

TENDER No. 005/2023 : FOR SELECTION OF BRAND STRATEGY AND DESIGN AGENCY FOR THE ALL INDIA FOOTBALL FEDERATION (AIFF)



The following bids were received in relation to the above mentioned tender and herewith opened on this 5th day of April 2023:

#	Applicants	Sum Total (C)*	Monthly Charges (A)	One-time fees (fixed) (B)	Comments
1	SE Transtadia Pvt. Ltd.	41, 00, 000 (Indian Rupees Forty One Lakhs)	1, 50, 000 (Indian Rupees One Lakhs Fifty Thousand Only)	5, 00, 000 (Indian Rupees Five Lakhs Only)	L1
2	Meraki Sport & Entertainment Pvt. Ltd.	53, 00, 000 (Indian Rupees Fifty Three Lakhs Only)	2, 00, 000 (Indian Rupees Two Lakhs Only)	5, 00, 000 (Indian Rupees Five Lakhs Only)	L2
3	True North Design Pty Ltd.	1, 59, 29, 000 (Indian Rupees One Crore Fifty Nine Lakhs Twenty Nine Thousand Only)			Technically disqualified.

4	Christopher Pyne	6, 58, 616 (Rupees Six Lakhs Fifty Eight Thousand Six Hundred Sixteen Only)			Technically disqualified.
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Note: Formula for (C) is $(A) \times 24 + (B)$

In the above circumstances, SE Transtadia Pvt. Ltd., is the L1 bidder.