

TECHNICAL EVALUATION REPORT
(As per Rule 35 of Public Procurement Rules, 2004)

1.	Name of Procuring Agency	: <u>Defence Export Promotion Organization (DEPO)</u>
2.	Method of Procurement	: <u>Single Stage - Two Envelope Procedure</u>
3.	Title of Procurement	: <u>Integrated Marketing, Communications, Media Planning & Buying, Digital, Public Relations & Production Services for the International Defence Exhibition and Seminar (IDEAS 2026)</u>
4.	EPADS Ref Number	: <u>TS0000002314E</u>
5.	Date & Time of Bid Closing	: <u>31st March 2026 at 10:30 AM</u>
6.	Date of Time Bid Opening	: <u>31st March 2026 at 11:00 AM</u>
7.	No of Bids Received	: <u>Seven (07)</u>
8.	Criteria for Bid Evaluation	: <u>As per RFP</u>
9.	Details of Bid (s)	: <u>As below</u>

Name of Bidder	Marks of Technical Evaluation	Rule/Regulation/SBD/Policy /Basis for Rejection / Acceptance as per Rule 35 of PPRA Rules 2004.
ADCOM	50.3/60	<ul style="list-style-type: none">• 7 x firms submitted their tender documents.• After technical evaluation M/s Alliancez, M/s Channel 7 and M/s Fishbowl disqualified due to incomplete documents/ not meeting mandatory eligibility criteria.• M/s RG Blue & M/s Oktopus disqualified - Not achieving required minimum technical scores.• M/s ADCOM & M/s M+C Saatchi qualified for financial bid.
M+C Saatchi	45.2/60	
Oktopus	41.6/60	
RG Blue	35.2/60	
Alliancez	-	
Channel 7	-	
Fishbowl	-	

President of Board

Member - 1

Member - 2

Member - 3

Member - 4

Member - 5



Station: Islamabad

Dated: 15 April 2026

Official Stamp

