BANK OF CEYLON

REQUEST FOR EXPRESSION OF INTEREST

SELECTION OF AGENCIES FOR CREATIVE ADVERTISING FOR BANK OF CEYLON FOR A PERIOD OF 02 YEARS

REOI NO. BOC/PROC/P/2026/422

The Bank of Ceylon, Sri Lanka's No. 1 Bank, would like to obtain the services of Creative Advertising Agencies to develop advertising concepts and other marketing and advertising related materials for the Bank.

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 three (3) 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 of three (03) 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 (Evidence for any three (03) years from 2022, 2023, 2024, or 2025 shall be attached. In addition, evidence for at least for one (01) creative TV advertisement for the years 2024 and 2025 shall be submitted – CD shall be submitted with the details of advertised channels and client references along with the bid)

   iii. Average annual turnover during the past three (3) consecutive years (2022/23, 2023/24 and 2024/25 or 2022, 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 "**Creative Director, Copy Writer (English), Translators (Sinhala and Tamil), Designer, Coordinator 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.)

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 **23.07.2026.**

3. A complete REOI Document in English language can be purchased by interested Creative advertising Agencies on the submission of a written request to the undersigned on any working day from **0900 hrs** to **1500 hrs** until **23.07.2026** upon payment of a non-refundable fee of **Rs. 25,000.00** 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 13.07.2026.**

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. Envelope shall be marked the "REOI NO. BOC/PROC/P/2026/422" and "Expressions of Interest for Selection of Creative Agencies for Bank of Ceylon for a period of two (02) years" on the top left-hand corner.

6. EOI along with the relevant documents 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 **24.07.2026.** 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.

   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

Experience in the industry	15
Average annual turnover (Average of 3 years - as per requested documents)	05
Employees directly involved in creative advertising related activities of the Company	20
8.2 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 five (5) consecutive pitch presentations, the bank will select one of the remaining 03 shortlisted agencies based on their merits.

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, and the Bank reserves the right to reject any or all EOIs without adducing any reason or to increase or decrease the number of agencies to be awarded, as specified in Section 09 above.

Canvassing in any form will lead to disqualification.

The Chief Manager
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