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26 November 2026

Al-Arafah Islami Bank PLC | aib

Head Office
63, Purana Paltan
Al-Arafah Tower, Dhaka-1000

TENDER NOTICE

Sealed applications comprising Technical and Financial Proposals are hereby invited from reputed and eligible firms for enlistment as vendors under the Brand Communication & Marketing Division (BCMD) of Al-Arafah Islami Bank PLC for the year 2027-2028 in the following service categories:

1. Brand Development and Design House
2. Media Buying House
3. Digital and Social Media House
4. Media Monitoring Agency
5. Photography and Videography
6. Court and Administrative Advertisement
7. Content Production House
8. Event and Activation House
9. Outdoor and Branding House
10. PR Agency

The RFQ document will be available on the Bank's official website (**www.aibl.com.bd**) or by scanning the QR code provided below. Interested firms are requested to submit their proposals by 03:00 P.M. on 08/12/2026. The tender box will be opened at 03:30 P.M. on the same day at the Bank's Head Office.

The Bank Authority reserves the right to accept or reject any or all tenders in part or full without assigning any reason whatsoever.

Executive Vice President
Brand Communication &
Marketing Division

Scan For RFQ Details

Brand Communication & Marketing Division (BCMD)
Head Office, Al-Arafah Tower
63, Purana Paltan, (7th floor), Dhaka-1000

REQUEST FOR QUOTATION (RFQ)
ENLISTMENT OF VENDORS FOR THE YEAR 2027-2028

RFQ REF NO: 695 DATE: 25/11/2026

The information provided by the bidders in response to this Request for Quotation (RFQ) will become the property of Al-Arafah Islami Bank PLC and will not be returned. Only the bonafide firms having long business track record and having adequate support experts will be qualified for this bidding. The Bank reserves the right to amend, rescind or reissue this RFQ. The Bank also reserves its right to accept or reject any application partially or fully, or all responses to this RFQ, without assigning any reason whatsoever.

REQUEST FOR QUOTATION

Sealed applications are hereby requested from reputed and authentic firms for enlistment as vendors under the Brand Communication & Marketing Division (BCMD) of Al-Arafah Islami Bank PLC for the year 2027-2028 in the service categories listed below. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period.

The offers will be received up to 03.00 pm on 08/12/2026 and the tender box will be opened at 03.30 pm on the same day.

The Bank authority reserves the right to accept or reject any or all RFPs in part or full without assigning any reason whatsoever.

Service categories for enlistment

Sl.	Category of Service
1	Brand Development and Design House
2	Media Buying House
3	Digital and social media House
4	Media Monitoring Agency
5	Photography and Videography
6	Court and Administrative Advertisement
7	Content Production House
8	Event and Activation House
9	Outdoor and Branding House
10	PR Agency

Executive Vice President
Brand Communication & Marketing Division
Al-Arafah Islami Bank PLC

Activity	Description
Queries, if any, to be communicated by the bidders	Md. Mostafa Kamal, FAVP (01515613023) Md. Ismail, SEO (01813970660)
Collection of RFQ document / schedule	Bank's official website (www.aibl.com.bd) and official Facebook page (https://www.facebook.com/aibl.com.bd/)
Last date for receipt of offers	08/12/2026, 03.00 PM
Address for Submission of Bid	Executive Vice President Brand Communication & Marketing Division Al-Arafah Islami Bank PLC Head Office, Al-Arafah Tower (Level-7) 63, Purana Paltan, Dhaka-1000
Enlistment Period	2027-2028
E-mail ID	bcmd@aibl.com.bd

Note: Bids will be opened in presence of the bidders' representatives who choose to attend. In case the specified date of submission and opening of Bids is declared a holiday for the Bank, the bids will be received up to the specified time on the next working day and will be opened at the same time as mentioned above.

Instructions to Bidders

1. Introduction

Al-Arafah Islami Bank PLC is a scheduled Islami Shariah based private commercial bank performing its banking operations through its 226 branches located in major cities of the country.

The Brand Communication & Marketing Division (BCMD), Head Office, invites Request for Quotation (RFQ) from bidders having proven past experience and competence in the relevant field for enlistment as vendors for the year 2027-2028 in the service categories listed on the notice page. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period. Enlistment does not guarantee any work order or minimum volume of business.

A bidder may apply for one or more categories and must submit a separate application (Technical Bid and Financial Bid) for each category. The terms "bidder" and "applicant" are used interchangeably in this document.

2. Eligible bidder

The bidder shall have the legal capacity to enter into the contract. The detailed minimum criteria are given in Annexure-1.

The bidder should not have been blacklisted by any Govt./Govt. Agency/Bank(s)/Financial Institution(s)/organization in Bangladesh in the past. The bidder has to submit an undertaking to this effect on their Company's Letter Head Pad.

The bidder must comply with all the mentioned criteria. Non-compliance with any of the criteria will entail rejection of the offer summarily. Al-Arafah Islami Bank PLC reserves the right to verify/evaluate the claims, and any decision of the Bank in this regard shall be final, conclusive and binding upon the bidder.

3. Scope of services

The scope of services, technical specifications, evaluation criteria and the format of the financial offer for each category are given in Part B (Category 1 to Category 10) of this document.

4. Cost of bidding

The bidder shall bear all the costs associated with the preparation and submission of its bid, and Al-Arafah Islami Bank PLC will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

5. Bidding document

The bidder is expected to examine all instructions, forms, terms and conditions and technical specifications in the Bidding Documents. Failure to furnish all information required by the Bidding Documents, or submission of a bid not substantially responsive to the Bidding Documents in every respect, will be at the bidder's risk and may result in the rejection of its bid without any further reference to the bidder.

6. Amendment of bidding documents

At any time prior to the deadline for submission of bids, the Bank may, for any reason, modify the Bidding Documents by amendments at its sole discretion. Amendments will be notified in writing to all prospective bidders who have received the Bidding Documents and will be binding on them. For this purpose, bidders must provide mailing address and e-mail address on the cover (envelope) of the bid. To provide prospective bidders reasonable time to take the amendment into account in preparing their bids, the Bank may, at its discretion, extend the deadline for submission of bids.

