

Consultancy no: PMU/Cons-F/043

Name of the Consultancy: A study on 'Demand of Milk and Milk Products in India' under NDP-I.

Brief Summary of Scope of Contract: To estimate the current demand of milk and milk products at the State/ UT level and also at the country level for both rural and urban areas separately. Additionally, to estimate the current demand of milk and milk products for million plus cities and UAs (Urban Agglomerations as defined by the Census of India) (as per 2018) exclusively in the country. To forecast the demand for milk and milk products at the State/ UT level and also at the country level till 2030. The forecast demand of milk and milk products should be provided separately for rural and urban areas. Similarly, the same will be carried out separately for the million plus cities and UAs.

Name & address of the Client: Project Management Unit, National Dairy Plan I (National Dairy Support Project), National Dairy Development Board, Anand- 388 001, Gujarat.

Awarded to M/s Nielsen India Pvt. Ltd., 7th Floor, 404-405, ILAB Info Technology Centre, Near Radisson, Udyog Vihar, Phase-III, Gurugram- 122 016, Haryana.

Price of Contract: Rs 4,21,54,104.00 (Indian Rupees Four Crore Twenty One Lakhs Fifty Four Thousand One Hundred and Four only) inclusive of GST.

Duration: 9 Months

Details of Proposals received:

Serial No	Name of Consultants Who submitted the Proposals	Technical points assigned	Evaluated prices of each Consultant (Rs.) inclusive of GST	Final Point ranking of the consultants
1	M/s Nielsen India Pvt. Ltd., Gurugram	77.00	4,21,54,104.00	82.75
2	Delotte Touche Tohmatsu India LLP, Kolkata	62.70	-	-
3	KPMG Advisory Services Private Limited, Gurugram	60.00	-	-

Any consultant who wishes to ascertain the grounds on which its proposal was not selected, should request an explanation from the client.