

Ref: HO/FMD/RFQ/DCA/2025/482

August 3, 2025

Sub: Enlistment and fixation of rate for design and creative works related to marketing and communications of Prime Bank PLC.

Dear Concern,

Please refer to the captioned subject, we would to inform you that, Prime Bank PLC. intends to select a panel of vendors for a period of 06 (six) months which may be extended for further period for design and creative works related to marketing and communications. In this regard interested bidders are requested to submit financial offer in their letterhead pad duly signed with sealed envelope. The envelope must be marked as **“Submitted for the enlistment and fixation of rate for design and creative works related to marketing and communications”**.

Eligibility and other conditions:

1	Prime Bank will maintain a panel of suppliers in order to do design and creative works related to marketing and communications as and when required for a period of 06 (six) months which may be extended for further period. The panel of suppliers may be considered based on common rate of the items be fixed by the Bank.
2	The quoted rates shall excluding VAT, include AIT and others charges. No additional cost will be paid by the bank for transportation. Bank will deduct AIT as per government rules.
3	Bidder must submit photocopy of following documents along with the RFQ: a. Up-to-date Valid Trade License b. Certificate of incorporation in case of Limited Company c. Valid TIN & BIN Certificate d. VAT Registration Certificate e. Bank Solvency Certificate f. Experience Certificate/ Work Order g. List of Employees (related to design and creative works) h. Client List (Not the proper submission of the documents may be the reason for technical disqualification.)
4	Experience with Bank & International Platform (if any): 1. Practical work experience of minimum 05 (Five) years in designing and creative works as an agency. Copy of oldest Trade License need to be provided as proof. 2. At least 3 different client work order/bill copy (1 each from 3 clients total 3) for the work done within last 6 months.
5	Any vendor with previous negative experience with Prime Bank PLC. will be directly disqualified. Their financial offer will not be acceptable and will not be opened.
6	Any Fake, Tempering of Data, Manipulation or any kind of unusual approach or failure to submit the proposal/offer within the stipulated time frame will be treated as “Disqualification” to attend to the bidding.
7	In case of supply inferior quality goods, any changes request by Prime Bank must be entertained immediately
8	The Bank shall not be bound or under any obligation to accept the lowest quotation.
9	The supplier will maintain an agreed delivery time for all works assigned.
10	All creative works done for Prime Bank PLC. will be treated as Prime Bank property and the supplier shall provide the editable soft copy in google drive, where applicable, as and when required by the bank.
11	The Supplier shall provide immediate response either by phone, e-mail, and/or by person to any of the Purchaser's queries related to support and service.
12	Any attempt of persuasion will result in immediate disqualification of the bidder from this tender process.

For this purpose, you are requested to submit financial offer as per following format/specifications:

Scope of Works (Social Media/Press Media)	Unit of Measure	Unit Rate (Including AIT, excluding VAT)
Static Master Creative	Per Unit	
Motion Graphic/Short Videos/ GIF (Using Provided graphics, Text, Static Image, Stock Audio)	Per Unit	
Post Adaptation (50% of the main KV)	Per Unit	
Carousel	Per Frame	
Illustration Sketch	Per Frame	
Adaptation for Print (13 X 1.5)		
Adaptation for Quarter Page Design (10 X 4)		
Adaptation for Half Page Design (10 X 8)		
GDN (AdPlay, GNR, Eskimi)		
HTML5 (20 sizes)	Per Unit	
Static/GIF (20 Sizes)	Per Unit	
Rich Media Ads	Per Unit	
Blog		
SEO	Per Unit	
Blog	Per Unit	
Rich Media Ads	Per Unit	
Video		
Animation	Per Sec	
KV Adaptation with voice over (6 sec)	Per Sec	
KV Adaptation without voice over (6 sec)	Per Sec	
KV Adaptation with Voice Over (10 sec)	Per Sec	
KV Adaptation without Voice Over (10 sec)	Per Sec	
KV Adaptation with Voice Over (15 sec)	Per Sec	
KV Adaptation without Voice Over (15 sec)	Per Sec	
Adaptation (15 sec)	Per Sec	
Talk show – 5 minutes to 20 minutes	Per Sec	
OVC - 20 sec (with voiceover)	Per Sec	
OVC - 20 sec (without voiceover)	Per 20 Sec	
OVC - 30 sec (with voiceover)	Per 30 Sec	
OVC - 30 sec (without voiceover)	Per 30 Sec	
Third Party Production Agency Service Charge	%	
Print Material		
Billboard Design (10' x20')	Per Unit	
Banner (Large) Design	Per Unit	
X Banner Design	Per Unit	
Standee Design	Per Unit	
Brochure Design	Per Unit	
Leaflet (A4 Size, 3 Fold)	Per Unit	
Press ad Design	Per Unit	
Cutout Design	Per Unit	
Hand Cutout Design	Per Unit	
Booklets Design (20+ Page / Per Version)	Per Unit	
Additional Revisions to Booklet Design	Per Unit	
Media Buying		
Digital Media Buying for Facebook, YouTube, Instagram and LinkedIn	At Actual and as per Dollar rate on the existing date	


 Page 2 of 3

The proposal must be submitted in the tender box kept at Prime Bank PLC., Head Office, Central Dispatch, Prime Tower (Ground Floor), Plot # 08 & 35 Airport Road, Nikunja-2, Khilkhet C/A, Dhaka -1229 on **August 10, 2025 before 3:00 pm** and the tender will be opened on the same day at 03.30 pm.

For details information please contact with:

For design information details:

1. Head of Brand & Communications, SAVP, Brand & Communications Division, Cell # 01713486695

For RFQ submission details:

2. Mr. Md. Razu Ahmed, Officer, FMD, Cell # 01714744931

Thanking You,



03.08.25

Tanveer Ahamed

Head of Procurement-FMD

