

Yamuna Expressway Industrial Development Authority


First Floor, Commercial Complex, P-2, Sector- Omega I, Greater Noida,
Gautam Budh Nagar, Uttar Pradesh, 201308

Notice

Technical Presentation of Qualified Bidders

This is in reference to the tender (Reference No. वाई. ई. ए/मार्केटिंग/584/2025) dated 2nd April 2025, regarding "Request for Proposals (RFP) for Empanelment of Advertising Agencies for Providing Assistance to Yamuna Expressway Industrial Development Authority (YEIDA)" published by Yamuna Expressway Industrial Development Authority (YEIDA) on UP e-procurement website. The Authority opened the technical bids on 13th May 2025 and received the following bids in two Categories, before the Bid Due Date i.e., as follows:

Category A: Print Media Advertising Agency (Print Media)	
1. Adman Advertisement	2. GC Media Pvt Ltd
3. Airads Ltd	4. Giraffe Advertisement & Mkt Pvt Ltd
5. Akar Advertising & Marketing Pvt Ltd	6. Golden Rabbit Communications Pvt Ltd
7. ANJ Creations Pvt Ltd	8. Graphisads
9. Apex Advertising	10. India News Communications Ltd
11. Associated Advertising Pvt Ltd	12. Inter Publicity Pvt Ltd
13. Beautex Advertising Media	14. Invicta Media Pvt Ltd
15. Bubna Advertising	16. Isha Advertising Pvt Ltd
17. Centum Advertisement Pvt Ltd	18. Kaka Advertising Agency
19. Concept Communication Ltd	20. Lalit Advertising
21. Crayons Advertisement Ltd	22. Laqshya Media Group
23. Critique Communication Pvt Ltd	24. Master Ad Inc
25. Disha Communications Pvt Ltd	26. MG Advertisement Services
27. Dot Communications & Marketing Pvt Ltd	28. Mind Makers Communication Pvt Ltd
29. Expression 360 Services India	30. 360 Degree Solutions Pvt Ltd
31. National Advertising Agency	32. Fast Communication Media Group
33. Pamm Advetising & Marketing	34. Sharad Advertising
35. Paromita Advertisement Agency Pvt Ltd	36. Sophia Advertisement Pvt Ltd
37. Pehachan Advertisement & Marketing Pvt Ltd	38. Span Communications
39. Prayas Creations Advertising Pvt Ltd	40. Square Brand Communication Group
41. Promodome Communications Pvt Ltd	42. Sreshta Communication
43. Ridge Advertisement & Marketing Consultants	44. Sunjeet Communication Pvt Ltd
45. SAMPL Communication Pvt Ltd	46. Vermillion Communication Pvt Ltd
47. Sanket Communication Pvt Ltd	48. Vivid India Advertisement & Marketing
49. Zenkar Advertisement	
Category B: Event / Outdoor Publicity Agency & Audio-Video Production Agency (Digital Media)	
1. Adman Advertisement	2. Graphisads
3. Akar Advertisement & Mkt Pvt Ltd	4. Laqshya Media Group
5. ANJ Creations Pvt Ltd	6. Mind Makers Communication Pvt Ltd
7. Associated Advertisement Pvt Ltd	8. 360 Degree Solutions Pvt Ltd


 सिद्धार्थ कौ एतल कौवरी
 प्रबन्धक (मार्केटिंग)
 यमुना एक्सप्रेसवे औद्योगिक विकास प्राधिकरण



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9. Banyan Infomedia Pvt Ltd	10. Sanket Communication Pvt Ltd
11. Bubna Advertisement	12. Sophla Advertisement Pvt Ltd
13. Dot Communications & Mkt Pvt Ltd	14. Span Communication
15. Vermillion Communication Pvt Ltd	16. Sunjeet Communication Pvt Ltd
17. Giraffe Advertisement & Mkt Pvt Ltd	

Based on the Stage I: Basic Eligibility Criteria as specified in the RFP document, post evaluation of the Basic Eligibility Criteria documents submitted by the firms, the following bidders were found eligible/ineligible for Stage II: Technical Evaluation.


