s Ascend Media Private Limited	Bihar, Jharkhand, Odisha and Uttar Pradesh
9	16	M/s Pradip Advertising & Co	Arunachal Pradesh & Assam
10	17	M/S Delta Publicity	Assam
11	18	M/s BNAS Pvt Ltd.	Assam, Meghalaya and Tripura
12	19	M/s Deshkar Advertising	Chhattisgarh
13	20	M/s Signpost India Pvt Ltd	Maharashtra
14	21	M/s Prakash Arts Private Limited	Andhra Pradesh, Telangana, Tamil Nadu, Karnataka
15	24	M/s Selvel Media Services Private Limited	Gujarat
16	25	M/s Chitra Publicity Company (OOH) Gujarat	Gujarat
17	26	M/s Sophia Advertising	Uttar Pradesh
18	28	M/s Priya Communication	All India
19	29	M/s Insight Brandcom Private Limited	Assam
20	31&32	M/s Lead Space	Andhra Pradesh & Telangana
21	34	M/s AD Centre	Odisha
22	35	M/s Ajanta Advertisers	Odisha
23	36	M/s Outreach Advertising Private Limited	Assam
24	39	M/s N S Publicity India Pvt. Ltd.	Haryana, Madhya Pradesh, Rajasthan
25	41	M/s Empire Publicity Service	Karnataka
26	42	M/s Srishti Communications	All India
27	44	M/s Strokes Advertising Pvt Ltd	Ranchi
28	45	M/s Laqshya Media Pvt. Ltd.	Bihar & Maharashtra
29	46	M/s Times Innovative Media Limited	All India
30	47	M/s Jegson Publicity	Punjab
31	49	M/s Graphisads Pvt. Ltd.	All India
32	52	M/s Shah Publicity	Gujarat
33	54	M/s Saanchi Marketing Solutions	Haryana, Jammu & Kashmir
34	58	M/s Saviles Private Limited	West Bengal, Odisha
35	63	M/s Chitra (B) Publicity Company	Gujarat
36	66	M/s Pioneer Publicity Corporation Pvt. Ltd	All India
37	68	M/S P K Advertising Service Pvt Ltd	Rajasthan
38	74	M/s Savariya Seth Advertisers	Madhya Pradesh
39	77	M/s Uni ads Limited	Telangana & Andhra Pradesh
40	78	M/s Zenkar Advertising	Karnataka

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20/7/2022

Annexure 2

Sl. No	Tender no.	Name of Agency/Company/Firm	Reason for disqualification
1	5	M/s Vikas Advertising & Marketing	The agency has access to 43 hoarding and does not have the ownership documents
2	8	M/s Vaibhavaa Advertising Private Limited	Submitted Sole Right orders. Ownership documents are incomplete.
3	27	M/s Four Nine Media Private Limited	No Supporting documents of Ownership/access. Work orders submitted for digital display
4	33	M/s Sadhna Pvt Ltd	No experience of display of hoarding
5	37	M/s Max Publicity & Communication Pvt Ltd (37)	Mostly Sole Right orders. Ownership documents are incomplete.
6	40	M/s Crayons Advertising Pvt Ltd	List & Supporting documents of Ownership/access not submitted. Work order not specified for Hoarding.
7	43	M/s BRIO Communication Private Limited	Supporting documents of Ownership/access not submitted.
8	48	M/s US Advertising Agency Pvt. Ltd.	Mostly Sole Right orders(including Petrol Pump Hoarding). Ownership documents incomplete
9	50	M/s SM Agency	The agency has submitted a list of 21 hoardings. No work order submitted.
10	51	M/s Sainath Ads	No work order for 2018-19/19-20. The agency has an agreement with other agency (M/s Prakash Arts) regarding display of hoarding but without financial mention
11	53	M/s ForeFront Brandcom	The agency has access of sole right hoardings owned by other agency. No work order submitted
12	55	M/s Catalyst Consulting	Supporting documents of Ownership/access not submitted. No work experience
13	56	M/s Prithvi Outdoor Publicity Pvt. Ltd	The agency does not have access to 50 hoardings. No work orders for last three years.
14	57	M/s Jiya Communication	Supporting documents of Ownership/access incomplete.
15	59	M/S Spike Advertising	Work orders for cycle shelters, unipoles, LCD Screen are submitted.
16	61	M/s Pyramid Media Group	Orders pertains to other agency and ownership documents incomplete
17	62	M/s Baba Hanuman Singh Enterprises	No work order submitted for display of hoarding
18	64	M/S Varsha AdS	Supporting documents of Ownership/access not submitted.
19	65	M/s Supertech Media Private Limited	The agency does not have access to 50 hoardings. No work orders for last three years. The annual turnover is less than rupees 25 lacs in two years

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20/7/2022

20	69	M/s Rasil Publicity	No work orders for 2018-19/19-20/20-21.
21	70	M/s Rampage Advertising Agency	Supporting documents of Ownership/access not submitted.
22	71	M/s Ambujam	List & Supporting documents of Ownership/access not submitted. only 1 work order in 18-19 & 20-21
23	72	M/s Matrix Lines Private Limited Hyderabad	Mostly Sole Right orders. Ownership documents are incomplete.
24	73	M/s SREADS	Ownership documents are incomplete.
25	76	M/s Ever Green Advertising Pvt Ltd	List & Supporting documents of Ownership/access not submitted.
26	79	M/s Bidhan Advertising And Marketing Private Limited	No work order submitted regarding hoardings
27	2	M/s Sigma Trade Wing Pvt. Ltd.	Financial bid not submitted
28	13	M/s Untitled Advertising	Financial bid not submitted
29	23	M/s Jagran Engage (ADO) Jagran Prakashan Limited	Financial bid not submitted
30	75	M/s Bright Outdoor Media Pvt Ltd	Financial bid not submitted in separate envelop
31	67	M/s SBD Green Energy Infra India (P) Ltd.	Financial bid not submitted in separate envelop
32	60	M/s Cash ur Drive Marketing	Financial bid not submitted
33	38	M/s Abhinav Advertising Agency Private Limited	Financial bid not submitted



 20/7/2022