31.10.2019

Selection of Marketing Agencies for Kerala IT- Empanelled Agencies.

On 22\textsuperscript{nd} October 2019 held the presentation by all the shortlisted agencies against the categories in front of the screening committee at Park Centre, Technopark Campus, Trivandrum. The presentation happened as per the schedule which was informed to all the shortlisted 20 Agencies on 15\textsuperscript{th} October 2019 through email and followed by telecon intimation to all on the same day itself. Out of 20 agencies, 16 agencies were present for the presentation and 4 agencies were absent.

Category wise evaluation was done based on parameters in each category which was upfront communicated to shortlisted agencies for presentation. Screening Committee has shortlisted the following agencies for empanelment during the period from 1\textsuperscript{st} Nov 2019 to 30\textsuperscript{th} September 2021.

Agencies in each category are as follows:

(1) Category 1 (Press Releases)
- Concept Public Relations India Private Limited
- Maitri Advertising Works Private Limited
- MD Niche Media Consultants

(2) Category 2 (Social Media/ Online Marketing)
- Analyse Digital
- Maitri Advertising Works Private Limited
- Stark Communication

(3) Category 3 (Advertising)
- Maitri Advertising Works Private Limited
- Media Mate Advertising India Private Limited
- Stark Communication

(4) Category 4 (Event Management)
- D Ads
- Maitri Advertising Works Private Limited
- Stark Communication

Congratulations to the Empanelled Agencies for Kerala IT for the period from Nov 2019 to September 2021.

Selection of Marketing Agencies for Kerala IT- Empanelled Agencies
Thank you to all the agencies for your participation who could not make it through this time. Look forward to associate with you in future.

Please Note: In Category 1 & Category 2, we look forward to associate with the empanelled agencies on a half yearly retainer fee basis. In Category 3, the association would be specific to the advertisement work and in Category 4, the selection from the empanelled agencies will be done through ‘Quality & Cost Based Selection’ specific to the event.

Sincerely,

Sasi Pilacheri Meethal
Chief Executive Officer