Category A: Print Media Advertising Agency (Print Media)		
S.No	Bidders	Eligible/ Ineligible as per Stage I: Basic Eligibility Criteria of the RFP
1	Adman Advertisement	Eligible
2	Airads Ltd	Eligible
3	Akar Advertising & Marketing Pvt Ltd	Eligible
4	ANJ Creations Pvt Ltd	Eligible
5	Apex Advertising	Eligible
6	Associated Advertising Pvt Ltd	Eligible
7	Beautex Advertising Media	Eligible
8	Bubna Advertising	Eligible
9	Centum Advertisement Pvt Ltd	Eligible
10	Concept Communication Ltd	Eligible
11	Crayons Advertisement Ltd	Eligible
12	Critique Communication Pvt Ltd	Eligible
13	Disha Communications Pvt Ltd	Eligible
14	Dot Communications & Marketing Pvt Ltd	Eligible
15	Expression 360 Services India	Eligible
16	GC Media Pvt Ltd	Eligible
17	Giraffe Advertisement & Mkt Pvt Ltd	Eligible
18	Golden Rabbit Communications Pvt Ltd	Eligible
19	Graphisads	Eligible
20	India News Communications Ltd	Eligible
21	Inter Publicity Pvt Ltd	Eligible
22	Invicta Media Pvt Ltd	Non-Eligible (less Avg. Annual Turnover as prescribed in the RFP)
23	Isha Advertising Pvt Ltd	Eligible
24	Kaka Advertising Agency	Eligible
25	Lalit Advertising	Eligible
26	Laqshya Media Group	Eligible
27	Master Ad Inc	Eligible
28	MG Advertisement Services	Eligible
29	Mind Makers Communication Pvt Ltd	Non-Eligible (less Avg. Annual Turnover as prescribed in the RFP)
30	360 Degree Solutions Pvt Ltd	Eligible
31	Fast Communication Media Group	Eligible
32	National Advertising Agency	Eligible
33	Pamm Advetising & Marketing	Eligible
34	Paromita Advertisement Agency Pvt Ltd	Eligible
35	Pehachan Advertisement & Marketing Pvt Ltd	Eligible
36	Prayas Creations Advertising Pvt Ltd	Eligible

सिद्धार्थ के० एस० चौधरी
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Category A: Print Media Advertising Agency (Print Media)		
S.No	Bidders	Eligible/ Ineligible as per Stage I: Basic Eligibility Criteria of the RFP
37	Promodome Communications Pvt Ltd	Non-Eligible (less Avg. Annual Turnover as prescribed in the RFP)
38	Ridge Advertisement & Marketing Consultants	Eligible
39	SAMPL Communication Pvt Ltd	Non-Eligible (latest INS Certificate not available)
40	Sanket Communication Pvt Ltd	Eligible
41	Sharad Advertising	Eligible
42	Sophia Advertisement Pvt Ltd	Eligible
43	Span Communications	Eligible
44	Square Brand Communication Group	Eligible
45	Sreshtha Communication	Eligible
46	Sunjeet Communication Pvt Ltd	Eligible
47	Vermillion Communication Pvt Ltd	Eligible
48	Vivid India Advertisement & Marketing	Eligible
49	Zenkar Advertisement	Non-Eligible (less Avg. Annual Turnover as prescribed in the RFP and latest INS Certificate not available)
Category B: Event / Outdoor Publicity Agency & Audio-Video Production Agency (Digital Media)		
S.No	Bidders	Eligible/ Ineligible as per Stage I: Basic Eligibility Criteria of the RFP
1	Adman Advertisement	Eligible
2	Akar Advertisement & Mkt Pvt Ltd	Eligible
3	ANJ Creations Pvt Ltd	Eligible
4	Associated Advertisement Pvt Ltd	Eligible
5	Banyan Infomedia Pvt Ltd	Non-Eligible (less Avg. Annual Turnover as prescribed in the RFP)
6	Bubna Advertisement	Eligible
7	Dot Communications & Mkt Pvt Ltd	Eligible
8	Graphisads	Eligible
9	Laqshya Media Group	Eligible
10	Mind Makers Communication Pvt Ltd	Non-Eligible (less Avg. Annual Turnover as prescribed in the RFP)
11	360 Degree Solutions Pvt Ltd	Eligible
12	Sanket Communication Pvt Ltd	Eligible
13	Sophia Advertisement Pvt Ltd	Eligible
14	Span Communication	Eligible
15	Sunjeet Communication Pvt Ltd	Eligible
16	Vermillion Communication Pvt Ltd	Eligible
17	Giraffe Advertisement & Mkt Pvt Ltd	Eligible



