

Empanelment of Advertising Agency

Step – 1: Eligibility Criteria Response – Evaluation of Technical Committee

(Please tick [✓] the appropriate column)

S. No.	Name of Agency	Accreditation from Indian Newspaper Society (IN S), Prasar Bhati and in force for the last thr	Membership of Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI) (preferable)	Registered legal entity having full-fledged office in Mumbai with relevant expertise & creative personnel and required infrastructure	Agency should have been in existence for minimum 5 years	Minimum average annual turnover of Rs.10 Crore	Minimum net worth of Rs.1 Crore (2021-22, 2022-23 & 2023-24) as per audited balance sheet (Provisional if not finalized yet for 2023-24)	Self declaration stating the capabilities of the agency to deliver campaign focused on urban and rural areas in major Indian languages	Self declaration stating the capabilities of the agency to make films, animations, documentaries, jingles, TVCs, etc.	Self declaration stating the capabilities of the agency to manage social media handles and digital advertisements.	Self declaration of not being blacklisted in the last 1 year by any Central/ State Government/ Public Sector Undertaking	Self declaration of not having defaulted in paying dues to media houses, Banks and Tax authorities.	Integrity pact & solvency certificate	Eligibility	

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		1	2	3	4	5	6	7	8	9	10	11	12	13
1	Inter Publicity Private Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	RK Swamy Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Concept Commun ications Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	PAMM Advertisi ng and Marketin g	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Crayons Advertisi ng Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Prachar Commun ications Private Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Goldmin e	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

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	Advertisi ng													
8	Ventures Advertisi ng	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	SPAN Commun ications	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1 0	Speedwa ys Advertisi ng	✓	x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11	Sanket Commun ications Private Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	x	x
1 2	MG Advertisi ng Services	✓	x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1 3	Offline Studio	x	x	✓	x	x	x	✓	✓	✓	✓	✓	✓	x
1 4	Essence Transme dia Private Limited	x	x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	x
1 5	Lalit advertisi ng	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

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1 6	Enthrall Communi- cations Private Limited	x	x	✓	✓	x	x	✓	✓	✓	✓	✓	x	x
1 7	Aakar Advertisi- ng and Marketin- g Private Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1 8	Apex Advertisi- ng	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Roma Bajaj
15.10.2024

Smt Roma Bajaj
AM, CCD

P. Buruslin Mento
15/10/24

Shri P. Buruslin Mento
AGM, CCD

Puneet Nagar
15/10/24

Shri Puneet Nagar
DGM, CCD

Rank	Agency	A. Business Turnover for last 3 years (10 Marks – the highest average gets full mark and other agencies are scored proportionately) ₹ in Crore						B. Assignments contracted in last 2 years: (10 Marks – 2 marks for each sub parameters)						Total (A+B)
		2021-22	2022-23	2023-24	Total turnover	Average	Score	Electronic	Print	Internet & social media	Events	Outdoors	Sub Total	
1	Prachar	526.8	646.8	797.1	1971	656.9	10.00	2.0	2.0	2.0	2.0	2.0	10.0	20.00
2	RK Swamy	532.6	631.3	469	1633	544.3	8.29	2.0	2.0	2.0	2.0	2.0	10.0	18.29
3	SPAN	566.8	590.7	399.9	1557	519.1	7.90	2.0	2.0	2.0	2.0	2.0	10.0	17.90
4	Concept	169.6	228.4	473.3	871.3	290.4	4.42	2.0	2.0	2.0	2.0	2.0	10.0	14.42
5	Crayons	194.1	281.2	206.1	681.3	227.1	3.46	2.0	2.0	2.0	2.0	2.0	10.0	13.46
6	Ventures	32.18	52.08	129.3	213.6	71.2	1.08	2.0	2.0	2.0	2.0	2.0	10.0	11.08
7	Aakaar	48.1	57.33	70.88	176.3	58.77	0.89	2.0	2.0	2.0	2.0	2.0	10.0	10.89
8	Inter Publicity	89.77	20.94	17.85	128.6	42.85	0.65	2.0	2.0	2.0	2.0	2.0	10.0	10.65
9	PAMM	32.76	35.27	58.13	126.2	42.05	0.64	2.0	2.0	2.0	2.0	2.0	10.0	10.64
10	Goldmine	21.91	36.49	35.88	94.28	31.43	0.48	2.0	2.0	2.0	2.0	2.0	10.0	10.48
11	Apex	25.57	27.56	37.35	90.48	30.16	0.46	2.0	2.0	2.0	2.0	2.0	10.0	10.46

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12	MG Advertisin g	14.95	13.94	53.0 6	81.95	27.32	0.42	2.0	2.0	2.0	2.0	2.0	10.0	10.42
13	Lalit Advertisin g	20.6 4	18.55	19.15	58.3 4	19.45	0.30	2.0	2.0	2.0	2.0	2.0	10.0	10.30
14	Speedway s	19.59	13.33	14.5	47.4 2	15.81	0.24	2.0	2.0	2.0	2.0	2.0	10.0	10.24

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