



BANK OF CEYLON

REQUEST FOR EXPRESSION OF INTEREST

SELECTION OF DIGITAL AND SOCIAL MEDIA ADVERTISING AGENCIES FOR A PERIOD OF 02 YEARS

REOI NO. P/PROC/2025/439

The Bank of Ceylon, Sri Lanka's No. 1 Bank, invites qualified Digital and Social Media Advertising Agencies to submit Expressions of Interest (EOI) for providing advertising concepts, marketing & advertising materials, and digital and social media campaign services as and when required.

The Bank seeks to engage agencies with proven expertise and resources to develop, promote, and manage digital and social media advertising campaigns, helping to enhance the Bank's brand visibility and marketing effectiveness.

1. Interested parties shall have the following qualifications to be eligible for the submission of Expressions of Interest (EOI). Documentary evidences shall be provided. Failure to provide this information will result in the rejection of the EOI.
 - i. Registered Business in Sri Lanka for a minimum period of two (2) years as of the closing date of the Expression of Interest (EOI). This must be evidenced by a valid Business Registration or Certificate of Incorporation.
 - ii. A minimum two (2) years of experience in the captioned industry. Please provide documentary evidence such as relevant agreements, purchase orders, credential letters from clients to demonstrate experience. (Evidence for at least for one (01) digital advertisement for the years 2024 and 2025 shall be submitted.)
 - iii. Average annual turnover during the past two (2) consecutive years (2023/24 and 2024/25 or 2023 and 2024) shall be a minimum of Rs.25.0 million. (Companies shall submit Annual Reports or Audited Financial Statements including the audit opinion. Sole proprietor or Partnerships shall submit the document as per the format given in Annexure 3.1 (A), certified by a Chartered Accountant, if Annual Reports or Audited Financial Statements with the audit opinion, are not available.)

- iv. Employed minimum designators of “Full creative advertising manager/**Creative Director, Copy Writer (English), Translators (Sinhala and Tamil), Designer, Dedicated Accounts Manager/ Coordinator (24x7), Conflict Management Team (minimum 03 members) and–Employee with Digital and AI-driven capabilities**” who are directly involved in advertising related activities of the company. [Separate Curriculum Vitae (CVs) highlighting experience in each role shall be attached. CVs shall be signed by the relevant employee and certified by the Company/Business Entity (Director/Owner/Partner).]
 - v. Employed at least 02 permanent employees from the above designators. (EPF/ ETF Returns for last 03 months shall be submitted.)
 - vi. Experience and capabilities in creatives, production, IT/software development, and management of digital/social media campaigns. (Details of the Digital campaigns conducted by the bidder)
2. EOI document can be inspected free of charge at the Office of the Chief Manager (Properties and Procurement), Bank of Ceylon, 14th Floor, No 01, "BOC Square", Bank of Ceylon Mawatha Colombo 01, during 0900 hrs to 1500 hrs on working days until 08.06.2026.
 3. A complete EOI Document in English language can be purchased by interested Digital and Social Media Advertising Agencies on the submission of a written request to the undersigned on any working day from **0900 hrs to 1500 hrs** until **08.06.2026** upon payment of a non-refundable fee of Rs. 17,000.00 inclusive of Taxes. The Payment method of non-refundable fee will be in the form of Cash deposit which authorized by the undersigned.
 4. The Pre EOI meeting will be held at the Conference room, 14th Floor, Bank of Ceylon Head Office, Colombo 01 at **1100 hrs on 29.05.2026**.
 5. EOI shall only be submitted on the EOI Documents obtained from the Chief Manager (Properties and Procurement), Bank of Ceylon. Duplicated EOI Documents are not allowed to submit the EOI. Envelope shall be marked the “REOI NO. P/PROC/2025/439” and “Selection of Digital and Social Media Advertising Agencies for a Period of 02 Years” on the top left hand corner.

6. EOI along with the relevant documents shall be deposited in the Tender box available at the 14th Floor, Bank of Ceylon, No.01, “BOC Square”, Bank of Ceylon Mawatha, Colombo 01 or sent by registered post addressed to Chief Manager (Properties and Procurement) of the above address to reach the Chief Manager on or before **1000 hrs on 09.06.2026**. Late submissions will not be accepted.

Received EOI documents shall be opened soon after closing of the submissions. Agents or their authorized representatives may attend the bid opening. *(The format given in REOI Document should be prepared in a company letter head and to be submitted along with a photocopy of the National ID card / driving Licenses of the participant when entering to the Bid Opening Room. Permission for entry to the Bid Opening room may be refused in case authorization as prescribed above is not submitted.)*

Documents received after closing date and time shall not be accepted and returned unopened.

7. Authorized person who signed the EOI shall be declared by a Board Resolution/ registered Power of Attorney as appropriate and such document shall be submitted along with the EOI. (If it is a Company, extract of resolution made by the Board of Directors and certified by (recent date) the company secretary. If it is a Partnership, all partners shall appoint the attorney or all partners shall sign the bid or sign as per the registered Partnership Agreement. If it is a Sole Proprietorship, the Owner shall sign.)
8. Points allocating criteria are given below and the shortlisted agencies will be invited for a physical presentation.

7.1 Evaluation of documents

Experience in the industry	15
Average annual turnover	05
(Average of 3 years - as per requested documents)	

Employees directly involved in Digital and Social Media advertising related activities of the Company	20
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7.2 Physical presentation

60
100

9. The Bank will shortlist eight (8) agencies with the highest scores and, from these, select five (5) agencies with the highest marks for contract award. If any agency fails to participate in three (3) consecutive pitch presentations, its contract will be terminated, and the contract will be awarded to one of the remaining three (3) shortlisted agencies based on their merit. If any other agency subsequently fails, the contract will again be awarded to one of the remaining agencies based on their merit.

10. The contract period shall be two (2) years and quotations will be obtained as and when required at the sole discretion of the Bank. Furthermore, the selected Agencies shall agree to sign a Contract Agreement and Non-Disclosure Agreement with the Bank.
11. As security for the due fulfillment of obligations under the contract, the selected agency shall, at its own cost, furnish a Performance Security through a licensed commercial bank other than Bank of Ceylon for a sum of Rs. 250,000.00 valid up to two months beyond the contract period, within fourteen (14) days from the date of Letter of Acceptance.
12. All materials created and produced for the Bank by the agencies and paid for by the bank, shall be the property of the Bank in terms of copyright and ownership.

The final decision will be made by the Bank of Ceylon and the Bank reserves the right to reject any or all EOIs without adducing any reason.

Canvassing in any form will lead to disqualification.

The Chief Manager
Properties & Procurement Department,
14th Floor, Bank of Ceylon Head Office,
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