सिद्धार्थ के० एस० चौधरी
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Based on the Stage II: Technical Evaluation Criteria as specified in the RFP document, the proposals from above-mentioned Eligible Bidders were evaluated, and the following results were obtained. As per the Clause 5.2.1 and 5.2.2. of the RFP, *"Minimum qualifying marks to be further eligible for Concept Presentation shall be 50 out of 70"*.

Category A: Print Media Advertising Agency (Print Media)		
Sr.	Bidders	Eligible/ Ineligible for Technical Presentation
1	Adman Advertisement	Eligible
2	Airads Ltd	Eligible
3	Akar Advertising & Marketing Pvt Ltd	Eligible
4	ANJ Creations Pvt Ltd	Eligible
5	Apex Advertising	Eligible
6	Associated Advertising Pvt Ltd	Eligible
7	Beautex Advertising Media	Eligible
8	Bubna Advertising	Eligible
9	Centum Advertisement Pvt Ltd	Eligible
10	Concept Communication Ltd	Eligible
11	Crayons Advertisement Ltd	Eligible
12	Critique Communication Pvt Ltd	Eligible
13	Disha Communications Pvt Ltd	Eligible
14	Dot Communications & Marketing Pvt Ltd	Eligible
15	Expression 360 Services India	Eligible
16	GC Media Pvt Ltd	Eligible
17	Giraffe Advertisement & Marketing Pvt Ltd	Eligible
18	Golden Rabbit Communications Pvt Ltd	Ineligible
19	Graphisads	Eligible
20	India News Communications Ltd	Eligible
21	Inter Publicity Pvt Ltd	Eligible
22	Invicta Media Pvt Ltd	Not Qualified
23	Isha Advertising Pvt Ltd	Eligible
24	Kaka Advertising Agency	Eligible
25	Lalit Advertising	Eligible
26	Laqshya Media Group	Eligible
27	Master Ad Inc	Eligible
28	MG Advertisement Services	Eligible
29	Mind Makers Communication Pvt Ltd	Not Qualified
30	360 Degree Solutions Pvt Ltd	Eligible
31	Fast Communication Media Group	Eligible
32	National Advertising Agency	Eligible
33	Pamm Advertising & Marketing	Eligible