7. Period of validity

Bids shall remain valid for 180 days after the date of bid opening prescribed by the Bank. A bid valid for a shorter period shall be rejected by the Bank as non-responsive. Quoted rates must remain valid for the full period of enlistment (2027-2028) unless otherwise agreed in writing.

8. Bid currency

Prices shall be expressed in Bangladeshi Taka (BDT).

9. Bidding process

A single-stage bidding process will be followed. The bidder must submit one proposal in one sealed envelope, consisting of two parts: (1) Technical Part and (2) Financial Part. The envelope must be superscribed:

"Application for Enlistment 2027-2028 – [Category] – Technical & Financial Proposal".

The Technical Part will contain the bidder's information (Annexure-2), the RFQ Submission Sheet (Annexure-3), and the pre-requisite and category-specific documents. The Financial Part will contain the rate sheet in the format given in the category section. For categories where no rate sheet is required, only the Technical Part is to be submitted.

Both parts will be opened and evaluated together. Bidders who do not meet the technical requirements will not be enlisted, regardless of the rates quoted.

The proposal shall be typed or written in indelible ink and signed by the bidder or a duly authorized person, with a written power of attorney attached. All pages, except un-amended printed literature, shall be signed. No interlineations, erasures or overwriting are allowed except to correct errors, and any correction must be signed.

10. Submission of bids

The bidders shall duly seal each envelope with a seal. The bid should be addressed to the Bank at the following address and reach on or before the date and time mentioned in the Bid Details. The Bank will not be responsible for any postal delay.

Executive Vice President
Brand Communication & Marketing Division
Al-Arafah Islami Bank PLC
Head Office, Al-Arafah Tower (Level-7)
63, Purana Paltan, Dhaka-1000

11. Deadline for submission of bids

Bids must be received by the Bank at the address specified above not later than the date and time specified in the Bid Details. In the event of the specified date for submission of bids being declared a holiday for the Bank, the bids will be received up to the appointed time on the next working day.
The Bank may, at its discretion, extend this deadline for submission of bids by amending the Bidding Documents in accordance with clause 6, in which case all rights and obligations of the Bank and bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

12. Late bids

Any bid received by the Bank after the deadline for submission of bids will be rejected.

13. Modifications and/or withdrawal of bids

Bids once submitted will be treated as final and no further correspondence will be entertained on this. No bid will be modified after the deadline for submission of bids. No bidder shall be allowed to withdraw the bid after the deadline for submission of bids.

14. Pre-requisite documents

The following documents are to be submitted with the Technical Bid of every category. Category-specific documents are listed in the respective category section of Part B.

a. Valid trade license (updated for current year);
b. TIN certificate and latest income tax return acknowledgement;
c. VAT registration (BIN) certificate;
d. Certificate of incorporation / partnership deed / proprietorship documents, as applicable;
e. Bank solvency certificate or bank statement of the last 2 years;
f. List of major clients with contact details for reference;
g. Undertaking on the company's letter head pad that the bidder has not been blacklisted by any organization;
h. Authorization of document signatory.

15. Clarifications of bids

To assist in the examination, evaluation and comparison of bids, the Bank may, at its discretion, ask the bidder for clarification and response in writing, and no change in the price or substance of the bid shall be sought, offered or permitted.

16. Preliminary examination

The Bank will examine the bids to determine whether papers/documents are complete, whether any computational errors have been made, whether required information has been provided as mentioned in the bid document, whether the documents have been properly signed, and whether bids are generally in order. A bid determined as not substantially responsive will be rejected by the Bank. The Bank may at its sole discretion waive any minor informality, non-conformity or irregularity in a bid, without any reference to the bidder.

17. Contacting the Bank

Any effort by a bidder to influence the Bank in the Bank's bid evaluation, bid comparison or enlistment decision may result in the rejection of the bidder's bid. The Bank's decision will be final and without prejudice and will be binding on all parties.

18. Bank's right to accept or reject any bid or all bids

The Bank reserves the right to accept or reject any bid, and to cancel the bidding process and reject all bids at any time prior to enlistment, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for the Bank's action.

19. Governing law and disputes

All disputes or differences whatsoever arising between the parties out of or in relation to the construction, meaning and operation or effect of these Tender Documents or breach thereof shall be settled amicably. If, however, the parties are not able to solve the dispute (if any) amicably, the same shall be settled by arbitration in accordance with the applicable laws, and the award made in pursuance thereof shall be binding on the parties. The Arbitrator/Arbitrators shall give a reasoned award. The vendor shall continue work under any work order during the arbitration proceedings unless otherwise directed in writing by the Bank or unless the matter is such that the work cannot possibly be continued until the decision of the arbitrator or the umpire, as the case may be, is obtained.

This RFQ and any resulting work orders shall be governed by and interpreted in accordance with the laws of the People's Republic of Bangladesh.

20. Use of documents and information

The bidders shall not, without the Bank's prior written consent, make use of any document or information provided by the Bank in the Bid Document or otherwise, except for the purpose of performing work for the Bank. All information shared by the Bank in connection with this RFQ is confidential.

21. Delays in the vendor's performance

Performance of the services shall be made by the vendor in accordance with the time schedule specified by the Bank in each work order. Any delay in performing the obligation by the vendor may result in imposition of liquidated damages and/or removal from the enlisted vendor panel for default.

22. Cancellation of tender process

Al-Arafah Islami Bank PLC reserves the right to cancel the tender process partly or fully at its sole discretion at any stage without assigning any reason to any of the participating bidders.

23. Publicity

Any publicity by the bidder in which the name of Al-Arafah Islami Bank PLC is to be used should be done only with the explicit written permission of Al-Arafah Islami Bank PLC.

24. Force majeure

The vendor shall not be liable for liquidated damages or removal from the panel for default if, and to the extent that, its delay in performance or other failure to perform its obligations is the result of an event of Force Majeure.

For purposes of this clause, "Force Majeure" means an event or situation beyond the control of the vendor that is not foreseeable, is unavoidable, and its origin is not due to negligence or lack of care on the part of the vendor. Such events may include, but are not limited to, acts of the Bank in its sovereign capacity, wars or revolutions, fires, floods, epidemics and quarantine restrictions.

