

F.12013/41/09/UIDAI/Ad. Empl.
Government of India
Unique Identification Authority of India
Planning Commission
Jeevan Bharti Building,
3rd Floor, Tower – II,
New Delhi – 11001

Dated 24th July, 2014.

Sub.:- Hiring of Advertising and Creative Agency for UIDAI.

The committee constituted for evaluating tenders related to hiring of an Advertising and Creative Agencies for UIDAI met on 24th July, 2014 at 03.00 P.M. in the Conference Hall No. 2 to open the tender documents received in response to RFP published on 2nd July, 2014.

2. In all 13 firms have participated in the Tendering Process. The Tender Documents were opened in the presence of Committee Members and representatives of nine participating firms.

3. List of firms participating in the Tendering Process and their sequence for presentations subject to their meeting the eligibility criteria is as under:-

Sl. No.	Name of Agency	Sequence for presentations as per Draw of Lots
1	Ogilvy & Mather *	6
2	Prabhatam*	5
3	R K Swamy BBDO*	2
4	Dentsu*	7
5	Concept Communications	11
6	Lintas*	4
7	Carat Media*	1
8	Percept Advertising*	8
9	FCB Ulka *	9
10	NFDC	10
11	McCann Erickson	12
12	Havas Media	3
13	DDB Mudra Group*	13

* Representatives of the Firms attended the Bid Opening Meeting.

4. A draw of lots was carried out to decide the sequence of presentations to be given by the aforementioned agencies. It is informed that that the schedule for presentations will be communicated to the firms separately and will also be uploaded on the UIDAI website.