



F. No. 1/MMCA-IEC/FSSAI-2017-18
Food Safety and Standards Authority of India
(A Statutory Authority established under the Food Safety and Standards Act, 2006)
FDA Bhawan, Kotla Road, New Delhi – 110002

fssai

Dated, the 28th September, 2018

ANNOUNCEMENT

Subject- Multi-Media Creative Agencies for Food Safety and Standards Authority of India - regarding

The Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare, GoI, had requested for EOI No.1/MMCA- IEC/FSSAI-2017-18 dated 28.03.2018 for preparation of a panel of multi-media creative agencies for FSSAI. Vide announcement of even number dated 23rd May, 2018, 8 agencies were empanelled with FSSAI. Further, as per para 2.4 of EOI, the Empanelment Committee (EC) evaluated fresh bids received in response to EOI. As per the recommendation of the EC, the following agencies are being empanelled with the FSSAI for a period of two years as per the terms of EOI;

- I. M/s Bullseye Media Pvt. Ltd.
- II. M/s McCann Health (Division of McCann Erickson India Pvt. Ltd.)
- III. M/s Pine Tree Pictures Pvt. Ltd.

2. The scope of work and other conditions for this empanelment would be the same as prescribed in the above EOI.
3. This issues with the approval of the Chief Executive Officer, FSSAI.

(Malika Taneja)
Assistant Director (IEC)