If a Force Majeure situation arises, the vendor shall promptly notify the Bank in writing of such condition and the cause thereof. Unless otherwise directed by the Bank in writing, the vendor shall continue to perform its obligations as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

Terms and Conditions

1. Enlistment and work orders
Enlistment is for the year 2027-2028 and does not guarantee any work order or minimum volume of business. Enlisted vendors will be requested to submit quotation for each individual work as and when required.

2. Acceptance of order
The vendor shall give written acceptance within 10 working days from the date of the work order. If the same is not accepted within that period, the Bank has the right to cancel the order.

3. Taxes
The quoted prices are inclusive of all taxes, VAT, AIT, statutory levies etc. No other charges are payable by the Bank.

4. Payment
All payments to the vendor shall be made in Bangladesh Taka through Payment Order. Interest shall not be applicable for delayed payment, if any.

5. Validity of rates
Rates must remain valid for the full period of enlistment (2027-2028) unless otherwise agreed in writing. The vendor will pass on to the Bank the benefit of any discounts announced during any period in respect of orders placed during that period.

6. Incomplete and late applications
Applications received after the deadline or without the required documents may not be considered.

7. Verification
The Bank may verify any information given and may disqualify an applicant for false or misleading information.

8. Right of the Bank
The Bank reserves the right to accept or reject any or all applications, or to cancel this RFQ, without assigning any reason.

9. Independent Status of Vendor
The enlisted vendor shall act solely as an independent contractor. Nothing in this RFQ or any resulting work order creates any ownership, management, employment, agency, partnership, joint venture, or fiduciary relationship between the Bank and the vendor or their respective directors, officers, employees, or representatives.

10. RFQ Forms

PRE-QUALIFICATION CRITERIA FOR VENDORS	**Annexure-1**
Bidder Information	**Annexure-2**
RFQ Submission Sheet	**Annexure-3**
Technical Specification and Financial Offer (category-wise)	**Part B**

Annexure-1: Pre-qualification Criteria for Vendors

The minimum essential qualification criteria for the bidders are as under (to be submitted with the Technical Bid):

a. The bidder must be a legally registered firm / company in Bangladesh with a valid trade license.
b. The bidder must have relevant experience in the category applied for, preferably with banks, financial institutions or reputed corporate clients.
c. The bidder must not have been blacklisted by any organization (undertaking on the company's letter head pad to be submitted).
d. The bidder must submit the pre-requisite documents listed in clause 14 of the Instructions to Bidders and the category-specific documents listed in Part B.

Note: Please attach documentary proofs in support of the above eligibility criteria.

Please note that all the details / information supporting the minimum essential qualification, to be provided along with the Technical Bid, will be the responsibility of the bidder only. Any information submitted after the due date will not be entertained. Any delay in submission of required information, or any false information / claim provided with respect to the minimum essential qualification criteria, will be at the full risk of the bidder only and, if found, WILL LEAD TO DIS-QUALIFICATION OF THE BID.

Annexure-2: Bidder Information

Please provide the following information about the company (attach a separate sheet if required).

S.N.	Information	Particulars / Response
1	Company Name	
2	Date of Incorporation	
3	Company Central Office / Registered Office and Addresses	
4	Contact Person(s), Phone, E-mail, Website	
5	Trade License No. and validity	
6	TIN and BIN	
7	Ownership structure – who are the major shareholders / proprietor (indicate percentage holding)	
8	Name & contact of Operation Head	
9	Please mention turnover for recent years	
10	Is the company a division or subsidiary of another entity?	
11	Define business focus of the company	
12	What is the banking / financial-sector experience of your company?	
13	Number of employees and key team members (attach CVs / profile)	
14	Branch / office locations (number and locations)	
15	Category(ies) applied for	

Signature and Seal of Bidder

Annexure-3: RFQ Submission Sheet

RFQ Reference #: [Ref. No.]	**Date: ……**
Executive Vice President Al-Arafah Islami Bank PLC Brand Communication & Marketing Division Head Office, Al-Arafah Tower (Level-7) 63, Purana Paltan, Dhaka-1000	

We, the undersigned, offer to supply, in conformity with the RFQ Document, the following services:
Name of the Category / Service: _____
We submit our Bid Document herewith.
We understand that:

- You are not bound to accept the lowest or any bid received by you, and you may reject all or any bid.
- If our bid is accepted, we undertake to enlist as a vendor of the Bank for the year 2027-2028 and to execute, at our cost, work orders placed upon us in accordance with the terms of this RFQ.
- The Bank does not guarantee any work order or minimum volume of business by virtue of enlistment.
- You may accept or entrust the entire work to one vendor or divide the work among more than one vendor without assigning any reason or giving any explanation whatsoever.
- Vendor means the bidder who is decided and declared so after examination of the bids.
- Our quoted rates shall remain valid for the full period of enlistment (2027-2028).
- We declare that we are a Bangladeshi national and that the goods and related services will be supplied from eligible countries. We also declare that neither the Government of Bangladesh nor any private organization has declared us, for any part of the work, ineligible on charges of engaging in corrupt, fraudulent, collusive or coercive practices.

Signed

In the capacity of

Duly authorized to sign the RFQ on behalf of the Vendor

Date & Seal

Part B: Category-wise Requirements

This part contains, for each category, the scope of services (technical specification), category-specific documents, evaluation criteria and the format of the financial offer. Each category section should be read together with Part A (Instructions to Bidders, Terms and Conditions and Annexures).

Category 1: Brand Development and Design House

Al-Arafah Islami Bank PLC (AIB PLC) invites qualified agencies to submit separate technical and financial proposals for the 2027–2028 enlistment period. The assignment covers brand strategy, creative design and the execution of an approved engagement pilot.

Assignment objectives

Strengthen AIB PLC's position as a modern, reliable, Shariah-compliant bank and help it become a preferred financial services provider. The selected agency will be expected to:

- Clarify the Bank's positioning and develop consistent messaging and design across customer, employee and public touchpoints.
- Strengthen the Bank's reputation by showing how it creates value for customers, shareholders and employees.
- Identify public relations opportunities that highlight the Bank's services, regional reach and contribution to communities.
- Improve internal and external communication through clearer messaging, relevant channels and practical engagement processes.
- Develop a brand framework and tools that the Bank's teams can use to manage and develop the brand over time.
- Test the proposed brand approach through an engagement pilot and use the results to guide wider rollout.

