

Technical Evaluation sheet of Firms for Event Management, Communications and Marketing For the Climaventures Roadshow (RQ-2376)

Evaluation Criteria	Max Score	Ravaile Communications Score	Optimise Digital Score	Marcom Score	Blimp digital marketing and PR Score
Score	100	38.00	60.67	65.67	77.00
Remarks		Disqualified Technically	Qaulified Technically	Qaulified Technically	Qaulified Technically

Note: Minimum score required to qualify technically is 60



National Rural Support Programme

DATE: Monday, January 5, 2026

Financial Evaluation Sheet of Firms for Event Management, Communications and Marketing For the Climaventures Roadshow (RQ-2376)

SUPPLIERS NAME			BLIMP DIGITAL MARKETING & PR		MARCOS PRIVATE LIMITED		OPTIMIZE DIGITAL	
Sr#	Description	Qty	Unit Price	Total Price	Unit Price	Total Price	Unit Price	Total Price
1	EVENT MANAGEMENT	1	11,774,400	11,774,400	10,115,000	10,115,000	9,591,000	9,591,000
2	REUSEABLE BRANDNG MATERIALS	1	1,050,000	1,050,000	850,000	850,000	1,412,500	1,412,500
3	MARKETING & COMMS	1	2,175,000	2,175,000	4,035,000	4,035,000	4,000,000	4,000,000
Grand Total			14,999,400		15,000,000		15,003,500	
BUDGET			15,000,000		15,000,000		15,000,000	
TAXES			Included		Included		Included	
TECHNICAL EVALUATION MARKS			77.00		65.67		60.67	
REMARKS			Accepted		Accepted		Rejected (Above the Budget)	

Recommendations

- Four Firms Participated in RFP, 1 out of 4 Firms did not qualified in technical evaluation.
- 3 Firms qualified technically & their Financial Proposals were opened & 1 Firm Financial Proposal Rejected as quoted cost is above the budget.
- Recommended to award **Event Management, Communications and Marketing For the Climaventures Roadshow** to **M/s BLIMP DIGITAL MARKETING & PR** as per terms of RFP, highest ranked technically and financial proposal within budget.