 सिद्धार्थ को० एस० मैथिली
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Category A: Print Media Advertising Agency (Print Media)		
Sr.	Bidders	Eligible/ Ineligible for Technical Presentation
34	Paromita Advertisement Agency Pvt Ltd	Eligible
35	Pehachan Advertisement & Marketing Pvt Ltd	Eligible
36	Prayas Creations Advertising Pvt Ltd	Eligible
37	Promodome Communications Pvt Ltd	Not Qualified
38	Ridge Advertisement & Marketing Consultants	Eligible
39	SAMPL Communication Pvt Ltd	Not Qualified
40	Sanket Communication Pvt Ltd	Eligible
41	Sharad Advertising	Eligible
42	Sophia Advertisement Pvt Ltd	Eligible
43	Span Communications	Eligible
44	Square Brand Communication Group	Eligible
45	Sreshta Communication	Eligible
46	Sunjeet Communication Pvt Ltd	Eligible
47	Vermillion Communication Pvt Ltd	Eligible
48	Vivid India Advertisement & Marketing	Eligible
49	Zenkar Advertisement	Not Qualified
Category B: Event / Outdoor Publicity Agency & Audio-Video Production Agency (Digital Media)		
Sr.	Bidders	Eligible/ Ineligible for Technical Presentation
1	Adman Advertisement	Eligible
2	Akar Advertisement & Marketing Pvt Ltd	Eligible
3	ANJ Creations Pvt Ltd	Ineligible
4	Associated Advertisement Pvt Ltd	Ineligible
5	Banyan Infomedia Pvt Ltd	Not Qualified
6	Bubna Advertisement	Eligible
7	Dot Communications & Mkt Pvt Ltd	Eligible
8	Graphisads	Eligible
9	Laqshya Media Group	Eligible
10	Mind Makers Communication Pvt Ltd	Ineligible
11	360 Degree Solutions Pvt Ltd	Eligible
12	Sanket Communication Pvt Ltd	Eligible
13	Sophia Advertisement Pvt Ltd	Eligible
14	Span Communication	Eligible
15	Sunjeet Communication Pvt Ltd	Eligible
16	Vermillion Communication Pvt Ltd	Eligible
17	Giraffe Advertisement & Mkt Pvt Ltd	Eligible


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प्रबन्धक
यमुना एक्सप्रेसवे
आयुक्त

Yamuna Expressway Industrial Development Authority

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Above mentioned "Eligible" bidders have secured a minimum of 50 Marks in Technical Evaluation and are invited for the Technical Presentation at Board Room, First Floor, Commercial Complex, P-2, Sector Omega 1, Greater Noida, Uttar Pradesh 201308. The schedule for the Technical Presentation is as follows:

Category A: Print Media Advertising Agency (Print Media)			
i) Bidders are required to develop a national-level print media campaign based on either of the two specified themes. ii) The sample advertisement should be designed for a half-page coloured newspaper layout, approximately 32.9 cm (width) × 25 cm (height), in horizontal orientation. iii) It is to be clearly mentioned on the sample that it has been prepared solely for the purpose of the technical presentation. iv) The Presentation will be marked on- Context and Relevance (15 marks) and Innovation and Creativity (15 marks)			
Sr.	Bidders	Date & Time	Themes
1.	Adman Advertisement	22 nd July 2025 at 11:00 am. (10 mins slot to each bidder)	Option 1- YEIDA: Catalyzing Growth Through Vision, Infrastructure, and Impact or Option 2- YEIDA: A Strategic Hub in India's Growth Corridor
2.	Airads Ltd		
3.	Akar Advertising & Marketing Pvt Ltd		
4.	ANJ Creations Pvt Ltd		
5.	Apex Advertising		
6.	Associated Advertising Pvt Ltd		
7.	Beautex Advertising Media		
8.	Bubna Advertising		
9.	Centum Advertisement Pvt Ltd		
10.	Concept Communication Ltd		
11.	Crayons Advertisement Ltd		
12.	Critique Communication Pvt Ltd	24 th July 2025 at 11:00 am. (10 mins slot to each bidder)	Option 1- YEIDA: Catalyzing Growth Through Vision, Infrastructure, and Impact or Option 2- YEIDA: A Strategic Hub in India's Growth Corridor
13.	Disha Communications Pvt Ltd		
14.	Dot Communications & Marketing Pvt Ltd		
15.	Expression 360 Services India		
16.	GC Media Pvt Ltd		
17.	Giraffe Advertisement & Mkt Pvt Ltd		
18.	Graphisads		
19.	India News Communications Ltd		
20.	Inter Publicity Pvt Ltd		
21.	Isha Advertising Pvt Ltd		
22.	Kaka Advertising Agency		
23.	Lalit Advertising	25 th July 2025 at 11:00 am. (10 mins slot to each bidder)	Option 1- YEIDA: Catalyzing Growth Through Vision, Infrastructure, and Impact or Option 2- YEIDA: A Strategic Hub in India's Growth Corridor
24.	Laqshya Media Group		
25.	Master Ad Inc		
26.	MG Advertisement Services		
27.	360 Degree Solutions Pvt Ltd		
28.	Fast Communication Media Group		
29.	National Advertising Agency		
30.	Pamm Advetising & Marketing		
31.	Paromita Advertisement Agency Pvt Ltd		
32.	Pehachan Advertisement & Marketing Pvt Ltd		