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

Bank goals to reflect in the proposal

Explain how your proposal supports the following Bank goals where relevant to the assignment.

- Become a preferred financial services provider and increase the value it delivers to customers, shareholders and employees.
- Attract, develop, reward and retain skilled employees who deliver high-quality customer service.
- Use modern technology and consistent policies and procedures to make banking services faster, more accurate and more efficient while managing risk.
- Foster a culture of ownership, innovation and continuous improvement.
- Strengthen the Bank's regional presence by expanding access to its products and services.

Part A Technical Proposal

Describe your proposed methodology, deliverables and quantities, project team and timeline. Identify assumptions, dependencies and any departures from the scope below.

Scope of work

A1 Brand discovery and audit. Review existing research, communication and branch touchpoints. Interview stakeholders, assess competitors and map the customer journey. Report findings and priorities.

A2 Brand strategy. Define audiences, positioning, value proposition, brand promise, pillars and supporting proof points. Develop Bangla and English messaging and recommend how products and services relate to the corporate brand. Present the strategy in an approval workshop.

A3 Creative platform and design. Present two creative routes and develop one approved route into visual and verbal guidelines, a brand playbook and editable templates for branch, digital and internal communications. Flag proposed core identity changes for separate approval.

A4 Creative and advertising support. Provide day-to-day consultancy, campaign concepts, copywriting, scripts, translation, artwork, photography and art direction. Develop press, TV, radio, digital and web materials, including animation where appropriate. Design point-of-sale and exhibition materials. Manage approved audiovisual production and subcontractors where needed.

A5 Digital communications and PR. Propose a digital communication strategy, PR support and media plans across relevant channels. Monitor competitor advertising and benchmark the Bank's media coverage. Include pre- and post-campaign evaluation.

A6 Engagement planning and pilot. Plan customer and employee engagement, including audiences, channels, content calendar, approvals, measurement and a pilot run sheet. Produce approved pilot assets within scope, coordinate staffing and logistics, execute the pilot and report participation, results and proof of delivery.

AIB PLC will handle media buying, media bookings and printing, including large-format printing. The agency's scope includes design and production-ready files. Agencies may quote for audiovisual production and pilot execution within their proposed scope.

Agency information and documents

Submit an agency profile and a portfolio of at least five recent creative works covering print, digital and outdoor media. Include profiles of the proposed creative team, including the creative director, art director and designers, and identify any subcontractors or conflicts of interest.

Confidentiality and delivery conditions

Use Bank information only to prepare your proposal or carry out the approved assignment. Limit access to personnel who need it. Obtain written approval before sharing confidential information with subcontractors,

using customer data or publishing Bank materials, except where disclosure is required by law. AIB PLC may require a confidentiality agreement before sharing sensitive information.

Comply with applicable laws and follow the Bank's approval process for public materials. State the proposed usage rights for commissioned work, the editable files to be handed over and any third-party license restrictions. Final terms will be recorded in the written agreement or work order.

Part B Financial Proposal

Submit your quotation in BDT using your own pricing format. Base your fee on the approach, resources and services you consider necessary to deliver the work proposed in Part A.

State your total proposed fee, applicable VAT or taxes, payment terms and quotation validity. Explain any assumptions or exclusions that affect delivery and identify any optional services and their fees separately.

Submission instructions

Submit Part A and Part B separately in sealed envelopes by the submission deadline. Label each envelope with the RFQ reference, agency name and proposal title. Include all pricing in Part B. An authorized representative must sign both proposals.

Delivery address Brand Communications & Marketing Division, Al-Arafah Tower (Level 7), 63 Purana Paltan, Dhaka 1000, as stated in Clause 10 of the accompanying Instructions to Bidders.

Send clarification questions in writing to the procurement contact by the clarification deadline.

Evaluation and agency selection

1. **Submission**. Agencies submit separate technical and financial proposals by the deadline.
2. **Review and shortlisting.** AIB PLC reviews eligibility and completeness, then considers the proposed approach, experience, team, ability to deliver and fees in relation to the proposed scope. If AIB PLC identifies suitable agencies, it will shortlist them for presentation.
3. **Presentation**. Shortlisted agencies present their proposals and answer questions about their approach, deliverables, timeline and quotation.
4. **Final selection.** After the presentations, AIB PLC selects the agency based on technical suitability, the presentation and value for money, subject to internal approval. Work begins after AIB PLC issues a written agreement or work order.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization
Authorized signature _____
Name and designation _____
Date and company seal _____

Category 2: Media Buying House

Al-Arafah Islami Bank PLC (AIB PLC) invites qualified agencies to submit separate technical and financial proposals for the 2027–2028 enlistment period. The assignment covers media planning, buying, placement verification and campaign reconciliation.

Assignment objectives

The selected agency will support AIB PLC's position as a modern, reliable, Shariah-compliant bank through the following objectives.

- Translate campaign objectives into media plans that reach the Bank's priority audiences within approved budgets.
- Secure suitable placements on clear commercial terms and document delivery against approved bookings.
- Use campaign delivery and audience data to improve future media plans.

Bank goals to reflect in the proposal

Explain how your proposal supports the following Bank goals where relevant to the assignment.

- Become a preferred financial services provider and increase the value it delivers to customers, shareholders and employees.
- Attract, develop, reward and retain skilled employees who deliver high-quality customer service.
- Use modern technology and consistent policies and procedures to make banking services faster, more accurate and more efficient while managing risk.
- Foster a culture of ownership, innovation and continuous improvement.
- Strengthen the Bank's regional presence by expanding access to its products and services.
- Increase the Bank's contribution to society and protect the environment as it creates economic value.

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

Part A Technical Proposal

Describe your proposed methodology, deliverables and quantities, project team and timeline. Identify assumptions, dependencies and any departures from the scope below.

Scope of work

A1 Media planning. Recommend channel and placement mix, audience and geographic coverage, schedules and estimated reach or frequency where reliable data are available.

A2 Negotiation and approvals. Obtain quotations and negotiate rates, positions, bonuses and cancellation terms. Submit plans and cost estimates for written approval before booking.

