

**Selection of Public Relations 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 MD Niche	M/s Concept Communication, Poojappura, TVPM	M/s.Maithri Advertising, Vellayambalam, TVPM-0471 2728100
1	Technical marks (Out of 40)	26.00	21.50
2	Presentation(Out of 60)	48.17	36.85
3	Total score(Out of 100)	74.67	58.35
4	Technical score (Ts)	74.67	58.35
5	Whether Technically qualified (if Ts > 70 :1=Yes, 0=No)	1	0.00
5	Financial Bid/ Total Activity cost (F) (for the agency) (in Rs)	130000.00	180000.00
6	Lowest financial bid in the category (Fm)	130000.00	130000.00
7	Financial score Sf =(100* Fm/F)	100.00	72.22
8	Weightage for Technical score	70	70
9	Weightage for financial score	30	30
10	<b>QCBS score F = (0.7*Ts + 0.3*Sf)</b>	82.27	72.75

L1 L2

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*[Signature]*

Shri. Shivasankar IAS Principal Secretary (Chairman)

Gopakumar Manager marketing (Convenor)