

No. G20(B)/302/4/2022
Ministry of External Affairs
G20 Secretariat(Branding)

Subject: Technical Evaluation of RFP No. G20(B)/302/4/2022 dated 18.08.2022

This is in reference to RFP No. G20(B)/302/4/2022 published on 18.08.2022 by the G20 Secretariat for the selection of branding agency for India's G20 Presidency.

2. As per the RFP, the last date for submission of bids was 08.09.2022 and by Corrigendum No. G20(B)/302/4/2022/Corr. dated 07.09.2022 this was extended to 09.09.2022. By this date, the G20 Secretariat received six bids from the following companies: -

- (i) M/s Rediffusion Brand Solution Pvt Ltd.,
- (ii) M/s TLG India Pvt Ltd.,
- (iii) M/s Ogilvy and Mather Pvt Ltd.,
- (iv) M/s Span Communications,
- (v) M/s DDB Mudra Group
- (vi) M/s McCann Erickson (India) Pvt Ltd.

3. Technical Evaluation Committee met on 16.09.2022 to review Stage I of Technical Evaluation. M/s Rediffusion Brand Solution Pvt Ltd. was disqualified in Stage-I of the Technical evaluation (Refer Report of Stage I technical evaluation published on MEA website on 16.09.2022).The following bidders were invited for technical presentation on 20.09.2022:-

- (i) M/s TLG India Pvt Ltd.,
- (ii) M/s Ogilvy and Mather Pvt Ltd.,
- (iii) M/s Span Communications,
- (iv) M/s DDB Mudra Group
- (v) M/s McCann Erickson (India) Pvt Ltd.

4. The Technical Evaluation Committee again met on 20.09.2022 at 1030 to evaluate technical bids of above mentioned five bidders for Stage II and III of the RFP, as per clauses 40 and 41 respectively. On the basis of the total marks obtained in stage II and stage III of the technical evaluation, following companies are invited to participate

in the financial bids opening process at 10.30 am on 22.09.2022 at Sushma Swaraj Bhawan, 15 A Dr. Rizal Marg, New Delhi-110021.

- (i) M/s Ogilvy and Mather Pvt Ltd.,
- (ii) M/s McCann Erickson (India) Pvt Ltd.

The representatives of the technically qualified firms, who wish to attend the financial bid opening process may do so bringing along authorization letter from their respective firm.

5. Total marks obtained by bidders who have not qualified the technical stage are given below:

Sl. No.	Name of the firm	Total marks out of 100
1	M/s TLG India Pvt Ltd.,	75.5
2	M/s Span Communications,	63.5
3	M/s DDB Mudra Group	70