A3 Booking and coordination. Book approved print, TV, radio, outdoor or other agreed placements. Coordinate material specifications, delivery deadlines and publisher or broadcaster confirmations.

A4 Verification and reconciliation. Provide release orders, proof of publication or airing, and invoice reconciliation. Flag missed or incorrect placements and arrange approved replacements or credits.

A5 Campaign reporting. Report booked versus delivered placements and spend, explain variances and recommend improvements. Coordinate any approved digital inventory with the Bank's digital agency.

Agency information and documents

Submit an agency profile and at least five recent media planning or buying examples. Include a sample plan, placement verification and reconciliation report, the proposed account team, and any subcontractors or publisher relationships that may affect the assignment.

Confidentiality and delivery conditions

Use Bank information only to prepare your proposal or carry out the approved assignment. Limit access to personnel who need it. Obtain written approval before sharing confidential information with subcontractors, using customer data or publishing Bank materials, except where disclosure is required by law. AIB PLC may require a confidentiality agreement before sharing sensitive information.

Comply with applicable laws and follow the Bank's approval process for public materials and commitments. Identify any third-party rights or restrictions relevant to the services and state what will be handed over. Final terms will be recorded in the written agreement or work order.

Part B Financial Proposal

Submit your quotation in BDT using your own pricing format. Base your fee on the approach, resources and services you consider necessary to deliver the work proposed in Part A.

State your total proposed fee, applicable VAT or taxes, payment terms and quotation validity. Explain any assumptions or exclusions that affect delivery and identify any optional services and their fees separately. Explain your remuneration model and distinguish agency fees, media costs and third-party charges. Disclose how discounts, commissions, rebates and bonus inventory are treated.

Submission instructions

Submit Part A and Part B separately in sealed envelopes by the submission deadline. Label each envelope with the RFQ reference, agency name and proposal title. Include all pricing in Part B. An authorized representative must sign both proposals.

Delivery address Brand Communications & Marketing Division, Al-Arafah Tower (Level 7), 63 Purana Paltan, Dhaka 1000, as stated in Clause 10 of the accompanying Instructions to Bidders.
Send clarification questions in writing to the procurement contact by the clarification deadline.

Evaluation and agency selection

1. **Submission.** Agencies submit separate technical and financial proposals by the deadline.
2. **Review and shortlisting.** AIB PLC reviews eligibility and completeness, then considers the proposed approach, experience, team, ability to deliver and fees in relation to the proposed scope. If AIB PLC identifies suitable agencies, it will shortlist them for presentation.
3. **Presentation.** Shortlisted agencies present their proposals and answer questions about their approach, deliverables, timeline and quotation.
4. **Final selection.** After the presentations, AIB PLC selects the agency based on technical suitability, the presentation and value for money, subject to internal approval. Work begins after AIB PLC issues a written agreement or work order.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____
Name and designation _____
Date and company seal _____

Category 3: Digital and Social Media House

Al-Arafah Islami Bank PLC (AIB PLC) invites qualified agencies to submit separate technical and financial proposals for the 2027–2028 enlistment period. The assignment covers digital communications, social media management and paid digital campaigns.

Assignment objectives

The selected agency will support AIB PLC's position as a modern, reliable, Shariah-compliant bank through the following objectives.

- Build an active and credible digital presence and grow relevant audiences through authentic engagement.
- Improve customer response and support measurable enquiries and digital service adoption.
- Use channel and campaign data to improve content, targeting and service communication.

Bank goals to reflect in the proposal

Explain how your proposal supports the following Bank goals where relevant to the assignment.

- Become a preferred financial services provider and increase the value it delivers to customers, shareholders and employees.
- Attract, develop, reward and retain skilled employees who deliver high-quality customer service.
- Use modern technology and consistent policies and procedures to make banking services faster, more accurate and more efficient while managing risk.
- Foster a culture of ownership, innovation and continuous improvement.
- Strengthen the Bank's regional presence by expanding access to its products and services.
- Increase the Bank's contribution to society and protect the environment as it creates economic value.

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

Part A Technical Proposal

Describe your proposed methodology, deliverables and quantities, project team and timeline. Identify assumptions, dependencies and any departures from the scope below.

Scope of work

A1 Strategy and planning. Audit existing channels and propose a platform strategy, audience priorities, publishing calendar and campaign plan covering relevant social, search, video and display channels.

A2 Content and channel management. Develop and adapt approved Bangla and English content, publish to Bank channels and coordinate agreed website content updates with the Bank's web team.

A3 Community management. Monitor comments and messages, respond using approved guidelines and escalate complaints, sensitive matters and reputational issues to designated Bank teams.

A4 Paid campaigns and leads. Plan and manage approved digital campaigns and lead generation. Define tracking, handover and reporting with the Bank. Keep accounts and campaign data under Bank control.

A5 Measurement and handover. Report reach, engagement, response performance and attributable enquiry or conversion outcomes where measurable. Document optimizations and hand over assets, reports and account access.

Agency information and documents

Submit an agency profile and at least five recent digital or social assignments. Include sample content, paid campaign results or reports, and profiles of the strategy, content, media, community management and analytics team. Disclose subcontractors and conflicts of interest.

Confidentiality and delivery conditions

Use Bank information only to prepare your proposal or carry out the approved assignment. Limit access to personnel who need it. Obtain written approval before sharing confidential information with subcontractors, using customer data or publishing Bank materials, except where disclosure is required by law. AIB PLC may require a confidentiality agreement before sharing sensitive information.

Comply with applicable laws and follow the Bank's approval process for public materials and commitments. Identify any third-party rights or restrictions relevant to the services and state what will be handed over. Final terms will be recorded in the written agreement or work order.

Part B Financial Proposal

Submit your quotation in BDT using your own pricing format. Base your fee on the approach, resources and services you consider necessary to deliver the work proposed in Part A.

State your total proposed fee, applicable VAT or taxes, payment terms and quotation validity. Explain any assumptions or exclusions that affect delivery and identify any optional services and their fees separately. Explain how you price ongoing channel management, campaign services and approved production. Distinguish your fees from platform media spend, tools and third-party costs.

