



PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY

HIRING OF SALES & MARKETING FIRM FOR GRAND SOUQ

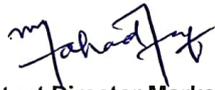


Summary of Evaluation

Sr. No.	Marks Allocation (Total 100 Marks)	1	2
		M/s Star Marketing Pvt. Ltd.	M/s Zameen Media Pvt. Ltd.
1	Company Existence	5.00	5.00
2	Real Estate Experience	10.00	10.00
3	Real Estate Marketing Experience	5.00	5.00
4	International Real Estate Experience	0.00	0.00
5	Call Centre	10.00	10.00
6	Sales Team	10.00	10.00
7	Real Estate Offices	10.00	10.00
8	Financial Soundness	10.00	10.00
9	Presentation	15.00	25.00
Total Marks Attained		75.00	85.00
Status		Qualified	Qualified

Passing Marks 70%


Executive Procurement


Assistant Director Marketing


Assistant Director Accounts

To the extent of point
1-8 as was not involved
in presentation meeting.



Punjab Central Business District
Development Authority
Government of The Punjab



MINUTES OF THE MEETING

OPENING OF FINANCIAL BIDS – HIRING OF SALES & MARKETING SERVICES FOR GRAND SOUQ LAHORE

Agenda		Decision															
<p>Meeting of the Procurement Evaluation Committee constituted vide Office Order No. PCBDDA/PRO/CEO/A/265 dated January 18, 2024, was held on February 12, 2024, at 11:30 AM for the opening of financial bids of technical qualified bidders, regarding Hiring of Sales & Marketing Services for Grand Souq Lahore. The following attended the meeting:</p> <p>PCBDDA:</p> <ol style="list-style-type: none">1) Muhammad Jawad Ahmed, Director Procurement2) Ali Waqar Shah, Director Business Development3) Mansoor Saeed, Director Finance <p>Representative of Firms:</p> <ol style="list-style-type: none">1) Mr. Suleiman Bilal, M/s Zameen Media Pvt. Ltd.2) Mr. Murtaza Imran, M/s Star Marketing Pvt. Ltd. <p>Director Procurement announced the Technical Score attained by the Bidders. Further, the Committee proceeded to sign the sealed envelope. After Bid Opening, Director Procurement announced the quoted rates whose summary is as under:</p>		<p>The Committee recommended to upload the Evaluation Results on CBD Website and award the work after approval of Competent Authority.</p>															
	<table border="1"><thead><tr><th rowspan="2">Sr. No.</th><th rowspan="2">Item Description</th><th colspan="2">Firms</th></tr><tr><th>M/s Zameen Media Pvt</th><th>M/s Star Marketing Pvt. Ltd.</th></tr></thead><tbody><tr><td></td><td>Success Fees (%)</td><td>15%</td><td>13%</td></tr><tr><td></td><td>Remarks (Rank)</td><td>2</td><td>1</td></tr></tbody></table>	Sr. No.	Item Description	Firms		M/s Zameen Media Pvt	M/s Star Marketing Pvt. Ltd.		Success Fees (%)	15%	13%		Remarks (Rank)	2	1		
Sr. No.	Item Description			Firms													
		M/s Zameen Media Pvt	M/s Star Marketing Pvt. Ltd.														
	Success Fees (%)	15%	13%														
	Remarks (Rank)	2	1														

Director Finance, PCBDDA

Director Business Development, PCBDDA

Director Procurement, PCBDDA