BANK OF CEYLON

REQUEST FOR EXPRESSION OF INTEREST (REOI)
REOI No: BOC/PROC/P/2026/409

Selection of a Consultant for Comprehensive Rebranding Strategy for Bank of Ceylon

Bank of Ceylon is a state-owned banking institution, one of the largest and most trusted commercial banks of the country, serving millions of customers through an extensive network of branches, self-service channels, digital platforms and overseas operations.

1. Purpose and Objective of the Consultancy Service

Consultancy services are required for undertaking a comprehensive rebranding, repositioning and internal brand transformation initiative. The assignment is expected to assess the Bank's current brand perception, define a future brand positioning, develop a refreshed brand identity, strengthen customer engagement and align employee culture with the desired brand promise.

The rebranding initiative shall be a comprehensive 360-degree (360°) exercise. The rebranding initiative shall also assess and define the positioning of Bank of Ceylon among international banks, taking into consideration the Bank's foreign footprint and international presence.

2. Qualification & Experience of the prospective consultancy firm

a) The consultant shall be an experienced consultancy firm well established with at least five (05) years' experience in Comprehensive Rebranding Strategy or in similar assignments.

b) Required Technical and managerial skills and competencies to undertake this assignment (Ability to deploy qualified multidisciplinary experts as stated in TOR in branding, strategy, communications, marketing, research, Human Resource, change management, UI/ UX Specialist and related disciplines).

c) Extensive and relevant previous experience in successfully completing at least one (01) similar assignment during the last five (05) years covering,

   i. branding, rebranding and strategic marketing including brand repositioning or corporate identity transformation,

   ii. business re-engineering

d) Demonstrate at least one (01) consultancy experience in the banking, financial services or other large business entity with over 3,000 workforce or turnover LKR 100.0 Bn within last three years.

e) The consultancy firm should not have any commercial interest in the said assignment related activities.

f) Demonstrate the financial capability to undertake the assignment (Average annual turnover of not less than LKR 500.0 Mn (or Equivalent in Foreign Currencies*) during the last three (03) financial years - 2022/23, 2023/24 and 2024/25 or 2022, 2023 and 2024).

*The equivalent value in Sri Lankan Rupees (LKR) shall be determined using the average annual exchange rate for the respective year, as published by the Central Bank of Sri Lanka.

Proof documents shall be submitted for a, b, c, d & f, and confirmation shall be given for e.

3. Short-listing Criteria

A. Consultancy Firm Experience – No. of Years (will be considered maximum up to 10 years)
B. Technical and Multidisciplinary Capacity – Availability of experts – Nos. (Minimum required team of six (06) key experts plus additional two relevant specialists)
C. Similar Consultancy Assignments – No. of projects (will be considered maximum up to 03 projects)
D. Relevant Sector Experience – No. of projects (will be considered maximum up to 03 projects)
E. Financial Capability – Average Turnover (will be considered maximum up to 1.0 Bn)

Following the evaluation of the Expressions of Interest, the highest-ranked consultants, based on the shortlisting criteria, will be shortlisted to participate in the next stage of the procurement process. A maximum of five (05) consultants will be shortlisted.

4. Method of Selection

The final selection of the Consultant shall be carried out in accordance with the Quality and Cost-Based Selection (QCBS) method.

5. EOI Submission Details

5.1 The complete REOI document in English may be obtained by interested consultancy firms upon submission of a written request to the undersigned via email.

5.2 The Pre-EOI meeting will be held on **21.07.2026** at 1500 hrs. (venue: Conference Room at 27th Floor). All prospective bidders should participate for the pre-bid meeting. Physical participation is mandatory for local bidders. Foreign bidders will be allowed to participate through the online. Such foreign bidders should make prior arrangement for the online meeting.)

5.3 The prospective consultancy firm shall submit the following documents together with the EOI:

i) Documentary evidence demonstrating the firm's qualifications and relevant experience in undertaking similar consultancy assignments as stated in Sec. 02 above.

ii) A project proposal outlining the proposed approach and methodology for carrying out the assignment, ensuring comprehensive coverage of the requirements specified in the Terms of Reference (TOR).

5.4 Duly completed Expressions of Interest, comprising one original and one copy along with all relevant supporting documents, shall be submitted in sealed envelopes and deposited in the tender box located at the 14th Floor, Bank of Ceylon, No. 01, "BOC Square", Bank of Ceylon Mawatha, Colombo 01, or sent by registered post or courier service to the same address, to reach on or before 1000 hrs on **10.08.2026.** Documents received later than the specified date and time will not be accepted and will be returned unopened.

5.5 Envelope should be marked as "**REOI No. BOC/PROC/P/2026/409**" and "**Selection of a Consultant for Comprehensive Rebranding Strategy for Bank of Ceylon**" on the top left-hand corner.

The Bank reserves the right to shortlist the highest-ranked firms, typically not exceeding five (05), for the next stage of the procurement process.

Further, details could be obtained from Chief Manager (Properties & Procurement) as mentioned below.

The Chief Manager,
Properties and Procurement Department,
14th Floor, Bank of Ceylon Head Office,
No. 01, "BOC Square", Bank of Ceylon Mawatha, Colombo 01.
Telephone: +94 112204262, +94 112544310
E-mail: procofficer1@boc.lk