Submission instructions

Submit Part A and Part B separately in sealed envelopes by the submission deadline. Label each envelope with the RFQ reference, agency name and proposal title. Include all pricing in Part B. An authorized representative must sign both proposals.

Delivery address Brand Communications & Marketing Division, Al-Arafah Tower (Level 7), 63 Purana Paltan, Dhaka 1000, as stated in Clause 10 of the accompanying Instructions to Bidders.
Send clarification questions in writing to the procurement contact by the clarification deadline.

Evaluation and agency selection

1. **Submission.** Agencies submit separate technical and financial proposals by the deadline.
2. **Review and shortlisting.** AIB PLC reviews eligibility and completeness, then considers the proposed approach, experience, team, ability to deliver and fees in relation to the proposed scope. If AIB PLC identifies suitable agencies, it will shortlist them for presentation.
3. **Presentation.** Shortlisted agencies present their proposals and answer questions about their approach, deliverables, timeline and quotation.
4. **Final selection.** After the presentations, AIB PLC selects the agency based on technical suitability, the presentation and value for money, subject to internal approval. Work begins after AIB PLC issues a written agreement or work order.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization
Authorized signature _____
Name and designation _____
Date and company seal _____

Category 4: Media Monitoring Agency

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

1. Introduction

Al-Arafah Islami Bank PLC invites applications from experienced and reputed firms for enlistment as a vendor for media monitoring services for the year 2027-2028. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period.

2. Scope of Services (Technical Specification)

The selected vendor is expected to provide the following services:

Sl.	Service / Item	Vendor response in details
1	Monitoring of print media	
2	Monitoring of broadcast media	
3	Monitoring of online media	
4	Monitoring of social media	
5	Sentiment analysis	
6	Issue alerts	
7	Periodic reporting	

3. Documents to be Submitted

In addition to the pre-requisite documents listed in clause 14 of the Instructions to Bidders, the following category-specific documents must be submitted with the Technical Bid:

- Description of monitoring tools / platforms and coverage (number of newspapers, TV channels, online portals, social platforms)
- Sample daily / monthly monitoring report with sentiment analysis
- Details of the monitoring team and working hours

4. Financial Offer (Quotation / Rate Sheet)

Applicants must provide their rates in the format below. Please add any other item relevant to your service. All rates are in BDT and must be inclusive of VAT and AIT.

Service Item	Unit	Rate (BDT)	Remarks
1. Print media monitoring 2. Broadcast (TV) monitoring 3. Online media monitoring 4. Social Media Sentiment Tracking and Analysis 5. Sentiment analysis 6. Real-Time Issue Detection & Crisis Alert Service 7. Periodic report (daily / weekly / monthly/as required) 8. Competitor News & Media Coverage Monitoring 9. PR Value Analysis / Advertising Value Equivalency (AVE) 10. Media Coverage Analytics & Trend Analysis 11. Software-Based Media Monitoring Dashboard 12. Comprehensive PR & Media Intelligence Report 13. Full Media Monitoring & Intelligence Package 14. Others (if any)	Per month		

5. Submission

Sealed applications with all required documents should be submitted to the address given in clause 10 of the Instructions to Bidders (Brand Communication & Marketing Division, Al-Arafah Tower (Level-7), 63, Purana Paltan, Dhaka-1000) by the last date of submission.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____

Name and designation _____

Date and company seal _____

Category 5: Photography and Videography

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

1. Introduction

Al-Arafah Islami Bank PLC invites applications from experienced and reputed firms for enlistment as a vendor for photography and videography services for the year 2027-2028. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period.

2. Scope of Services (Technical Specification)

The selected vendor is expected to provide the following services:

Sl.	Service / Item	Vendor response in details
1	Corporate photography	
2	Product photography	
3	Event photography	
4	Video coverage	
5	Documentation	

3. Documents to be Submitted

In addition to the pre-requisite documents listed in clause 14 of the Instructions to Bidders, the following category-specific documents must be submitted with the Technical Bid:

- Portfolio / showreel of recent photography and video work
- List of cameras, lenses, lighting and other equipment
- Details of photographers, videographers and editors

4. Financial Offer (Quotation / Rate Sheet)

Applicants must provide their rates in the format below. Please add any other item relevant to your service. All rates are in BDT and must be inclusive of VAT and AIT.

Sl	Service Item	Type	Rate (BDT)	Remarks
1	Photography: Opening/Inauguration Ceremony	Inside Dhaka		
		Outside Dhaka		
2	Photography: Daylong Conference / Program	Inside Dhaka		
		Outside Dhaka		

3	Photography: Extra Camera Per Event	Inside Dhaka		
		Outside Dhaka		
4	Videography: Opening/Inauguration Ceremony	Inside Dhaka		
		Outside Dhaka		
5	Videography: Extra Camera Per Event	Inside Dhaka		
		Outside Dhaka		
6	Videography: Daylong Conference / Program	Inside Dhaka		
		Outside Dhaka		
7	Event video coverage with highlights edit			
8	Photo editing and retouching			

5. Submission

Sealed applications with all required documents should be submitted to the address given in clause 10 of the Instructions to Bidders (Brand Communication & Marketing Division, Al-Arafah Tower (Level-7), 63, Purana Paltan, Dhaka-1000) by the last date of submission.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____

Name and designation _____

Date and company seal _____

Category 6: Court and Administrative Advertisement

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

1. Introduction

Al-Arafah Islami Bank PLC invites applications from experienced and reputed firms for enlistment as a vendor for publication of court-mandated, legal and administrative advertisements and notices in newspapers for the year 2027-2028. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period.

2. Scope of Services (Technical Specification)

The selected vendor is expected to provide the following services:

Sl.	Service / Item	Vendor response in details
1	Court and legal notices: summons notices, Artha Rin Adalat notices and auction notices	
2	Administrative notices: tender and quotation notices, recruitment and vacancy circulars, and public notices	
3	Corporate notices: AGM, shareholder and customer notices, and corrigenda / revised notices	
4	Booking and publication of notices in national and regional newspapers, in Bangla and English	
5	Urgent and same-day / next-day publication when required	
6	Supply of proof of publication (tear sheets / newspaper copies) and billing for each notice	

3. Documents to be Submitted

In addition to the pre-requisite documents listed in clause 14 of the Instructions to Bidders, the following category-specific documents must be submitted with the Technical Bid:

- List of newspapers the applicant can publish in, with language, circulation and registration details
- Evidence of authorization / agency relationship with the newspapers
- Details of the process for urgent publication and proof of publication (tear sheets)

4. Financial Offer (Quotation / Rate Sheet)

Applicants must provide their rates in the format below. Please add any other item relevant to your service. All rates are in BDT and must be inclusive of VAT and AIT.

