



REOI NO. P/PROC/2025/440

BANK OF CEYLON

REQUEST FOR EXPRESSION OF INTEREST

**SELECTION OF AN AGENCY FOR MEDIA BUYING ON TELEVISION, RADIO
PRESS AND CINEMA ADVERTISING FOR BANK OF CEYLON FOR A PERIOD OF
02 YEARS**

The Bank of Ceylon, Sri Lanka's No. 1 Bank would like to obtain the services from specialized Media Buying Agencies for media scheduling for the Bank.

Media Buying Agencies

1. Interested parties shall have the following requirements to be eligible for the submission of Expression 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 five (05) years as of the closing date of the EOI. This must be evidenced by a valid Business Registration or Certificate of Incorporation.
 - ii. A minimum of five (05) years of experience in the captioned industry. Please provide documentary evidence such as relevant agreements, purchase orders, or credential letters from clients to demonstrate experience.
 - iii. Average annual turnover during the past three (03) consecutive financial years (2022/23, 2023/24 and 2024/25 or 2022, 2023 and 2024) shall be a minimum of Rs.50.0 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. Average annual total media billing capacity shall be over Rs. 300 million for the past three (03) consecutive financial years (2022/23, 2023/24 and 2024/25 or 2022, 2023 and 2024). (A declaration certified by the Chartered Accountant or the Company Secretary should be attached)

Classification: Public

2. REOI 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 **11.06.2026**.
3. A complete REOI Document in English language can be purchased by interested bidders on the submission of a written request to the undersigned on any working day from **0900 hrs to 1500 hrs** until **11.06.2026** upon payment of a non-refundable fee of **Rs. 25,000** 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 01.06.2026**.
5. EOI shall only be submitted on the REOI Documents obtained from the Chief Manager (Properties and Procurement), Bank of Ceylon. Duplicated EOI Documents are not allowed to submit the EOI. The **Technical Proposal and the Financial Bid** shall be submitted in separate sealed envelopes. The Financial Bid / Commission Rate details shall be submitted strictly in accordance with Annexure 16 in a separately sealed cover, clearly marked as 'Financial Bid – Commission Rate (Annexure 16)' and marked 'Not to be opened along with the EOI Technical Documents.'

Both sealed envelopes shall be enclosed in **one outer envelope**. The outer envelope shall be clearly marked on the top left-hand corner as: '**REOI No. P/PROC/2025/440**' and '**Expression of Interest for Selection of an Agency for Media Buying on Television, Radio, Press and Cinema Advertising for Bank of Ceylon for a Period of 02 Years.**'

6. EOI along with the relevant correspondence shall be deposited in the 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 12.06.2026**. Late submissions will not be accepted. Received EOI documents shall be opened soon after closing of the submissions. Agents or their representatives may attend the bid opening. (***The format given in Annexure 15 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 agencies who complied with the eligibility criteria will be invited for a physical presentation.

8.1 Evaluation of documents	
Criteria	Total Marks allocated out of - 55
a. Details of the financial institutions / Telco Companies presently handled by the agency and its affiliated bodies.	10
b. Resource allocation based on FTE (Full Time Equivalent) for an assumed budget of Rs 400 Mn per annum.	10
c. No. of TV and Radio channels covered (per event) as free media coverage for special events. Such as Press conferences / Branch opening / Branch relocations.	05
d. Subscriptions to reputed independent party research analytics and tools for BOC in FOC basis.	10
e. Number of client interviews, PR, News articles proposed to be published per quarter in FOC basis.	10
f. Number of years in the industry.	10
8.2 Presentation	45

9. Agencies scoring above 70 marks in the document evaluation and presentation will be shortlisted, and the final evaluation will be conducted on an 80:20 basis, with 80% weight for financial evaluation and 20% for technical evaluation based on submitted commission rates (lowest rate scoring highest percentage of 80%). Sealed financial bids of shortlisted agencies will be opened in the presence of their authorized representatives, and the agency with the highest total weighted score will be selected.

10. As a security for the due fulfillment of the obligations under 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.
11. 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 Agency shall agree to sign a Contract Agreement and Non-Disclosure Agreement with the Bank (Annexure 17 - Sample Agreement).
12. All material created and produced for the Bank by the agency and paid for by the bank, shall be the property of the bank in terms of copyright and ownership.
13. The Bank has all right to hold the payment or reduce the payment, if approved schedule is not implemented as agreed or to reschedule the advertisements which are not telecasted, broadcasted or published. The credit period is 45 days from the date of invoice submitted and upon confirmation from third party monitoring agency. The bank will only pay the awarded commission rate and the CAC (Creative Agency Commission) shall not be paid.

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

Canvassing in any form will be disqualification.

The Chief Manager

Properties & Procurement Department

14th floor, Bank of Ceylon Head Office,
“BOC Square”, No. 1, Bank of Ceylon Mawatha,
Colombo 01, Sri Lanka.

Telephone: 094 2204262, 094 2544310

E-mail: procofficer1@boc.lk