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Category A: Print Media Advertising Agency (Print Media)

- i) Bidders are required to develop a national-level print media campaign based on either of the two specified themes.
ii) The sample advertisement should be designed for a half-page coloured newspaper layout, approximately 32.9 cm (width) × 25 cm (height), in horizontal orientation.
iii) It is to be clearly mentioned on the sample that it has been prepared solely for the purpose of the technical presentation.
iv) The Presentation will be marked on- Context and Relevance (15 marks) and Innovation and Creativity (15 marks)

Sr.	Bidders	Date & Time	Themes
33.	Prayas Creations Advertising Pvt Ltd	28 th July 2025 at 11:00 am. (10 mins slot to each bidder)	Option 1- YEIDA: Catalyzing Growth Through Vision, Infrastructure, and Impact or Option 2- YEIDA: A Strategic Hub in India's Growth Corridor
34.	Ridge Advertisement & Marketing Consultants		
35.	Sanket Communication Pvt Ltd		
36.	Sharad Advertising		
37.	Sophia Advertisement Pvt Ltd		
38.	Span Communications		
39.	Square Brand Communication Group		
40.	Sreshta Communication		
41.	Sunjeet Communication Pvt Ltd		
42.	Vermillion Communication Pvt Ltd		
43.	Vivid India Advertisement & Marketing		

Category B: Event / Outdoor Publicity Agency & Audio-Video Production Agency (Digital Media)

- i) Bidders are required to prepare a short film/video/documentary based on either of the two specified themes.
ii) The duration of the sample shall not exceed 2 minutes.
iii) Bidder must also present the Plan for Management of the event chosen from the provided theme, along with the conceptual design of exhibitions pavilion/ display panels/ illuminated signage etc.
iii) It must be clearly indicated that the sample has been prepared exclusively for the purpose of the technical presentation.
iv) The Presentation will be marked on- Context and Relevance (15 marks) and Innovation and Creativity (15 marks).

Sr.	Bidders	Date & Time	Themes
1.	Adman Advertisement	29 th July 2025 at 11:00 am. (10 mins slot to each bidder)	Option 1- Groundbreaking Ceremony for Film City or Option 2- Inauguration of Noida International Airport
2.	Akar Advertisement & Mkt Pvt Ltd		
3.	Bubna Advertisement		
4.	Dot Communications & Mkt Pvt Ltd		
5.	Graphisads		
6.	Laqshya Media Group		
7.	360 Degree Solutions Pvt Ltd		
8.	Sanket Communication Pvt Ltd		
9.	Sophia Advertisement Pvt Ltd		
10.	Span Communication		
11.	Sunjeet Communication Pvt Ltd		
12.	Vermillion Communication Pvt Ltd		
13.	Giraffe Advertisement & Mkt Pvt Ltd		

 Regards,
Manager (Marketing)

YEIDA
सिद्धार्थ के० एस० चौधरी
प्रबन्धक (मार्केटिंग)
यमुना एक्सप्रेसवे औद्योगिक विकास प्राधिकरण