Sl	Newspaper	Type	Discount Rate (BDT)	Remarks
1	Newspaper Name	Black/White		

Note: Please add rows for each newspaper for which a discount on the rate card is offered.

5. Submission

Sealed applications with all required documents should be submitted to the address given in clause 10 of the Instructions to Bidders (Brand Communication & Marketing Division, Al-Arafah Tower (Level-7), 63, Purana Paltan, Dhaka-1000) by the last date of submission.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____

Name and designation _____

Date and company seal _____

Category 8: Content Production House

Al-Arafah Islami Bank PLC (AIB PLC) invites qualified agencies to submit separate technical and financial proposals for the 2027–2028 enlistment period. The assignment covers professional audiovisual, photography and digital content production.

Assignment objectives

The selected agency will support AIB PLC's position as a modern, reliable, Shariah-compliant bank through the following objectives.

- Translate approved briefs into clear, brand-consistent content for the Bank's audiences.
- Deliver production-ready assets adapted to the intended channels and audiences.
- Ensure that commissioned assets, usage rights and handover files are clearly documented.

Bank goals to reflect in the proposal

Explain how your proposal supports the following Bank goals where relevant to the assignment.

- Become a preferred financial services provider and increase the value it delivers to customers, shareholders and employees.
- Attract, develop, reward and retain skilled employees who deliver high-quality customer service.
- Use modern technology and consistent policies and procedures to make banking services faster, more accurate and more efficient while managing risk.
- Foster a culture of ownership, innovation and continuous improvement.
- Strengthen the Bank's regional presence by expanding access to its products and services.
- Increase the Bank's contribution to society and protect the environment as it creates economic value.

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

Part A Technical Proposal

Describe your proposed methodology, deliverables and quantities, project team and timeline. Identify assumptions, dependencies and any departures from the scope below.

Scope of work

A1 Pre-production. Develop scripts, storyboards, shot lists and production schedules from approved briefs. Propose casting, locations, crews, equipment and the approval process.

A2 Production. Produce approved commercials, brand and product films, interviews, social videos, photography or other agreed formats. Coordinate releases and applicable permissions.

A3 Post-production. Provide editing, grading, sound design, voice-over, motion graphics or animation as required. State the proposed feedback process and revision assumptions.

A4 Versions and delivery. Prepare agreed durations, aspect ratios, Bangla and English versions, captions or subtitles, and broadcast or digital masters. Apply technical specifications and quality checks.

A5 Rights and handover. Identify talent, music, stock and other usage rights and restrictions. Specify the masters, approved edits, project files and raw footage included in handover.

Agency information and documents

Submit an agency profile and at least five recent relevant productions with credits and the agency's role. Include a showreel, sample production schedule, key crew profiles, and any subcontractors or conflicts of interest.

Confidentiality and delivery conditions

Use Bank information only to prepare your proposal or carry out the approved assignment. Limit access to personnel who need it. Obtain written approval before sharing confidential information with subcontractors, using customer data or publishing Bank materials, except where disclosure is required by law. AIB PLC may require a confidentiality agreement before sharing sensitive information.

Comply with applicable laws and follow the Bank's approval process for public materials and commitments. Identify any third-party rights or restrictions relevant to the services and state what will be handed over. Final terms will be recorded in the written agreement or work order.

Part B Financial Proposal

Submit your quotation in BDT using your own pricing format. Base your fee on the approach, resources and services you consider necessary to deliver the work proposed in Part A.

State your total proposed fee, applicable VAT or taxes, payment terms and quotation validity. Explain any assumptions or exclusions that affect delivery and identify any optional services and their fees separately. Explain how you price pre-production, production and post-production. Identify the assumptions behind versions, revisions, crew, equipment, usage rights and any third-party production costs.

Submission instructions

Submit Part A and Part B separately in sealed envelopes by the submission deadline. Label each envelope with the RFQ reference, agency name and proposal title. Include all pricing in Part B. An authorized representative must sign both proposals.

Delivery address Brand Communications & Marketing Division, Al-Arafah Tower (Level 7), 63 Purana Paltan, Dhaka 1000, as stated in Clause 10 of the accompanying Instructions to Bidders.
Send clarification questions in writing to the procurement contact by the clarification deadline.

Evaluation and agency selection

1. **Submission.** Agencies submit separate technical and financial proposals by the deadline.
2. **Review and shortlisting.** AIB PLC reviews eligibility and completeness, then considers the proposed approach, experience, team, ability to deliver and fees in relation to the proposed scope. If AIB PLC identifies suitable agencies, it will shortlist them for presentation.
3. **Presentation.** Shortlisted agencies present their proposals and answer questions about their approach, deliverables, timeline and quotation.
4. **Final selection.** After the presentations, AIB PLC selects the agency based on technical suitability, the presentation and value for money, subject to internal approval. Work begins after AIB PLC issues a written agreement or work order.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization
Authorized signature _____
Name and designation _____
Date and company seal _____

Category 8: Event and Activation House

Part A Technical Proposal

Describe your proposed methodology, deliverables and quantities, project team and timeline. Identify assumptions, dependencies and any departures from the scope below.

Scope of work

A1 Concept and planning. Propose formats for approved launches, outreach, branch activations, employee events or sponsorship activities. Define audiences, participant journeys, locations, timelines and success measures.

A2 Production and logistics. Prepare layouts and production plans for venue, stage, signage, audiovisual equipment, staffing and materials as applicable. Coordinate vendors, setup and dismantling.

A3 Approvals and readiness. Set out the run of show, team responsibilities, site checks and contingency plans. Identify applicable venue permissions, accessibility and event safety arrangements before execution.

A4 On-site execution. Manage registration, participant flow, field teams, rehearsals and event delivery. Escalate operational issues to the Bank and use approved processes for participant information.

