

EVALUATION CRITERIA OF STAGE-I

Category – A:

S.N	Parameters	Total Marks	Evaluation Criteria	Marks
1	Average Annual Turnover for last three financial years ending March 2016	05	<ul style="list-style-type: none"> • Above Rs. 40 crores to Rs. 50 crores • Above Rs. 50 crores to Rs. 60 crores • Above Rs. 60 crores to Rs. 70 crores • Above Rs. 70 crores : 	2 3 4 5
2	Print Campaigns (A series of linked advert. minimum-2 with a single idea or theme)	10	<ul style="list-style-type: none"> • Up to two Campaign for one/two organisations: • Three / four campaign for two/ three different organisations • Five or more campaign for three/ more different organisations: 	5 7 10
3	Financial Advertisements	10	<ul style="list-style-type: none"> • One / two advt.for one/two organisations • Three / four advert. for two/ more different organisations • Five or more advt.for three/ more different organisations 	5 7 10
4	VIP Event based advertisements (inauguration/commissioning/dedication of projects)	5	<ul style="list-style-type: none"> • One / two advertisements for one/two organisations • Three / four advertisements for two/ more different organisations • Five or more advertisements for three/ more different organisations 	2 4 5
5	Production of TV spot / film/ jingles	5	<ul style="list-style-type: none"> • One TV spot / film / jingles: • Two TV spot / film / jingles for two different organisations: 	3 5
6	Digital advertising/ Web site	5	<ul style="list-style-type: none"> • One digital Campaign/website: • Two Digital Campaign/website for two different organisations : 	3 5
7	Manpower in NCR as on date of advertisement	4	<ul style="list-style-type: none"> • 5 to 10 nos. manpower • 10 to 20 nos. manpower • Above 21 nos. manpower 	2 3 4
8	Offices at following places i.e. NCR, Lucknow, Patna, Mumbai, Raipur, Dehradun, Hyderabad, Bhubaneswar as on date of advertisement.	6	<ul style="list-style-type: none"> • NCR: • Locations other than NCR: -1 to 2 locations • Locations other than NCR: -3 to 4 locations • Locations other than NCR: -5 to 6 locations <p>Note: Two or more offices at one location will be treated as one.</p>	3 1 2 3
	Total	50		

(a) Category – B

S N	Parameter	Total Marks	Evaluation Criteria	Marks
1	Average Annual Turnover for last three financial years ending March 2015	05	<ul style="list-style-type: none"> • Above Rs. 25 crores to Rs. 28 crores: • Above Rs. 28 crores to Rs. 31 crores: • Above Rs. 31 crores to Rs. 35 crores: • Above Rs. 35 crores 	2 3 4 5
2	House Journals	12	<ul style="list-style-type: none"> • One /two House Journal for one/two org. • Three / Four House Journals for two different org. • Five or more House Journals for three or more different organisations: 	4 8 12
3	Coffee Table Book / Brochure (Minimum 8 pages)	12	<ul style="list-style-type: none"> • One /two Corporate Brochure / coffee table book for one/two organisations: • Three /Four Corporate Brochure / coffee table book for two different organisations • Five or more Corporate Brochure / coffee table book for three or more different organisations: 	4 8 12
4	Designing of Annual Reports	06	<ul style="list-style-type: none"> • One Annual Report: • Two Annual Reports for two different organisations 	3 6

5	Designing and installation of / Fairs/ Tableau Exhibitions)	05	<ul style="list-style-type: none"> • One Exhibition / Tableau: • Two Exhibitions / Tableau for two different organisations: 	2 5
6	Manpower in NCR as on date of advertisement	4	<ul style="list-style-type: none"> • 5 to 10 nos. manpower • 10 to 20 nos. manpower • Above 21 nos. manpower 	2 3 4
7	Offices at following places i.e. NCR, Lucknow, Patna, Mumbai, Raipur, Dehradun, Hyderabad, Bhubaneswar as on date of advertisement.	6	<ul style="list-style-type: none"> • NCR: • Locations other than NCR: -1 to 2 locations • Locations other than NCR: -3 to 4 locations • Locations other than NCR: -5 to 6 locations <p>Note: Two or more offices at one location will be treated as one.</p>	3 1 2 3
	Total	50		

NP-5

(b) Category – C:

