

## Selection of Brand strategy & Communication Agency for KCMMF-2023

### QCBS Evaluation

- Ref: 1. Expression of Interest (EOI) KCMMF/HO/MMG/10/2022 dated 23.12.2022  
 2. Request for proposal (RFP) KCMMF/HO/MMG/10/2022 dated 12.1.2023  
 3. Proceedings KCMMF/HO/MMG/10/2023 dated 18.1.2023

	M/s. Stark Communications, 9/566, E2, Jawahar Nagar Kowdiar, Trivandrum,	M/s. Chams Branding Solutions India Pvt Ltd, Ernakulam-	M/s Concept Communication, Pooljappura, TVPM	M/s:Maithri Advertising, Vellayambalam, TVPM- 0471 2728100	M/s.D Ads Advertisement- 9447443081, 9061345434-	M/s:JM Communications- 9447763922	
1	Technical marks (Out of 50)	42.6	34	41	40	29	27
2	Presentation(Out of 50)	40	26.13	32.25	32.06	18.75	19.38
3	Total score(Out of 100)	82.6	60.13	73.25	72.06	47.75	46.38
4	Technical score (Ts)	82.6	60.13	73.25	72.06	47.75	46.38
5	Whether Technically qualified (If Ts > 70 : 1=Yes, 0=No)	1	0	1	1	0	0
5	Financial Bid/ Total Activity cost (F) (for the agency) (in Rs)	1.00	868500.00	868500.00	87602.00		
6	Lowest financial bid in the category (Fm)	1.00	1.00	1.00	1.00		
7	Financial score Sf=(100 * Fm/F)	100	0.000115141	0.000115141	0.001144526		
8	Weightage for Technical score	70	70	70	70		
9	Weightage for financial score	30	30	30	30		
10	QCBS score $F = (0.7*Ts + 0.3*Sf)$	87.82	51.27503454	51.27503454	50.44234246		
		L1	L2	L3			

Shri. Shivsankar IAS Principal Secretary (Chairman)

  
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Gopakumar Manager  
 marketing (Convenor)

  
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