A5 Reporting and closeout. Report attendance, participation, feedback and enquiries where relevant. Include approved proof of delivery, documentation and reconciliation of authorized costs.

Agency information and documents

Submit an agency profile and at least five recent relevant events or activations with the agency's role and scale of delivery. Include a sample run of show, a closeout report and proposed team profiles. Disclose subcontractors and conflicts of interest.
Attach a valid trade licence, e-TIN, VAT registration or BIN, and entity registration documents, as applicable, together with any other prerequisite documents listed in Clause 14 of the accompanying Instructions to Bidders.

Confidentiality and delivery conditions

Use Bank information only to prepare your proposal or carry out the approved assignment. Limit access to personnel who need it. Obtain written approval before sharing confidential information with subcontractors, using customer data or publishing Bank materials, except where disclosure is required by law. AIB PLC may require a confidentiality agreement before sharing sensitive information.

Comply with applicable laws and follow the Bank's approval process for public materials and commitments. Identify any third-party rights or restrictions relevant to the services and state what will be handed over. Final terms will be recorded in the written agreement or work order.

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

Part B Financial Proposal

Submit your quotation in BDT using your own pricing format. Base your fee on the approach, resources and services you consider necessary to deliver the work proposed in Part A.

State your total proposed fee, applicable VAT or taxes, payment terms and quotation validity. Explain any assumptions or exclusions that affect delivery and identify any optional services and their fees separately. Explain your planning, management and execution fees. Identify the assumptions behind venue, production, staffing, logistics and other third-party costs, plus any cancellation or rescheduling terms.

Submission instructions

Submit Part A and Part B separately in sealed envelopes by the submission deadline. Label each envelope with the RFQ reference, agency name and proposal title. Include all pricing in Part B. An authorized representative must sign both proposals.

Delivery address Brand Communications & Marketing Division, Al-Arafah Tower (Level 7), 63 Purana Paltan, Dhaka 1000, as stated in Clause 10 of the accompanying Instructions to Bidders.

Send clarification questions in writing to the procurement contact by the clarification deadline.

Evaluation and agency selection

1. **Submission.** Agencies submit separate technical and financial proposals by the deadline.
2. **Review and shortlisting.** AIB PLC reviews eligibility and completeness, then considers the proposed approach, experience, team, ability to deliver and fees in relation to the proposed scope. If AIB PLC identifies suitable agencies, it will shortlist them for presentation.
3. **Presentation.** Shortlisted agencies present their proposals and answer questions about their approach, deliverables, timeline and quotation.
4. **Final selection.** After the presentations, AIB PLC selects the agency based on technical suitability, the presentation and value for money, subject to internal approval. Work begins after AIB PLC issues a written agreement or work order.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____

Name and designation _____

Date and company seal _____

Category 9: Outdoor and Branding House

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

1. Introduction

Al-Arafah Islami Bank PLC invites applications from experienced and reputed firms for enlistment as a vendor for outdoor advertising and branding services for the year 2027-2028. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period.

2. Scope of Services (Technical Specification)

The selected vendor is expected to provide the following services:

Sl.	Service / Item	Vendor response in details
1	Billboards	
2	Roadside branding	
3	Branch signboards	
4	LED displays	
5	Indoor and outdoor branding	

3. Documents to be Submitted

In addition to the pre-requisite documents listed in clause 14 of the Instructions to Bidders, the following category-specific documents must be submitted with the Technical Bid:

- List of owned / controlled billboard and LED sites with locations, sizes and photographs
- Valid permissions / city corporation approvals for outdoor sites
- Details of fabrication and installation capacity and past branch branding work

4. Financial Offer (Quotation / Rate Sheet)

No rate sheet is required for this category. Enlisted vendors will be requested to submit quotation for each individual work as and when required (on-spot quotation). Only the Technical Bid is to be submitted for this category.

6. Submission

Sealed applications with all required documents should be submitted to the address given in clause 10 of the Instructions to Bidders (Brand Communication & Marketing Division, Al-Arafah Tower (Level-7), 63, Purana Paltan, Dhaka-1000) by the last date of submission.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____

Name and designation _____

Date and company seal _____

Category 10: PR Agency

RFQ schedule

Particulars	Details
RFQ Reference No.	[Ref. No.]
Date of Issue	[DD/MM/YYYY]
Last Date of Submission	[DD/MM/YYYY, time]
Enlistment Period	2027-2028
Contact Person	[Name, designation]
Phone / Email	[Phone] / [Email]
All deadlines are in Bangladesh Standard Time.	

1. Introduction

Al-Arafah Islami Bank PLC invites applications from experienced and reputed firms for enlistment as a vendor for public relations and communications support services for the year 2027-2028. Enlisted vendors will be invited to submit quotations for individual assignments as per the Bank's requirement during the enlistment period.

2. Scope of Services (Technical Specification)

The selected vendor is expected to provide the following services:

Sl.	Service / Item	Vendor response in details
1	Preparation of media materials	
2	Press coordination	
3	Media training	
4	Specialist communications support	

3. Documents to be Submitted

In addition to the pre-requisite documents listed in clause 14 of the Instructions to Bidders, the following category-specific documents must be submitted with the Technical Bid:

- Company profile with PR campaign case studies
- Details of media contacts and relationships
- Profiles of the PR team and sample press release / media kit

4. Financial Offer (Quotation / Rate Sheet)

Applicants must provide their rates in the format below. Please add any other item relevant to your service. All rates are in BDT and must be inclusive of VAT and AIT.

Sl	Service Item	Unit	Rate (BDT)	Remarks
1	▪ Press release / media material preparation ▪ Press coordination and media outreach ▪ Press conference / media briefing management ▪ Media training ▪ Specialist communications support (crisis, issue management) ▪ Media coverage report ▪ Others (if any)	Per event		

5. Submission

Sealed applications with all required documents should be submitted to the address given in clause 10 of the Instructions to Bidders (Brand Communication & Marketing Division, Al-Arafah Tower (Level-7), 63, Purana Paltan, Dhaka-1000) by the last date of submission.

AIB PLC may request clarifications or close the RFQ without an award if no suitable proposal is received.

Agency authorization

Authorized signature _____

Name and designation _____

Date and company seal _____