



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Corporate Communications - Central Office, Yogakshema, Jeevan Bima Marg,
P.B. No. 19953, Mumbai - 400021.

Date: 14.08.2023

CO/CC/RFP/2023

Result of Eligibility and Technical Bid Evaluation - Stage I

Re: RFP floated on 13th June 2023 for empanelment of Creative / Media / Digital Agency -
Declaration of result of eligibility and Technical Bid Evaluation - Stage I

The following bidders are declared successful in the Eligibility and Technical Evaluation Stage - I for the RFP floated on 13th June 2023 for empanelment of Creative / Media / Digital Agency as mentioned in the respective categories:

Rank	Category		
	Creative Agency	Media Agency	Digital Agency
1	DDB Mudra Max Pvt. Ltd	FCB ULKA Advt. Pvt Ltd	R K SWAMY Pvt Ltd
2	R K SWAMY Pvt Ltd	Prachar Communications Pvt Ltd	22 Feet Tribal Worldwide Pvt Ltd.
3	Concept Communications Ltd.	DDB Mudra Max Pvt. Ltd	Goldmine Advertising Limited
4	Crayons Advertising Ltd.	R K SWAMY Pvt Ltd	Crayons Advertising Ltd.
5	Prachar Communications Pvt Ltd	Concept Communications Ltd	Auburn Digital Solutions Pvt. Ltd
6	<i>Not Applicable</i>	Laqshya Media Ltd	Prachar Communications Pvt Ltd
7	<i>Not Applicable</i>	<i>Not Applicable</i>	ANJ Creations Pvt. Ltd.
8	<i>Not Applicable</i>	<i>Not Applicable</i>	Concept Communications Ltd

The dates for Office Inspection & Pitch Presentation shall be intimated to the above-mentioned successful bidders by email.


Chief (CC) / Convener