	Parameter for	Total Marks	Evaluation Criteria	Marks
1	Average Annual Turnover for last three financial years ending March 2015	05	<ul style="list-style-type: none"> • From Rs. 15 crores to Rs. 17 crores: • Above Rs. 17 crores to Rs. 19 crores: • Above Rs. 19 crores to Rs. 22 crores: • Above Rs. 22 crores 	2 3 4 5
2	Designing of House Journals	12	<ul style="list-style-type: none"> • One /two House Journal for one/two organisations: • Three / Four House Journals for two different organisations • Five or more House Journals for three or more different organisations: 	4 08 12
3	Designing of Brochure / other publications (Minimum 8 pages)	12	<ul style="list-style-type: none"> • One /two Corporate Brochure / other publications for one/two organisations: • Three /Four Corporate Brochure / other publications for two different organisations • Five or more Corporate Brochure / other publications for three or more different organisations: 	4 08 12
4	Designing and installation of Exhibitions / Tableau / Fairs)	6	<ul style="list-style-type: none"> • One Exhibition / Tableau: • Two Exhibitions / Tableau for two different organisations: 	3 6
5	Manpower in offices at sl.nos. 6 as on date of advt.	5	<ul style="list-style-type: none"> • 5 to 10 manpower each at 01 to 02 locations • 5 to 10 manpower each at 03 to 04 locations • 5 to 10 manpower each at 05 to 07 locations 	2 3 5
6	Offices at following places i.e. NCR,Lucknow, Patna, Mumbai, Raipur, Dehradun, Hyderabad, Bhubaneswar as on date of advertisement.	10	<ul style="list-style-type: none"> • 1 to 2 locations: • 3 to 4 locations: • 5 to 7 locations: <p>Note: Two or more offices at one location Mumbai will be treated as one</p>	4 7 10
	Total	50		

Note: Organisations refers to PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies.

From Sl.No 2 to 6 in Category A , From Sl.No 2 to 5 in Category B & from Sl No 2 to 4 in Category C, the evaluation shall be done on the basis of documentary proof for last three years from the date of bid opening (last date of submission of application)

- For qualifying under stage – I, the agency is required to get minimum 25 out of 50 marks, otherwise, it will not be considered as qualified for Stage – II.
- Approximately, the top 10, 20 & 30 agencies in Categories - A, B & C respectively in Stage-I will be considered as qualified for stage-II evaluation as per recommendation of Stage I Committee. These agencies should also fulfill the above criteria of scoring a minimum of 25 marks out of 50 during Stage-I evaluation

EVALUATION CRITERIA OF STAGE-II
(for information only)

For Category – A

S.No.	Evaluation Criteria:	Marks
01	Agency profile namely its clientele (6 marks), profile of manpower (6 marks), awards won (4 marks), overall impression (4 marks)	20
02	Best print campaign done by the agency for any client/ organisation in last three years from the date of date of advt in newspapers, Creativity in designs of campaign (4 marks), its layout (4 marks), its impact (4 marks), media mix used by the agency (3 marks)	15
03	Best TV Spot / film during last three years from the date of advt in newspapers for any client/ organisation ; Creativity in story board (4 marks), audio – visual impact (4 marks), delivery of messages (2 marks) .	10
04	Best Digital campaign/website done by the agency during last three year from the date of advt in newspapers for any client/organisation Creativity in story board (3 marks), audio – visual impact (1mark), delivery of messages (1 mark).	05
Total		50

For Category –B

S.No.	Evaluation Criteria:	Marks
01	Agency profile namely its clientele in NCR (6 marks), profile of manpower in NCR (6 marks), awards won (4 marks), overall impression (4 marks)	20
02	Best House Journal designed by the Agency during last three years from the date of bid opening for any organisation/client in NCR; Creativity in Cover Design (4 marks), layout (4 marks), copy matter (2 marks),..	10
03	Best publication designed like brochure / coffee table book etc by the agency during last three year from the date of bid opening for any organisation/client in NCR; Creativity in Cover Design (3 marks), layout (2 marks), copy matter (2 marks), use of photographs (3 marks),	10
04	Best Exhibition designed and installed by the agency in last three years, from the date of bid opening for any organisation/client in NCR; Creativity in design of layout (4 marks), its appeal (4 marks), variety of elements used in exhibition (2 marks)	10
Total		50

For Category –C

S. No.	Evaluation Criteria:	Marks
01	Agency profile namely its clientele in different states other than NCR (6 marks), profile of manpower in different states other than NCR (6 marks), awards won (4 marks), overall impression (4 marks)	20
02	Best House Journal designed by the Agency during last three years from the date of bid opening for any client/organisation in different states other than NCR; Creativity in Cover Design (4 marks), layout (4 marks), copy matter (2 marks) etc.	10
03	Best publication designed like brochure etc by the agency during last three years from the date of bid opening for any client/organisation in different states other than NCR Creativity in Cover Design (3 marks), layout (2 marks), copy matter (2 marks), use of photographs (3 marks),	10
04	Best Exhibition designed and installed by the agency in last three years, from the date of bid opening for any client/organisation in different states other than NCR; Creativity in design of layout (4 marks), its appeal (4 marks), variety of elements used in exhibition (2 marks)	10
Total		50