

FINAL EVALUATION REPORT

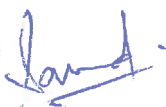
(As per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency IGNITE National Technology Fund
2. Method of Procurement RFP
3. Title of Procurement Hiring of a Digital Marketing/Social Media Services for PSF
4. Tender Inquiry No IGNITE/FSDP/2025-26/PROC/01
5. EPADS Ref. No. F-25111451611
7. Date & Time of Bid Opening March 17, 2026, 1100 Hrs
8. No. of Bids Received 06
9. Criteria for Bid Evaluation Attached as Annex – 1
10. Details of Bid Evaluation Received proposal was evaluated w.r.t evaluation criteria as published in RFP document.

Name of Bidder	Marks		Evaluated cost (PKR)	Basis of Technical Rejection/Acceptance as per Rule 35 of PP Rules, 2004
	Technical **	Financial **		
M/s. Eikon7	63.23	30	\$,117,500	Most Advantageous Bidder
M/s. Midas Communications	55.88	15	10,522,500	Second Advantageous Bidder
M/s. Mindmap Communications	52.50	13	11,500,000	Third Advantageous Bidder

**weighted average score

Signature: Saud Imran



Saud Imran
Assistant Manager Procurement
Pakistan Startup Fund &
BridgesStart Pakistan
Ignite, Ministry of IT & Telecom
Government of Pakistan

Official Stamp

Annexure – I

Saud Imran
Assistant Manager Procurement
Pakistan Startup Fund &
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Government of Pakistan

4	Understanding of the scope (Clarity of understanding PSF/BridgeStart objectives, target audience, and scope items)	4	
	Proposed Strategy & Approach (Practicality, relevance, and comprehensiveness of proposed digital marketing and PR strategy).	2	
	Creativity and Innovation (Quality of creative ideas, campaign concepts, or mock-up examples presented).	2	
	Presentation & Communication (Clarity, professionalism, and ability to convey ideas effectively).	2	
NOTE: Ignite-PSF will invite the bidders for presentations. The presentations shall be held at the office, as per the schedule communicated by Ignite-PSF Team. Bidders shall be required to make all arrangements for the presentations at their own cost. Each bidder will be given a maximum time of 30 minutes for presentation and question/answer session.			
Total Marks			100
Minimum Qualification Marks Required			70%



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