

ETPK/BD/2016-17/Empanelment/1

Technopark  
29.03.2017

**NOTE**

**Selection of Marketing / Advertising Agencies for Kerala IT- Empanelled Agencies.**

On 28<sup>th</sup> March 2017, the presentation for all the shortlisted agencies in all the four categories was done 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 22 Agencies on 24<sup>th</sup> March 2017 through email and vide telecon invitation to all on the same day itself. Out of 22 agencies, 20 agencies were present for the presentation and 2 agencies (viz, Jelitta & Ad factories) were absent.

Category wise evaluation was done based on respective parameters in each category which was upfront informed to all the agencies vide the acceptance letter from Technopark to all these agencies inviting for the presentation. Based on the parameters, the Screening Committee has tabulated the cumulative scores and the agencies were ranked accordingly in each category.

The top ranked agencies in each category is listed as follows:-

(1) **Category 1 (Press Releases)**  
MD Niche Media Consultants  
Thought Factory.

(2) **Category 2 (Social Media/ Online Marketing)**  
Disha Communications Private Limited  
Every Media Technologies Private Limited.

Congratulations to all the Empanelled Agencies for Kerala IT for the period of two financial years (2017-18 & 2018-19) & further extendable for another two years based on review.

For Category 3a and 3b, the selected agencies will be listed shortly. Thank you to all the agencies for your participation who could not make through this time. Look forward to associate with you in future.

Yours Sincerely,



Hrishikesh R. Nair  
Chief Executive Officer

